ABOUT TOJDAC
(ISSN: 2146-5193)

Design, art and communication are evaluated together since they are interdisciplinary fields. It is not possible to understand design as a mode of communication without considering design theories and design principles. The design works that do not have an artistic point of view and/or the art works that do not have design principles and design theories cannot exist. In addition to these, art or design is known as a communication activity. As a result these three fields are intertwined and essential for one another.

Tojdac, which was first published after Visualist 2012 International Congress on Visual Culture at Istanbul Kültür University, is an online journal that publishes original research papers and solicits review articles on developments in these three fields. The scientific board consists of the Visualist 2012 scientific committees. In this context, Tojdac is qualified as an “international peer-reviewed journal”. It is a peer-reviewed international journal published four times a year. Each volume has a different theme and a guest editor. Themes and subheads that are chosen under the main topic of “Design, Art and Communication” are determinants in choosing and publishing articles.

The aim of Tojdac is to create a source for academics and scientists who are doing research in the arts, design and communication that feature formally well-written quality works. And also create a source that will contribute and help develop the fields of study. Accordingly, Tojdac’s intentions are on publishing articles and scientific works which are guided by a scientific quality sensibility.

Peer Review Process
The editorial board peruses the submitted material with regard to both form and content before sending it on to referees. They may also consider the views of the advisory board. After the deliberation of the editorial board, submitted material is sent to two referees. In order for any material to be published, at least two of the referees must approve it. The revision and improvement demanded by the referees must be implemented in order for an article to be published. Authors are informed within three months about the decision regarding the publication of their material.

Open Access Policy
The Turkish Online Journal of Design, Art and Communication (TOJDAC) adopted a policy of providing open access.

Call For Papers
TOJDAC will bring together academics and professionals coming from different fields to discuss their differing points of views on these questions related to “Design, Art and Communication”.

Main Topics Of Tojdac
• New Media (web 2.0, web 3.0, interactivity, convergence, virtuality, social media, etc.)
• Digital Arts (cinema, television, photograph, illustration, kinetic, graphics etc.)
• Digital Society (E-community, surveillance society, network society, etc.)
• Communication Arts (advertising, public relation, marketing, etc.)
• Performing Arts
• Visual Culture
• Visual Arts
• Visual Semiotics and Applications

Language Of Tojdac
Turkish and English
Editörün Mesajı

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Bu özel sayıyı sizlerle paylaşmaktan mutluluk duyuyoruz. Dergimizin yayınlanan bu sayısında kabul edilen 152 makale bulunmaktadır.

Sevgili okurlar, daha detaylı bilgi almak, öneri ve görüşleriniz paylaşmak ya da eserlerinizi yayınıtmak için gönderimleriniz lütfen aşağıdaki e-posta adresine iletin. Bizlere TOJDAC Sekreterliği info@tojdac.org adresinden ulaşabilirsiniz.

İletişimde kalmak ve bir sonraki sayımda buluşmak umudu ile.

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Greetings Dear readers of TOJDAC,

We are happy to announce to you that our special edition has been published. There are 152 articles published in this current issue. Dear readers, you can receive further information and send your recommendations and remarks, or submit articles for consideration, please contact TOJDAC Secretariat at the below address or e-mail us to info@tojdac.org.

Hope to stay in touch and meeting in our next Issue.

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LEGAL CHALLENGES OF CONSTRUCTION PROJECTS IN IRAN

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ABSTRACT
A large part of the budget is allocated to the management and strategy development projects whose economic, social, cultural and political consequences is very broad. To achieve the desired quality, therefore, each project must be specified in a certain time and cost; however, the current projects are concluded at several times more than the initial period. This leads to increased costs and decreased quality of the project. Delay construction projects is researched from different perspectives, for example the problems in the system the employer, problems consulting companies, financial difficulties and problems contracting companies. In this study, given the importance of contracting companies as a practical implementer of the Convention, we tried to examine the problems leading to increased contracting company for the project implementation. Global and local studies and experiences show that setting up a proper contract is one of the critical factors influencing the successful projects, where is about duties, powers and responsibilities of the parties as well as clearly definition of the project scope of work. Iranian state projects have to use of the contracts that have been developed by the government.

Keywords: municipal construction projects, legal challenges.

1. INTRODUCTION
One characteristic of economic development of any country is its development projects that are examined as a measure of the economic boom. Therefore, progress, prosperity and progress of a nation depend on the success of development projects and success in implementing development projects may require mechanisms and factors to cycle it over with minimum cost and maximum benefit in a well-regulated manner.

What is the most objective in assessing the success of development projects is their technical engineering while that may the other factors have a prominent role that are considering are invisible. For example, project management is perhaps one of the most important factors which success will be objective during the project. Each side of development projects may make the evaluation and grading these factors from one dimension. Anyway, although giving priority to some functions deemed important but what is important and extraordinary is consistency and harmonious of all the factors involved in project success. Engineering and design from a legal perspective is one of the factors the foundation of credit plan is based on. The framework of the projects needs to be a detailed engineering plan so that during its implementation, the contractor and the quitter sides do not compromise its articles and minimize the possible conflict between them. For the assignment and execution of civil engineering designer, legal framework, which has been designed by the highest authority of the country, is a document called the Treaty.

Projects are complex tasks. These projects inevitably has a unique set of drawings and technical specifications and are followed by the main contractor and the subcontractor, many of which have not previously worked together. Unique aspects of each project and forming a unique collection team is one of the usual disagreements that occur. Because each project is unique, not all their aspects can be expected to be predictable. Consequently, errors and contradictions arise in contract documents. It is even possible that interpretation of those mentioned in the contract documents was not the same by
various parties involved in the process of building. Whatever the source of disagreement, however, conflict is common in the construction industry. Many professional workers in construction projects feel that the frequency difference in these projects have been increased along with the high costs associated with them.

2. CONTRACT BETWEEN THE EMPLOYER (THE MUNICIPALITY) AND CONTRACTOR

An agreement concluded between the contractor and the employer with a non-separable set of conditions and additional documents is called Treaty.

In other words, the contractor is committed to an agreement in return for certain things during the interval under the terms of the contract sums of money or its equivalent received from the employer. According to the above definition, anything that causes disturbances in the obligations stipulated in the contract may be subject to a claim by the contractor. In the other words, because the contractor has forecast a profit at a certain time, anything that will affect the profits in this interim period brings claim for contractors. On the other hand, given the time value of money, financial claims of contractor may be due to devaluations that he expected to be achieved during the contract period. This will be especially useful to point out the following statistics:

According to the budget plan, 90% of development projects experience cost – time increasing. 60% of all unfinished projects needs more 15 to be completed. According to the World Bank study, 30 to 40 percent of projects in all countries are faced with rising costs.

The same statistics show that such increasing certainly brings some claims for contract because by the nature of the contract, the main objective of a contractor is profit, no loss and return on capital expenditure.

The point that provides outstanding sensitivity is that treaty is generally concluded between legal entity (employer (the municipality)) and a real character (contractor) and this legal argument adds complexity to the differences reviews.

The above facts and statistics therefore refers exactly to the important thing in the life of a project and then it is the financial claims of the contractor.


The emergence of prayer and differences can be imagined as follows:
The demands raised by each party to the other side (allegation) and the demands (claims) are a reflection of expectations based on the requirements of nature. If the other did not agree to the demands party the controversy forms in two factors:

A) Lack of agreement on the principle demands.

B) Accepting the demands by the other party,

The difference is that the amount of compensation demands are not agreed on this point.

In the event of misunderstandings and misconceptions generally, discussions takes place between the parties that can be in different forms such as letter writing, oral talks and so on. If there is a positive view on both sides during the demand talks, the spirit of unity and cooperation and participation will prevail; otherwise negative attitudes and practices, differences can lead to misunderstandings and if they continue to apply this view, differences lead to disputes and finally disputes lead to litigation.

Carefully on this topic, the imagine layer can make the appropriate divisions, in other words, the emergence of disputes takes place layer by layer and in each layer, the cost of the examination and its resolution is lower divisions and fewer people are involved in this matter. Whatever the deeper
differences and to reach the next main layers the people involved in this matter and their involvement increases that in addition to the time and cost more, it increases the complexity of problems. With a view to the creation of the problem, the need for proper management layer to fill the claims will be felt. In other views, according to the Treaty, the contractor undertakes to carry out the issue with data quality during the time period specified.

Based on a certain price. Therefore, it can be inferred if any of the main factors in Treaty be the subject of controversy, it can lead to contractor's claim. In other words, changes in time, change in Terms of Subject of the contract and change in the price agreed in the Treaty all of these claims would be claim's propellant.

The important thing in this case is that the claim may be correct or incorrect, provoked or unprovoked. The main cause of the current claims can be summarized in two factors. These two factors are interdependent and also have an important impact. These factors include: changes, delays. These two factors will lead to the end of time and cost and an increase in financial expenses due to the claim.

1. The importance of the timing of construction projects

Due to the nature of the implementation of the Convention in which time factor has a significant influence; usually the completion of the project is an important aspect of the project contract. Generally, Client specific need to project and it is possible to arrange special agreements to use the facilities would be completed on a certain date.

The important thing is that the contractor may have not financial claims on time but it is important for extend time for the contractor. Because, financially it is in his favor, as it prevents of the need to speed up the work or they may need to refer to elimination of any liability (damages for failure to perform timely commitment). Even if it seems that the project could be completed in time foreseen, it is wise to seek legal means extended time. These renewals, even if not necessary, provide a valuable opportunity contractor can use them in the event of any next unjustified delays.

2. The delay in the project

In all contracts subjected to carry out the work within the specified period, the delay in work certainly creates damage to other parties. From this perspective, playing time of commitment is of great importance in this type of contract.

Treaty is of such contracts that implementation of its subject in a certain time is of great importance, however the part of the difference is due to delays at least in part to the employer's fault. If the forecast is not paying for the delay in contract, the contractor may receive compensation for delays are attributable to the employer. Estimating the amount of monetary compensation that can be taken from delays attributable to the employer is difficult, because contractors may does not accept additional costs resulting from the delay. These costs may be working on items unchanged or items that are not directly related to the communication delay. These costs are the result of wave phenomena which refers to the principle that cost impact or a change or delay is not limited to that, but affect different parts of a project.

For example, if the essential activity in a project faces with such a delay that the duration of the project is two months longer, the employer may readily accept the extension of two months of the project. However, how much is the financial compensation in proportion this extension? The contractor will be reminded that the Supervisor Salaries and other overhead costs structure will continue two months later; if the extension is long enough that the project will take the winter or rainy season, the project performance degradation can be substantial. This situation can cause applicant added that some workers work for timely completion of the project. If more workers are hired, due to the lack of familiarity with the structure of the new workers, and also due to working density, it can be traced compromising performance. If workers agree to end or to reach a new wage period, the
contractor must pay more than what was initially anticipated to pay. Working sequences can also be changed. Machines may remain idle during this delay period which in turn leads to increased contractor costs. Material prices may rise during this time period delay. The crash caused long delays and replacing them is necessary. After delays in periodic payments or delay in the release of guarantee funds, the contractor may be forced to seek new financing sources. Many of these costs for the contractor are to document the problem. The Best Performance Management is to help body to receive or pay compensation for wave taking phenomena is to maintain accurate records for the detailed and itemizing them.

4. DELAYS IN CONSTRUCTION PROJECTS
In order to achieve the objectives of the project, the project manager in each organization is responsible for identifying and controlling project risks appropriately. This is particularly important in the delayed recognition. All the delays and their causes during the life of the project can be divided into three groups:

1. Delays resulting from the contractor or the contractor brokers
2. Delays resulting from the actions of the employer or the employer brokers
3. Delays resulting from military action or out-of-control parties to the Treaty Cairo

1. Changes in construction projects

Complexity, uniqueness and specialization of activities and the different people involved in the project are characterized by development projects. The specific characteristics of non-realization of the ideal objectives, all together, lead to changes. It should be noted that any changes would needs extra work but, carefully, we have to make different between additional work and overtime. Additional work is something totally independent and out of contract and basically, they are required to meet the targets enshrined in the original. However, overtime, something is required to meet the targets stipulated in the contract, and without realizing it, the work called for in the original contract cannot be completed.

2. Claims and disputes and construction project management

Considering the negative claims and disputes and negative actions in dealing with them like lack of interest can be harmful for the project. Therefore, dealing with differences needs elegance and have scientific and experimental aspects of the art at the same time. By definition, the management means making decisions and choosing from among the options, the management is both science and art, we will deal with certain management disputes. Disputes and Claims Management have a pre-emptive role in the field of very wide. Strategies developed and implemented by the project in this regard, with regard to the establishment of generally pyramidal in project, management will have a pervasive influence on the life of the project.

Claims and disputes management can be analyzed from different perspectives. In terms of the personality, the characteristics of authoritarian and anti-authoritarian spirit of cooperation and

The entire body of each system questioned will be effective. Then, individual personality of the manager is of particular importance. Technical knowledge and expertise has undeniable role in management. If forecast and prevention remain out of your keen eyes, the entire structure of the project may conflict with pesticide illness. In summary, due to the extended part of the spirit the director of each party to the other components of the organization, lack of spirit of cooperation seeking will intensify the conflict and the performance.

3. The major claims of contractor companies

After examining the causes of all claims and emphasizing the role of project management in this regard, it is necessary to have an overview of the topics in the form of claims by the contractor at the
beginning, during and at the end of the proposed treaty. Based on questionnaires and interviews with various elements of the project, the population of this issue become well known. Informing the Project Managers due to the extended property management's body of opinion will impact performance on prevention as well as dealing with claims and disputes. Also reflecting the cases referred in this regard will clear agents of change and delay.

Obviously, depending on the type of contract, public or private the project, great or small the project, usage of the projects – industrial, residential, commercial, etc. ... – can be impressive during the following factors:

1. Existing oppositions on the ground delivered to the contractor, for example, the natural or legal person claim to all or part of the project place or seize the location; in this case, the contractor shall apply for losses.
2. Lack of development credits for physical development in accordance with the approved schedule. When the contractor claims on non-monetary allocation for the continuation of the project could be worth to review and acceptance that he provides an approved but not unpaid statement. The accuracy of the operation and enforcement of creditor is confirmed by documents in accountability of the unpaid Client Devices. In this way, demands for increasing the contract time and long-term losses would be included in the contract.
3. Inaccurate or incomplete preliminary estimates and as a result, the physical work mismatch with contract items.
4. Executive wrong map, if the contractor has reached them during review and report narrated by him and request to meet defect. It is when the above cases are not corrected and doing plan in any way provide any form of malfunction or damage.

4. Raise the limits on contract development projects

This increase, so that the basic amount of the Treaty exceed 25%, can do denial of continued operation with the previous price that in any way would be to the detriment of projects except in special cases the parties have agreed to start the nobility of the subject.

1. Lack of timely communication workshop agenda in order to solve technical problems or calling out from time to correspondence and written questions contractor.
2. Adverse weather conditions; these conditions can be put out to increase the time limit.
3. Natural damaging agents such as an earthquake
4. Apparently not, and lack of full understanding contractor; in conjunction with the technical details, the executive and materials required in the project.
5. There are shortcomings in terms of the provisions of the Treaty and the private.
6. Lack of foresight bureaucracy in the way of project including getting the necessary permits to deliver workshops to contractor and obtaining the necessary permits from various organizations including water - electricity - sewage - gas - road....
7. The lack of a detailed study of existing obstacles in the way of project and lack of it in terms of estimating work. For example, the contract is not specified the availability of water, electricity and access road to the site is the responsibility of the employer or contractor.
8. It does not specify the exact type, gender and color of materials.
9. Client delay in signing and notification of contract, and timely delivery of the location to the contractor. Not-visiting the contractor of the project before the contract and reviewing the possibilities and potential obstacles and not seeing the obstacles on the volumes and estimated amounts, lack of meetings and agendas and recording the events in the workshop – this led to many claims in the work.

The absence of timely project supervisor on the shop floor and providing the necessary agenda causes unregulated performance and degradation after the implemented. Failure or delay the issuance of money orders or direct delivery of material obligations of the employer and governmental exclusive materials.
Request the contractor to use the same materials listed in list price and their subsequent claim of overpayment for items out of contract or pricing list.
Claims due to lack of provisions on map and lack of coordination between structures - architecture - installations
10. Operational performance, outside the contract between, overtime and agendas in excess of the contract

Accidents resulting from non-compliance with safety and closure of the workshop and claiming for prolongation schedule.

Change the overall map on the job such as upgrading the level and height of the project.
The use of materials and instruments from materials and tools stipulated in the contract.
At critical junctures of the employer's failure to provide the right solution.
Failure to provide timely notification and corrective plans.

Any changes in the map even with the implementation of change is equivalent to the original.

Non-routine changes to the state administrative system by overcoming the natural conditions of environmental factors.

Natural destruction caused by natural factors after performing the initial operation and approved monitoring and rebuilding the intermediaries.

Contractor financial losses due to fire, theft and similar events

If the workshop is to keep these issues on an organization other than the contractor is responsible.

Overtime done on visits monitoring organization

Failure to provide timely project financing obligations of the employer, due to contract, such loans

Lack of coordination in the pre-sale and liabilities related to the same project, which are the obligations of the employer.

Claim the right to increase sizes due to changes in practice.

The overall change in the system of contracts during execution such as change of subcontracted partnership agreement or similar management agreement

Contractors' new claim about the percentage of physical progress of the work

Claim for overtime performed, semi-finished work and work redone.

There are acute problems of inherent executive at the beginning of sighting like land – flooded – slip and ... and lack of foresight on the map.

Stop the project for various reasons: financial difficulties of the project, stop by the office and foreign legal entities and contract...

Problems of cross – workshop project such as legal problems with neighbors and owners

Claims about the values and interests of the enterprises
Applying coefficients such difficulty, height and ... in addition to the coefficients applied to the statement by the employer.

Introducing items unrelated to pricing list with sophistry and using non-verbal items if needed

Larger index instead of the main indicators in the statements if you order two or more of the items in different interpretations

Relations and conflicts behind the scenes with the contractor monitoring organization

Claims after termination of the contract including idle time of machines; launch activities, costs of researching the project and participate in the tender; overhead costs attributable to the termination of the project; accounting and legal expenses related to the preparation of claims; the cost of contractors that payment has not been made about them; the actual cost of the labor force remains unemployed if you stop working before the date of termination; and any costs or other damages the contractor thinks they should be made for the repayment of compensation; issues such as strikes and riots and the suspension of the contract or project.

In the above points, there is one important thing that should be considered by managers:

Any consecutive writing about problem and asking them to answer repeatedly, all can be useful alerts for an Engineering Manager to detect the willing of contracting parties to the claim.

5. THE CONTRACTING OF PROJECTS IN DIFFERENT COMPANIES

Studies show that around 40 per cent of the activities of 500 prestigious companies, such as Motorola, Oracle, Microsoft and others like them, are entrust to the contractor. If the companies use an appropriate pattern of escrowing projects to contractors, then 50 to 70 percent of the costs are reduced (www.outsourcing.com)

The contracting projects in main process of industries and new services, increase the speed of process, decrease the costs and serve to multiply the effect. The majority of innovations, innovative contractors come in contact with customers. In many industries, share proper attention to those who are mediating role in the project contract is of particular importance. This is beneficial relations, both in the construction process and the process of improvement.

Benefiting from external sources in project development is of the priorities of the country that is increasingly visible. In the early days of projects and programs in metropolitan when large municipalities were unable to meet the needs of its community outreach, no one could model. For the welfare of civil society, municipalities have taken advantage of external sources.

IBM in the early 1980s when decided to leave the production operating system and processor chips to external contractors was in the best condition and held 70% market share. The section would provide 95% of the company's profitability and was dominant on the market. In the meantime, Intel and Microsoft raided to IBM raided (Christensen Clayton M., 2001).

Company strategy fits well with time. At the time, many companies have abandoned their sub-processes and all activities, except its core activities, to contractors and external contractors that they did more with less cost and expertise and at that time, many analysts consider this action as IBM's turning point.

6. MODELS FOR CONTRACTING PROJECTS

In the literature review, there was a general agreement on the importance of the decision on contracting projects and enjoying it. A particular issue that is common in all studies would be reviews of warnings about problems and the project contractor and a decision on it. For example, researchers like Hilmar and Queen taken into consideration issues such as cost, contracting project activities,
supplier relationship, and decide on contracting projects. Venchatsin has investigated an approach that has been adopted in America manufacturing company and then, Velsch and Nayak took Venchatsin's activity a step closer and provide a model to help companies in assessing the deciding contracting projects (Ronan. T., 2000).

6.1. SOP model in contracting projects

This model consists of four phases which are performed in parallel and in a row. The model is given below and its phase is marked separately.

Phase 1: Identification and Assessment

This phase shows the organization's efforts to use contracting projects in cases where necessary should be done outside the organization. In this phase, contractors are identified based on the potential of the work ordered. Logistics, customer focus, quality matters, financial information, cited equipment, will lead factors affecting sorting contractors. After this point, all the candidates come in a list and are checked surreptitiously.

Phase 2: review and acceptance

This phase also involves the contractor and business. In this level and after some specific reviewing, 4 basic criteria are checked for contractors: technical capabilities, quality programs and certificates, budget, cost structure. Contractors who have successfully completed this phase are imported in other confidential list.

Phase 3: Implementation of the project

All trade and engineering issues and all transition matters to contractors occur in this phase. Suggestions and inquiries, deliverable projects, business conditions, special agreements, risks and obstacles contractors, project monitoring and all meets, accomplished in this phase.

Phase 4: Performance Management

This phase includes all activities related to confidence, and project contracting relationships.

In this phase, performance evaluation phases will be studied and identify opportunities and the results and findings will be formed and registered which covers the quality documents, quality of execution, collaboration, innovation and improvement opportunities (Momme Jesper 2002).

6.2. Queen – Hilmer Contracting Projects Model

In this model, many parameters which are considered both advantage and disadvantage, are linked together and two dimensions are defined for classifying different activities with that a company associated, one is the strategic vulnerability and the other is potential of competitive advantage. Activities that needs to communicate with contractors are classified in three groups which include domestic production, the risk of secret agreements, the need to control and purchase specific products. In this model, a high degree of vulnerability and potential competitive activity must be done within the organization. Activities that are average strategic vulnerabilities and moderate competitive advantage demand strategies such as short-term contracts, municipal contracts with consulting and joint development with the contractor demand. Finally, short-term contracts with the contractor are considered for activities with low potential vulnerabilities and less competitive. This model is characterized by only three possibilities of the available space has been filled (Barragan S, 2003).

6.3. Contracting Projects 18 C model
It provides a sustainable management through a comprehensive analysis in process of contracting projects. In this model, 18 success factors are defined to ensure the municipality contract projects that are divided into three categories related to the employer (the municipality), the provider, and their interactions. Each of these factors is important in certain stages. Service provider must be evaluated before contracting projects and then interactions are studied and implemented. Then, factors should be implemented after contracting projects from the employer (the municipality) and suppliers and also interactions between them to ensure successful project contracting, as mentioned in the figure. Each of the above factors has some criteria (Ishizaka Alessio 2012)

1. Criteria

Obligations of the employer (municipal): when the process of contracting projects get was fully operational, the employer (the municipality) began to receive monthly news from performance and changes. They also several times a year meet the services groups personally with managers. Obligations of the employer (the municipality) is one of the most important factors for the project contractor. Client Support (municipalities) will provide the motivation. Without the guidance of the employer (the municipality) the contractors does not differentiate for the project. Anti-creative trends increases.

- Clear goals and objectives: Employer organizations (municipalities) shall organize their intentions quite clear. Employers (municipalities) should clarify their needs and do not leave them unknown.
- Trust: trust in the expertise, knowledge and capabilities in contractors makes the company employers (municipalities) to provision of the value of their projects and increase the performance. However, the creation of this trust is hard work while destroying it is very simple.
- Comparative measures: Teamwork and friendly team atmosphere is one of the important factors to continuing the project contractor. Combining contractors with employees, the client companies (municipality) have to create a friendly atmosphere. Cooperation between the staff of the employer (the municipality) and service providers will have higher returns.
- Ability to lead and control: Management contracting projects should be systematically planned; this requires a coherent and internal structure. Overview of the model is shown in Figure 3.

2. Services Standards

- Company size: Using a contractor who will benefit the interests of a major project, it is therefore important to choose the right contractor.
- Stability: Stability contractor is important in contracting projects and helping ensure the employer (the municipality) is essential.
- Defined rules: Duties, responsibilities and rules for contracting projects in the contractor should be done at the best to employers (municipalities) and contractors save confusion and legal challenges.
- Continuous improvement: Continuous progress makes client expectations (municipalities) to be met in the best way and better than before. To achieve continuous improvement contractors must train their personnel.
- Continuous planning: Unforeseen challenges in a design project contracting may occur. Most cases are the result of overcoming these challenges with planning and not technology; if your plan well not placed may undermine organization.
- The employer (municipal) orientation: Provider shall endeavor to gain client satisfaction (municipality) in the project contract. If steady progress is achieved, they can achieve a more healthy and consequently relationship.
- Knowledge and understanding of employers (municipalities): For the employer (municipal) orientation to be performed excellently, providing services to the needs of employers (municipalities) have to be fully understood. This requires knowledge of the employer (the municipality) as well as his values and beliefs.
- Competition: efficiency of suppliers and their performance should be evaluated on a competitive basis. Therefore, the best option is selected.

3. Factors related to the interactions

- Communication: Relations have to be done well to ensure the success of the project contract. This requires communication with people at appropriate levels. If the communication were best placed then sudden lack of control leads to jeopardizing the health of contracting projects.
- Communication with higher authorities: Employer contributions (municipality) are seen as a critical factor in contracting projects. However, this applies not only to the employer (the municipality), but also to support employers (municipalities) of the service provider concerned.
- Flexibility Contracts: In the long term, agreement for contracting projects may be reduced if you have not considered is the flexibility and growth potential.
- The amount and volume of the contract: what is important in discussing contracts is the amount and size of the conventions. A great deal can be promoted. However, it is important that the dimensions are correct.
- Cultural adaptation: Cultural adaptation must be true. Nevertheless, that does not mean it should be similar but also it should be according to their values (Ishizaka Alessio 2012)

7. EVALUATION OF PLANNING AND POLICY DEVELOPMENT OF PROJECTS IN IRAN

Planning and policy development projects in Iran is conducted by different organizations that each in some way are to remedy the problems and issues of the industry. As a result, certain organs cannot be identified as administrator of the project's contractor (Rofougar Astaneh. H; Dehkhodayi. R, 2010).

The current situation in Iran's planning are considered in four parts of demand, capital, labor and technology.

1. Request: A series of measures to improve demand for development projects carried out by government. However, the current situation is not regulated for Iran's policy projects.

2. Manpower: It plays an important role in every staffing industry. In recent decades, human resources have been known as a strategic resource. The importance of this source will be multiplied in large construction projects and the weighting factors, to its rightful place. But what actually exists is the focus and attention to this important factor in supporting the country's manpower. Due to poor management of human resources, many experts in the field are heading to companies that are willing to pay adequate wages (Rofougar Astaneh. H; Dehkhodayi. R, 2010).

3. Environmental factors

One of the significant issues in the current era is Talk of sanctions is Iran in various spheres that causes problems in international relations. Therefore, it is very effective to examine the problems and challenges in a specific area of internal and external factors (Rofougar Astaneh. H; Dehkhodayi. R, 2010).

4. The crude contracts

Most contracts for construction projects are in the public and semi-public organizations. Contracts for construction projects are very crude. The enforcement agents of such projects, despite awareness of its weakness, are often forced to accept it due to economic reasons. Insufficient experience of the project team is perhaps one of the most important factors to the success of the project named. Unfortunately, in our country the shortage of skilled workers is one of the major challenges. In our country, we mainly can introduce the lack of availability and access to technology and the fact that labor and old technology are linked to inadequate training programs linked, as one of the weaknesses of the contractor team.

5. Terms and conditions
A very important and large areas that play a role in furthering the objectives of this industry is the scope of laws and regulations. In examining this area, there are two separate discussion that are more important than others. One issue is the lack of the necessary and sufficient attention by the legislature, another issue is the lack of a sense of responsibility and executives and also dedicate themselves to native environments.

6. Lack of a single standard

One of the weaknesses of the contracting company is that they do not meet necessary standards. Unfortunately, in our country, contractors were generally unaware of the global standard indicators and more without the state and industry standards. In Iran, these companies are often in the category of small companies, which have a few technical force and then, run the projects for the public to participate in tenders. This is often done without a needs assessment on the market, the product does not meet necessary standards.

7. Policy and macroeconomic management

Doubtless, STATE-makers in each country have an effective role in the process of designing and promoting policies, strategies and plans. Over the years, the arrival of these laws to the country's macro management area of the country is out of favor. Change policies and lack of sustainability in this category is the most important thing. Poor project management in government projects, lack of modern patterns and specific projects, lack of support from the private sector affect the contracting companies in the country.

8. The problem of international tenders

- Impossibility of issuing different warranty for easy exchange, such as tender, pre-paid and good performance for contractors are problems with contracting companies to participate in tenders and the company.
- Cheep Projects and lack of consideration factors such as health human resources and the environment; cheap tenders in Iran, although have high costs and fail to comply with human rights, bring problems and reluctance to provider contractors. Perhaps, it is because the terms of the importance of human resources and the environment are not yet known, and individuals have influenced it. If we want to rule this perspective to industry, we have to take steps in a strategic manner.

8. CONCLUSION

More differences in construction projects are started from small items. They, at this stage and before entering the upper layers of different parties in conflict, can be well solved. If the two sides will discuss the issue with flexibility and listen carefully as each other's comments, they will have an opportunity to fix the problem satisfactorily. Both sides should also consider a common purpose and this fact that they are all members of a "team". It is important that as soon as the need to "disappear", or transferred to the opposite side. This situation is related to time when the sides of the issue have not yet strong positions and more likely, try it in terms of "competences" resolve itself. One side, it is even possible, to notice that the other one is right and accept him. Parties may know that they have any legitimacy resulting in reaching a mutually beneficial agreement. Meetings with different degrees of importance will help each side on the possibility of clarifying the ambiguity and write accurate pulse professional.

9. SUGGESTED STRATEGIES TO IMPROVE DEVELOPMENT PROJECTS

1. There are ways to resolve the current crisis in this area that most of them focus more on the areas of human resources, activists empowerment specialist, review environmental rules, structural and financial support and determine and clarify various administrative tasks in
support contractors devices, inflation in the country, develop and oversee the construction project, to name a few.

2. Complex construction projects, are unmatched and unique. The fact of the building is not ideal. Contradictions and problems inevitably arise during construction projects. Failure to comply professional attitude factors involved in the project, increase the potential for claims and the occurrence of differences in construction projects.

3. The origin of the dispute over construction projects and changes are possible delays in projects and the design of control systems should be the strategic objectives of macro - and micro-level projects.

4. Each action performed by any of the parties in the implementation of the project has legal effects. The engineers and project managers are not generally lawyer and so cannot play the role of lawyers; but due to their involvement with development projects, they have a comprehensive understanding of the practical and legal principles underlying the relations development projects and also with attempting to use it to efficiently provide timely and effective legal counsel.

5. By definition, management is art and science of decisions and selection among options in order to facilitate the achievement of the objectives of the project. If the project manager dominates the causes of superstructure and infrastructure, will have wider operating range and more effective decision-making and countermeasures in strategic projects.

6. Switching culture project from loser - winner to winner – winner plays an integral role in reducing differences and management of the infrastructure and extend visibility is effective due to the generally pyramid.

7. During the claims and claim settlement, despite differences, it is in favor of the contracting parties to continue and complete other parts of the project, even without reconciliation and should not allow to the other relevant factors to impede progress.

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ABSTRACT
The present study was operated and conducted to assess and explain the relationship between managers’ authorities and tourists' satisfaction from the perspective of executives. This study in terms of purpose has been specified as applied. In terms of nature, of the data and how to collect them, the research is descriptive and survey one. The research hypotheses study a descriptive relationship and describe the current situation. The primary and secondary data collection method associated with hypotheses, was through sampling and valid and reliable questionnaire tool, free interviews, library research, internet and reviewing documents and reports of hotels and agencies that each of these tools, in a part of the research work and compilation of the specific data has been used. The Important tool for data collection is questionnaire. To determine the validity, the validity of scholars and experts and to determine the reliability of the questionnaire, the Cronbach's alpha method is used. Of the most important and most sensitive analytical procedures and data analysis is hypothesis testing, according to research data. To test the hypotheses, the statistical hypothesis testing stages for the population mean and to rank and prioritize aspects of the research made model Friedman test was used. To investigate the goodness of fit of the distribution of opinions in response to distributed questionnaire and ensure equal distribution among the samples, the Kolmogorov-Smirnov test is used. The study population consisted of managers and vice presidents of Homa Hotel of Tehran and directors of tourism agencies under contract with the Homa Hotel in great Tehran in the year leading up to 2015. Considering the infinity of the population, to determine the sample size, the sample size formula of unlimited society is used. Since the population is large and unlimited, the statistical units stratified into separate homogeneous classes and random sampling method of proportional allocation to allocate the sample size in classes is used. The sampling in this study is stratified sampling method. The results of the research and hypothesis test showed that line authorities, administrative authorities and functional authorities of tourism industry managers are effective on tourists' satisfaction and tourists' satisfaction is effective on their loyalty. According to Friedman test results, between the triple dimensions of conceptual models of research there is no significant difference, which means that the importance of these factors isn’t different and are considered equal. Finally, the recommendations and verification model were presented.

Keywords: managers, authorities, tourism industry, tourists, satisfaction

INTRODUCTION
Paying attention to tourism as one of the most important and influential parts of the world and the countries' economy rapidly is expanding. According to statistics compiled by the World Tourism Organization, tourism industry in the last year (2013) has had 1.2 trillion revenue and 1.1 billion tourisms. This figure in 2012 has been estimated 1.08 trillion dollars of America. Indeed, 1.2 trillion revenue and 1.1 billion tourisms was only the countries' entry and exit of the world tourism map, but
this statistical report also contains the meaning and a range of changes on the world map of tourism in 2014 (Cultural Heritage Organization, 2016). In fact, today the development of tourism in all areas, both at national and regional level and at the international level, has been interested by government planners and private companies (Semiromi, Nazifi and Abbaspoor, 2013: p. 114). In simpler words, the tourism industry, as an industry complex, provides the driving force that relying on it, the wheels of critical industries such as the transportation industry, building industry, food production industry and export industries move with a more accelerated speed and the way of local and national development would be paved (Kahn, 1997). First, it should be noted, more or less, all the services provided for tourist, inevitably should be provided at certain times and places where it is produced (Urry, 1987). Thus, the quality of social interactions among service provider (such as guide, associated with air or ground transport, person responsible for accommodation and hotel reservation) and consumers, is part of the "products" which the tourist is also involved in providing it. Now, if some aspects of this interaction are not satisfactory, the product would be incomplete. In other words, the product has a little market. Thus, we see that the product of this industry, like other industrial products, before consumption by the consumer, and away from his eyes, not be final, but a part of the product – meaning its imposed stage - done by consumer. Secondly, the tourism industry is encountered by location limit. In this sense that the industry can't be created anywhere and have production; because its trade and economic characteristics in a competitive market, lead to another limitation that we call it as "the same place of production and consumption" (Bagguley, 1987). Although it seems significant growth of the global tourism industry compared to other industries, but now this industry is faced with competition of different areas of the tourism and firms active in this field (Morgan et al., 2002). For this, in order to develop the tourism industry, it is necessary to be competitive based on the new paradigm (RitchieandCrouch, 1993) and competition known as a determinant factor of long-term success (Rimmington, 1999). Empirical evidence has also shown that the continued competitiveness requires a long-term profit guarantee. Now, given the vast competition between active firms in the field of tourism and various types of travel brands, customers have greater choice and then we should look it in new ways to attract customers (Nagamachi, M. & Lokman, A.M., 2011). One of components of the tourism development framework is marketing. Considering the existing competition between tourist destinations, the issue of marketing is very important (Rezvani, 2008: 73). Thus, given the broad impact of tourism in the economic, social and cultural fields in today's communities, it should be tried to expand it with a view to consciously and proper planning and minimize its negative effects. Of methods for measuring the performance of the services and facilities available in an industry is the valuation viewpoint of the users of these services from the perspective of managers and officials of that industry. In fact, considering their direct connection with the created services and diverse needs of tourists to the services and facilities available in hotels and travel agencies, they can play an important role in their satisfaction evaluation or deficiencies existing in services (Firoozjanian, 2013). Considering that the aim of tourists from traveling to different areas and places is enjoying leisure and pursuit of psychological peace, shortage in the quantity and quality of services in tourism and accommodation and admission to the tourists reduce the tourists and will prevent the realization of sustainable tourism. Because one of the main causes of the tourists’ satisfaction is the facilities provided to sightsee, visit the leisure of tourists. If tourists choose a specific destination and return satisfied with their travel experience, undoubtedly encourage their family and friends to travel to that destination tourists and their desire to return and revisit the destination is increased. Considering the importance of tourists’ satisfaction from the perspective of executives in the industry, this research aimed to identify the impact of the triple dimensions of managers’ authorities in the form of a queue, administration and functionality (Rezaeian, 2000) on the tourists' satisfaction and will explain the effect of satisfaction on their loyalty. Given the importance of increasing share of this sector in the new economy, planning to strengthen the tourism infrastructure and promoting the quality of services and tourism facilities, more and more is necessary, because it is believed that tourists satisfaction leads the satisfaction impact on their desire to return and continue to travel to destination, and build loyalty on the one hand and encourage friends and acquaintances use the hotel and tourism services and thus sustainable and continued tourism and economic prosperity in the region to be provided (Taghavi et al., 2009). The study question is identifying and evaluation of the impact of the authorities of tourism industry managers on the travelers and customers' satisfaction and to prioritize the dimensions of authorities, so that the
The alignment of research problem, objectives, questions and hypotheses suggests it. In this study, independent and dependent variables are defined and operated in a conceptual and model as follows:

- In the first approach, the managers’ authorities of the triple dimensions of the line, administration and functional is in accordance with items related to each authority in researcher made questionnaire the form of independent variable and dependent variables in the form of satisfaction and loyalty of tourists. For satisfaction and loyalty variables corresponding to each of them, the item in the questionnaire will be designed.
- In the second approach, the tourists' satisfaction is defined as the independent variable and its role in the loyalty of tourists will be scrutinized.

Now, given that tourism is now one of the largest and most diverse industries in the world and its fast growth has followed by many social, economic and environmental changes, as well as has become an important area of study among researchers (Taghavi et al., 2009), thus it can be stated that in economic terms, international tourism will create so much income. Foreign currency receipts from international tourism are provided more than petroleum products, vehicles and communications equipment. Tourism has had an important role in encouraging investment in infrastructure, generating income for the state and direct and indirect jobs around the world. The job creation, sustainable development, bringing exchange (foreign currency), regional balance, contributing to world peace, helping to invest in cultural heritage, etc. has been among other benefits of this the industry (Sadr-Mousavi and others, 2004). According to the World Tourism Organization estimation, the total of world tourists in the world in 1950 have been nearly 25 million people and in the 2000 was about 700 million and in 2006 have reached to 842 million and in 2007 to 905 million, which of these, Europe 51%, Asia and Pacific 22%, America 20%, Africa 3%, Middle East 4% has been allocated tourists to them. According to the Tourism Bureau in 2009, significant growth in foreign tourists travels to the Middle East and visiting the tourist attractions of this region has led to it become the world's fourth largest tourist area and finally, based on latest estimation in the year 2009, 2/5 million people have visited Iran (Kazemi et al., 2010). So, Iran's share in attracting domestic and foreign tourists considering its width, history and civilization and its tourist attractions is negligible that increase the importance and necessity of this research in connection with the satisfaction of tourists and to identify the role of managers in establishing and strengthening further satisfaction and loyalty of tourists. In a practical point of view, the results of this study may help to develop a deep perspective on the impact of the managers’ authorities in this industry about increased levels of passengers’ satisfaction and e important variables of this influence are concerned by high-level managers; otherwise, in the competitive environment of travel agencies and hotels that passengers and customers’ satisfaction is crucial for their profitability, can’t have commercial viability and continue profitability.

2. AN OVERVIEW OF THE THEORETICAL FOUNDATIONS

- The customer and customer’s satisfaction: one who bought the products or services or use it, defined as a customer (Jafari, 2000). Customer satisfaction is the degree and measure in which the company meets the customer’s needs, demands and expectations (Williams, 2002).
- The customer recognition and his/her expectations: Most companies think that know their customers and perhaps this is true to a great extent. But the point is that knowledge has a hierarchical nature. It is such that the more our knowledge about customers, the more chance also we have to satisfy them (Jafari and others, 2000). The findings of Hamer and his colleagues study showed that the most important variable for managers is control of expectations of customers. Because this variable consists of information before, during and after facing with services (Maria kalamas et al., 2002). Customer expectations are a number of beliefs about services that play a role as scale and standard for judging on performance of services. Once evaluating service quality, customers compare their perceptions of performance through these standards. It is important to recognize customers' expectations in services marketing. The first step in delivering the services is recognizing these expectations. If we don’t recognize these expectations, we will lose a customer in favor of competitors (Zeithaml & Bitner, 2003). When customers want services, are willing to have information
about services from various sources. For example, they speak with their friends, call the shops and pay attention to ads and....four sources to predict customers' expectations can be seen as follows (Ibid).

Services: Services include tasks, processes and practices (Valarie A.Zeitham, 2003). Service is an activity or benefit that one party supplies to the other that is essentially intangible and not take ownership of something, the result may be an immaterial or physical product (Seyed-Javadin, 2011). Services include tasks, processes and practices (Valarie A. Zeitham, 2003).

The aspects of quality and service quality: quality has 9 aspects. Table 2.1 shows theses aspects meanings and their characteristics. These aspects are somewhat independent of each other and product can be excellent in one of them and in the rest medium and weak. Few products can have all these 9 aspects as excellent. For example, Japanese, which in 1970 were claiming their cars have excellent quality, they were asserting their claim only about three aspects of reliability, compliance and beauty (Ibid) (Jafari and others, 2000).

<table>
<thead>
<tr>
<th>Aspects</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance</td>
<td>The first characteristic of a product</td>
<td>Outstanding of a painting</td>
</tr>
<tr>
<td>Characteristic</td>
<td>Secondary and additional characteristics</td>
<td>Remote control of TV</td>
</tr>
<tr>
<td>Matching</td>
<td>Meet specifications</td>
<td>Industry standards</td>
</tr>
<tr>
<td>Reliability</td>
<td>Stable performance over time</td>
<td>The mean time to achieve the first bug</td>
</tr>
<tr>
<td>Durability</td>
<td>Time period of use of the product</td>
<td>Ease of repair</td>
</tr>
<tr>
<td>Service</td>
<td>Analysis of problems and complaints</td>
<td>Kindness of vendor</td>
</tr>
<tr>
<td>Accountability and</td>
<td>Human interactions</td>
<td>Welcome odor of product</td>
</tr>
<tr>
<td>responsiveness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aesthetics</td>
<td>Sensory properties</td>
<td></td>
</tr>
<tr>
<td>Reputation</td>
<td>Past performance and other achievements</td>
<td>Ranked first in the past</td>
</tr>
</tbody>
</table>

Quality of Service: Quality of Services is a subjective and abstractive issue. The effect of each of the mentioned factors on customers' perceptions of quality in general is different. Factors that affect on the quality of services can be classified to determinants of health,
recovery factors and factors with a dual threshold. Health factors are factors that customers expect them from the provider. If these expectations are not met, lead to discontent among customers. Health factors represent the minimum level of service that customers are willing to accept it. The existence of these factors, doesn't lead to satisfaction necessarily. Recovery factors are factors that contribute to satisfaction. However, the absence of these causes dissatisfaction. Factors with dual threshold are factors that cause dissatisfaction and lack of them, lead to dissatisfaction, but providing them above a certain threshold improve customers' perceptions about the services (Venus, 2002).

- Tourist satisfaction: tourist satisfaction is a behavioral phenomenon that through cognitive and emotional aspects of tourism activities and evaluates multiple elements to be created (Ebrahimpur, 2011). Customers satisfaction about the services is defined by the analogy between perceptions of received services and service expectations. When perceptions of received services more than expected, customer considers the service quality as excellent, and on the contrary, does not know the provided quality of services acceptable. If the expectations and perceptions of service are same level and equal, the quality is satisfactory (James a. Fitzsimmons, 2001). As shown in Figure 21, the expectations of services arise from several sources.

- Loyalty: In the behavioral approach, the loyalty with behavioral scales such as the buying or repeat purchase frequency is estimated (Ebrahimi, 2011). Customer loyalty is described as a deep commitment to repurchase or encourage others to buy the products and services (Naseh Ghafuri, 2011).

- Authority (option): The right to issue commands and run it with the help of reward and punishment (Rezaeian, 2000). The authority (option) can be considered in three areas:
  - Line authority: the relationship between boss and subordinate in an organization that is established. The boss to direct Staff under his/her command uses the queue (line) authority. This process of direct practice of authority and with due regard to the principles of command and the command line (Rezaeian, 2000).
  - Administration authority: Administration authority has a consultative nature and based on the evaluation gives recommendations to line managers (Rezaeian, 2000).
  - Functional authorities: It is a relationship whereby a person or entity tasks is established with individuals or other units (Rezaeian, 2000).
3. LITERATURE

A lot of discussion about the differences and relationships between service quality and customer satisfaction have been done. Many empirical studies approve the cause and effect relationship between quality and satisfaction. In a study by Cronin and Taylor (1992), the cause and effect relationship between service quality and customer satisfaction was examined. These two researchers in their study pointed out that, marketing experts about the cause and effect relationship between service quality and customer satisfaction are disagreed and suggested that more experimental study to determine the true nature of this relationship is necessary. Based on their analysis, they reported that the quality of received services lead to satisfaction. According to an experimental study by Lee et al. (2000) a causal relationship as expectations → service quality → satisfaction was confirmed (Maria Kalamas, 2002). The result of Atanasopoulas (2000) study refers to the conclusion that customer satisfaction resulted by value and in continue, is a combination of service quality and effective price (Joseph Kronain et al., 2000). On the other hand, customer satisfaction is associated with failure in providing and improving services. Researchers said a positive perception lies injustice behavior of company in the management of customer complaints which its consequence will be increased confidence in customers (Marcel van Birgelen and et al., 2002). In the various studies the effects of the quality on customer loyalty and its inverse relationship with leaving have been pointed out. Also, many studies show a positive effect of quality of service on the profitability of the business (Seyedjavadin, 2011).

A study by the Qoli Poorsoleymany, Ali and Rashidi, Farzad (2008) entitled " satisfaction factors in Iran's tourists" have been carried out in which the impact of various factors, including security, coordination between related organizations, tourism ads, infrastructure and tourism service quality on satisfaction of tourism in Iran have been placed under review. In this study to gather data and to test the hypotheses of the study, the analysis of variance ANOVA and Duncan post-hoc test to determine different levels have been used. The investigators concluded that between above five levels there is a significant difference in creating tourists' satisfaction. A study on the satisfaction of guests from different guesthouses in Bangladesh by Wahiduland colleagues (2009) has been conducted. The researchers in this study using multivariate analysis such as factor analysis have examined the satisfaction factors of tourists and regression analysis to determine the relationship between overall satisfaction and satisfaction factors and correlation analysis to determine the relationship among factors and it was found that the service and the cost of the hotel, the decor, the restaurant and the staff, acceptance and welcoming are very important factors in tourists' satisfaction that are staying in guesthouses of Bangladesh. Huang and colleagues (2010) in a study reviewed and assessed barriers to medical tourism in Hong Kong. The results showed that policies and regulations, government support and the costs are the most important obstacles in the path of development of tourism. In this study, suggestions such as the activities for the development of government policies, encourage the government to invest in this sector and cooperation between hospitals' sectors and other health institutions to address barriers to the development of tourism in the study area were presented. Ritishainoat (2010) in a study has addressed the barriers to travel and tourism with an emphasis on the cultural beliefs, such as belief in the spirit in areas affected by the tsunami's occurrence. Data were collected through interviews with journalists and managers of the tourist offices. This study showed that cultural differences have an inhibitory role in the decision to visit between Asian and Western tourists. Results indicated that the facilities under construction, belief in the existence of the soul (spirit), insecurity of travel destination and feeling of discomfort and lack of tranquility of the most important obstacles to the development of tourism in the study area. Taghvayee and Gholipour (2013) conducted a study to analyze the barriers to the development of tourism in Kohgiluyeh and Boyer-Ahmad using factor analysis. The results showed that the first obstacles category is the lack of planning of public investment and lack of skilled and trained manpower in the tourism. They also stated inappropriate management policy and strategy for the tourism sector, lack of desire of the private sector for investment, lack of cooperation between organizations involved in this sector and the overlapping functions of agencies involved in the tourism sector as the second category obstacles to tourism development (Firoozejanian , 2013).
4. THE CONCEPTUAL MODEL OF THE RESEARCH

4.1. Research methodology

The present research, systemic data and information searching around identifying and analyzing the impact of the triple dimensions of authority in the form of a queue (line), administration and functions on tourists' satisfaction and satisfaction effect on their loyalty, and prioritize the three dimensions of authority and satisfaction of tourists, in the process of a central question "What is the relationship between the triple authorities of line, administration and functioning of managers of the tourism industry and satisfaction of tourists and thus what is the consequence of tourists’ satisfaction?"; to find answers to problems has been expressed. The present study is based on the purpose has been specified applied. These researches using cognitive context and knowledge provided by basic research are applied to address the needs (Hafeznia, 2001). On the other hand, in terms of the nature and method of research is descriptive one. In these studies, researcher describes the nature of the problem. The current study in terms of spatial properties is library and field. The conducting of this study involves a survey from the statistical population consists of units and for this a survey (survey) method was chosen. In order to study literature and research background, library studies conducted and in the implementation and field stage to collect the required data, a standard endemic questionnaire was developed and distributed. In other words, the present study, based on purpose is applied one and in terms of the nature and methods of data collection is descriptive (non-experimental) and classified as survey -cross-sectional. This study involves a survey among Homa Hotel managers and deputies and managers of tourism agencies under contract with Homa Hotel, and for this survey (survey) method was selected. The study population consisted of managers and vice presidents of Homa Hotel of Tehran and directors of tourism agencies under contract with the Homa Hotel great Tehran in the year leading up to 2015. Considering the infinity of the population to determine the sample size, sample size formula for unlimited population is used. Because of the large and unlimited of population size, the statistical units are separated into homogeneous classes and stratified random sampling method and proportional allocation type to allocate sample size in classes is used. Considering the infinity of the statistical population, the formula applied to determine the population size of the unlimited population is used. In this study, to determine the sample size following formula was used. The following formula, once is used we want to estimate the mean of an adjective of quantitative variable in the study population (Sarmad, 2002), in which, p is the estimation of quantitative variable rate using previous studies is . If p not available, it can be assumed 0/5 that in this case, the variance and the sample size reach its maximum. The d is sampling error. Sampling error is the degree based on which statistics of an example can be different from the value that should be obtained, if the data were collected from a population survey (Edwards, 2000). Sampling error was considered 0/10. The alpha amount of this study was considered 5% and za/2 was extracted from the table (Hafeznia, 2001).

\[ n = \frac{(1/96)^2(0/5)(0/5)}{(0/10)^2} = 96 \]

\[ n = \frac{Z_{a/2}^2pq}{d^2} \]

In order to study literature and research background, library studies were conducted, and in a survey, to collect the required data, the indigenous standardized questionnaire of Serokoal was designed and implemented. In this study, to ease statistical analysis and time saving, questionnaire with closed questions is used. Among the data assessment tool in humanistic and behavior research, are attitude measurement scales. The attitude measurement scale of this study is Likert scale. The Likert scale order in this study was regulated from quite effective to quite ineffective. In this spectrum, quite ineffective, allocated point 1 and quite effective five allocated 5. The questionnaire of this study consists of five demographic questions and seventeen specific questions (see Table 3-1), and its implementation is self-administered. This means that the questionnaire was provided to statistical units and they filled in the questionnaire.
4.2. Research findings

The first hypothesis

First hypothesis: The line authority of tourism managers is effective on tourists' satisfaction. In order to examine this variable, totally four questions (questions 1 to 4 of questionnaire) were designed and the opinion of Homa Hotel of Tehran managers and deputies and managers of tourism agencies under contract with Homa Hotel of Tehran in the year leading up to 2015 was examined and evaluated. After comparing the critical value (1/645) and test statistics (5/216), it is determined that value of test statistics is not included in the H0 area. Thus, on the 95% confidence level, it can be said that investigations have no sufficient reasons to support the null hypothesis. Since the 1 hypothesis indicates the research assumption, then in the 5% error, it can be stated the claim hypothesis of the research is confirmed.

<table>
<thead>
<tr>
<th>Number of subjects</th>
<th>The calculated Cronbach's alpha coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>0/7107</td>
</tr>
</tbody>
</table>

An analysis of the first hypothesis

The aspect of line authorities and satisfaction of tourists

- The authority in applying trained and skilled manpower in the agency
- Having authority in scheduling to provide agency services to tourists
- Having authority in communicating with other agencies to provide varied and better services to tourists
- Marketing and advertising in the tourism industry and negotiations to attract investment in the agency

Questions of questionnaire

Inferential statistics

<table>
<thead>
<tr>
<th>Friedman statistics</th>
<th>Result</th>
<th>t statistics</th>
<th>critical value</th>
<th>Decision making</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/07</td>
<td>confirmed</td>
<td>5/216</td>
<td>1/645</td>
<td></td>
</tr>
</tbody>
</table>

The second hypothesis

Second hypothesis: The administrative authority of tourism managers is effective on tourists' satisfaction. In order to examine this variable, totally four questions (questions 5 to 8 of questionnaire) were designed and the opinion of Homa Hotel of Tehran managers and deputies and managers of tourism agencies under contract with Homa Hotel of Tehran in the year leading up to 2015 was examined and evaluated. After comparing the critical value (1/645) and test statistics (4/319), it is determined that value of test statistics is not included in the H0 area. Thus, on the 95% confidence level, it can be said that investigations have no sufficient reasons to support the null hypothesis. Since the 1 hypothesis indicates the research assumption, then in the 5% error, it can be stated the claim hypothesis of the research is confirmed, meaning: The administrative authority of tourism managers is effective on tourists' satisfaction.

An analysis of the second hypothesis

The aspect of administrative authorities and satisfaction of tourists

- The authority to agency managers to evaluate other agencies and offering suggestions to them
- Offering suggestion in codification of comprehensive plan of tourism development

Questions of questionnaire
The third hypothesis: The functional authority of tourism managers is effective on tourists' satisfaction. In order to examine this variable, totally four questions (questions 9 to 12 of questionnaire) were designed and the opinion of Homa Hotel of Tehran managers and deputies and managers of tourism agencies under contract with Homa Hotel of Tehran in the year leading up to 2015 was examined and evaluated. After comparing the critical value (1/645) and test statistics (4/72), it is determined that value of test statistics is not included in the H0 area. Thus, on the 95% confidence level, it can be said that investigations have no sufficient reasons to support the null hypothesis. Since the 1 hypothesis indicates the research assumption, then in the 5% error, it can be stated the claim hypothesis of the research is confirmed, meaning:

The functional authority of tourism managers is effective on tourists' satisfaction.

The fourth hypothesis

Fourth hypothesis: The tourists’ satisfaction is effective on their loyalty. In order to examine this variable, totally four questions (questions 13 to 17 of questionnaire) were designed and the opinion of Homa Hotel of Tehran managers and deputies and managers of tourism agencies under contract with Homa Hotel of Tehran in the year leading up to 2015 was examined and evaluated. After comparing the critical value (1/645) and test statistics (5/27), it is determined that value of test statistics is not included in the H0 area. Thus, on the 95% confidence level, it can be said that investigations have no sufficient reasons to support the null hypothesis. Since the 1 hypothesis indicates the research assumption, then in the 5% error, it can be stated the claim hypothesis of the research is confirmed, meaning:

The tourists’ satisfaction is effective on their loyalty.
An analysis of the fourth hypothesis
The aspect tourists’ satisfaction and loyalty

- Convenient access necessary information in relation to tourism;
- Tend to reuse the services provided by the agency;
- Fast handling of complaints by tourists about the services provided by the agency;
- Convenient planning of purchase process of variety of needed services by the tourists such as ticket and more;
- Advise and recommend to others to use the services of the agency

Questions of questionnaire

<table>
<thead>
<tr>
<th>Friedman statistics</th>
<th>Result</th>
<th>t statistics</th>
<th>critical value</th>
<th>Decision making</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>confirmed</td>
<td>5/27</td>
<td>1/645</td>
<td>-</td>
</tr>
</tbody>
</table>

4.3. Confirmatory model

One of the main and the key objectives of the research is extracting confirmatory model from the results of hypotheses testing and data analysis associated with multiple variables and obtained results of research. In this regard, according to table of results of hypotheses testing of research and the approved factors table, the verification model of research is derived from its conceptual model.

According to test hypotheses, the confirmatory model of research indicates this important that the dimensions of conceptual model of research, including relationship of managers’ authorities of the tourism industry in promoting the level of satisfaction of tourists at three levels of line, administration and functional were approved with the satisfaction of tourists and their loyalty and the importance and priority of these three dimensions of authorities including line, administration and functional on the satisfaction of tourists is the same and should be in the planning of tourism management at the same weight be emphasized.

5. DISCUSSION AND CONCLUSION

As one of the world's top ten industries, tourism industry plays an important role in the economic cycle and is one of the key areas to generate income and foreign exchange. Tourism is one of the fastest developing industries in the global economy. The importance of this industry is to the extent that only the oil industry and the automotive industry can be higher (Fanni et al., 2012). Most of the studies that have been done in the field of tourism services have focused on two main themes: the
quality of tourism service and tourists’ loyalty. The concept of customer’s satisfaction has been one of the most basic aspects of marketing and consumer behavior studies in recent years and is an inevitable factor in services. Researchers have considered quality of services as the most important factor in the success of the tourism industry (Hosseini et al., 2011). Given the broad impact of tourism in the areas of economic, social and cultural fields in today's communities, with high level thinking and wisely management, consciously and with the right planning, we should try to expand it and minimize its negative effects. Therefore, a method to measure the performance of tourism services is the assessment of users and tourists’ opinion and examining their satisfaction from tourism services. In this regard, on the one hand, analyzing multiple levels of managers’ authorities in this industry and the role of their authorities in raising the level of satisfaction of tourists and on the other hand, the relationship between satisfaction and loyalty of tourists in tourism planning is considered important and were addressed in this study.

The result of the first hypothesis indicated that line authorities of tourism managers are effective on tourists' satisfaction due to factors such as: the authority in applying trained and skilled manpower in the agency (with t statistics: 7/355); having authority in scheduling to provide agency services to tourists (with t statistics: 6/628); having authority in communicate with other agencies to provide better and varied services to tourists (with t statistics: 4/968); and marketing and advertising in tourism industry and negotiations to attract investment in the agency (with t statistics: 4/501). The result of second hypothesis showed that administration authority of tourism managers is effective on tourists’ satisfaction considering components such as: the authority of agencies' managers to evaluate other agencies and offering suggestions to them (with t statistics: 6/174); offering suggestion in codification of comprehensive plan of tourism development (with t statistics: 4/179); consulting in creating infrastructures of tourism development to senior executives (with t statistics: 4/203); and negotiation with private and semi-public sectors to invest in tourism development (with t statistics: 5/433). The result of the third hypothesis indicated that the functional authority of tourism managers is effective on tourists’ satisfaction considering components such as: making connections with other sectors of the tourism industry to introduce tourism places to costumers (with t statistics: 5/062); making connections with other sectors of the tourism industry to reduce the financial and non-financial costs for tourists (with t statistics: 6/668); providing solutions for internal and external advertising of tourist sites to interested people (with t statistics: 4/286); and making connections with other sectors to promote the safety, health and informing to the tourists (with t statistics: 5/209). The result of the fourth hypothesis showed that tourists’ satisfaction is effective on their loyalty considering components such as: convenient access necessary information in relation to tourism (with t statistics: 7/24); tend to reuse the services provided by the agency (with t statistics: 5/985); fast handling of complaints by tourists about the services provided by the agency (with t statistics: 4/94); convenient planning of the purchase process of variety of needed services by the tourists such as ticket and more (with t statistics: 5/878); and advise and recommend to others to use the services of the agency (with t statistics: 2/604).

6. THE RESEARCH RECOMMENDATIONS

✔ The use of skilled manpower in the management of tourism services, in this regard the training during providing services and applying short-term training courses are offered.

✔ The time scheduling of providing a variety of tourism services for agencies to better serve their tourists.

✔ To provide varied and better services to tourists, the relationship between travel agencies is preserved.

✔ Advanced techniques for marketing and advertising activities and marketing consultants to be used for travel agency operation.

✔ The planning of performance evaluation of agencies management and executive and its results to be reflected in eliminating the weaknesses and strengths.

✔ In the codification of comprehensive development of tourism the views and experiences of director of tourism and travel agencies to be used and collected comments to create infrastructure of tourism development to be presented to senior executives.
It is recommended the negotiations with the private and semi-public sectors to invest in tourism development through the agencies in order to develop tourism.

Through travel agencies and the tourism sites and the way of using a variety of entertainment to be informed to tourists.

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DETERMINING A PROPER VITALITY STRATEGY IN HISTORICAL AREAS OF TEHRAN THROUGH QSPM AND IEA ANALYSIS METHODS

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ABSTRACT
This study initially defines vitality; next, Tehran historical areas are introduced as case study. The research applied QSPM and IEA methodologies (internal and external analysis). A proper strategic area- a stable area (weakness and opportunity) to improve vitality in the historical zones of Tehran was determined once strengths and weaknesses as well as opportunities and threats were investigated. Then, three strategies were proposed to achieve this object. The best strategy based on informed, positive and active participation of people was adopted using QSPM matrix. In this regard, the strategies such as regular interaction and cooperation among people and officials were offered.

Keywords: Vitality, historical context. Tehran

1. INTRODUCTION
Tehran was chosen as the capital city at the time of Āghā Moḩammad Khān Qājār; however, it has a history of Safavid era. There remained many Qajar monuments in Tehran including Shams Al-Emare, The Golestan Palace (Roseland Palace), The Sa'dabad Complex, Bazar, etc. However, these historical and cultural treasures are ignored due to rapid growth of urbanization and human involvement in mechanical life. On the other side, Tehran and its historical zones is filled with the opportunities by which the historical part of city is resuscitated and the injected by vitality.

Figure 1: Shams Al-Emare

2. STATEMENT OF THE PROBLEM
Tourism and vitality in this historical city, especially at city center, is forgotten due to high congestion. Unbridled growing caused destruction of the traditional architecture. The traditional
market (Bazar) is frequently exposed to destruction and pollution (Qasemi et al., 2012; 7). There are also seen many social problems in these areas; in general, life and vitality are substituted by bustle in day and dejection and depression at night.

Socioeconomic vitality, revived tourism as well as induced urban identity are the panacea saving the historical zones of Tehran. For instance, in tourism, identifying and introducing the characteristics, attractions and potential and actual capabilities of tourist attractions are the fundamentals of tourism industry and the criterion to determine tourism capacity and to plan market development and marketing management. In general, tourism resources meet certain sections of market in terms of spatial distribution and specific features due to historical background, unique and valuable elements, visual attractions, saint and religious dimensions, natural or cultural aspects, etc. (Comprehensive plan of tourism development, Tehran; 112).

3. LITERATURE REVIEW

Vitality is of important issues in architecture and urbanism so that many research attempts are globally conducting regarding this issue. Perhaps the primitive notion that the term ‘vitality’ reminds to the mind is the people attending in urban areas and using these areas. It is worth to notify that the term ‘vitality’ is also called ‘liveliness’ and a city with vitality is called ‘vibrant city’.

Pakzad was one of the first individuals investigating the notion of vitality in Iran. In 2005, he stated the main condition of vitality as observing the variation in using colors, landscapes, furniture, events and even behaviors and users’ scope.

Jan Gehl defines a lively place as where people select for stopping, staying and visiting instead of rapid going. He believes that long pause and staying in a space, strong network of passers, large various groups of users, diverse places as well as the balance between users are the factors vitalizing the cities (Seyfikaran et al., 2015; 4).

American Institute of Architects (AIA) also described ten following principles for designing lively communities:


Vitality is associated with active and joyful participation of people; further, liveliness in urban spaces is of positive important features of these environments. Ignoring such liveliness may lead urban environments losing their social function and seem cold and lifeless (Ahmadi, Nikbakht, 2015; 4).

4. RESEARCH AREA

In this section, Tehran city is briefly introduced from historical point of view. Tehran monuments are mainly located in zone 12. This region embraces the historical core of Tehran including more than three-quarters of Tehran Naseri (historical center of Tehran). 27% of the region (in the first rampart) and 73% of the context date back to over 400 and 200 years, respectively. More than 34% of the area consists of significant and valuable zones and lands. Despite these values, more than one-third of the region (whether valuable or otherwise) is old (Spatial reorganization plan, region 12, 2007; 15).
Region 12, as the oldest and longest part of Tehran, is a symbol of past memories and events of former Tehran so that the effects are obviously seen as conceptual in terms of social-political history of the city and as real and functional in the names of many neighborhoods, passages, and elements located in the area of region such as Sanglaj, Bazar, Bagh Sepahsalar, roads and gates, etc. (Rahnamaei et al, 2011; 87).

In addition, Tehran is now considered as the greatest tourism departure and destination in terms of tourist income and outcome because of being the capital city turned it into the largest administrative, political, cultural and service pole and various manmade and natural attractions. Thanks to the 200-year history as the capital, this metropolitan embraces a huge numbers of the most attractive recreational and tourist attraction centers that are artificially made (Rostami, 2007; 58).
Lack of vitality in historical zones of Tehran (News station of Ministry of roads and urban development, revised in September 2016)

Lack of social life in Hassan Abbad Square (Credit: Researcher)
5. METHODOLOGY
The research provided some solutions for vitality and life to the historical zones of Tehran city using strategic planning and analyzing exogenous and endogenous factors and qualitative SWOT analysis. Environmental factors (internal and external) are the research effective factors. Regarding internal and external analysis, SWOT results are scrutinized in order to determine the status and to adopt strategic decision. In this regard, each factor is scored from zero to one, according to theoretical significance (disregarding understudied area), so that the sum of all factors of any class (internal and external) equals one. Then, each factor is scored from one to four in terms of target effect and attraction (in understudied area). However, the important thing is that the score near to one, negative factors and barrier i.e. weakness and threats shows the deeper effect than the score near to four and positive factors i.e. opportunities and strengths representing serious influence. The product of the two columns of score and factor weights is shown in the final weight column. If the sum of each factor is smaller than 2.5; then, it reveals the higher influence of negative factors (barriers) and limitations. Finally, IEA output is applied using quantitative strategic planning model (QSPM) to prioritize the proposed strategies and to select more optimum strategy. In QSPM matrix, the names of factors and final weights obtained from IEA model for each factor are written in rows and columns, respectively. The name of selected strategies is registered in next columns. Attractiveness and effectiveness of each strategy respecting to each factor, scoring from zero to four, are inserted in each sub-column (each strategy) in front of strategic factor. Zero is the minimum attractiveness and effectiveness of the given strategy; while, four shows the maximum attractiveness. The product of final weight column and strategy attractiveness respecting to factor is in the strategy final weight column. Sum scores of each strategy respecting to the final weight column shows the significance and priority of each strategy along the project objectives (Qadami et al, 2011)
### Table 1: Internal strategic factors influencing Tehran historical context

<table>
<thead>
<tr>
<th>Weaknesses</th>
<th>Strengths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overcrowding</td>
<td>Several concentrated monuments</td>
</tr>
<tr>
<td>Sever environmental pollution</td>
<td>Neighborhood bonds</td>
</tr>
<tr>
<td>Earthquake unstable structures</td>
<td>Development tourism potential</td>
</tr>
<tr>
<td>Social abnormalities</td>
<td>Various local markets</td>
</tr>
<tr>
<td>Lack of landscapes</td>
<td>Valuable traditional architecture</td>
</tr>
<tr>
<td>Lack of proper incoming access passages</td>
<td>Positive participation background</td>
</tr>
<tr>
<td>Low resiliency</td>
<td>Subway access</td>
</tr>
<tr>
<td>Ecological segregation</td>
<td>BRT or accessibility</td>
</tr>
<tr>
<td>Imbalanced population and activity</td>
<td>Limited traffic of private cars</td>
</tr>
<tr>
<td>Low per capita for urban services</td>
<td>Dead night life</td>
</tr>
</tbody>
</table>

### Table 2: Internal strategic factors influencing Tehran historical context

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Possibility of economic prosperity</td>
<td>Immigrants influx to Tehran</td>
</tr>
<tr>
<td>Tourists’ widespread attendance in Tehran</td>
<td>Increased population of Tehran</td>
</tr>
<tr>
<td>Benefiting the advantages of growth pole in Tehran</td>
<td>Heterogeneous cultures</td>
</tr>
<tr>
<td>Widespread attendance of people in limited time and situations</td>
<td>Locating on the faults</td>
</tr>
<tr>
<td>Special attention of Tehran municipality to district 12</td>
<td>City’s unbridled growth</td>
</tr>
</tbody>
</table>

#### Lack of long-term view in upstream plans

### Table 3: Prioritizing endogenous factors

<table>
<thead>
<tr>
<th>Endogenous factors</th>
<th>Score</th>
<th>Relative weight</th>
<th>Final weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low resiliency</td>
<td>2</td>
<td>0.03</td>
<td>0.06</td>
</tr>
<tr>
<td>Lack of landscape</td>
<td>4</td>
<td>0.05</td>
<td>0.2</td>
</tr>
<tr>
<td>Social abnormalities</td>
<td>2</td>
<td>0.04</td>
<td>0.08</td>
</tr>
<tr>
<td>Unstable structures against earthquake</td>
<td>1</td>
<td>0.06</td>
<td>0.06</td>
</tr>
<tr>
<td>Serious environmental pollution</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Overcrowding</td>
<td>1</td>
<td>0.01</td>
<td>0.01</td>
</tr>
<tr>
<td>Positive background participation</td>
<td>4</td>
<td>0.03</td>
<td>0.12</td>
</tr>
<tr>
<td>Valuable traditional architecture</td>
<td>4</td>
<td>0.05</td>
<td>0.2</td>
</tr>
<tr>
<td>Various local markets</td>
<td>3</td>
<td>0.07</td>
<td>0.21</td>
</tr>
<tr>
<td>Tourism development potential</td>
<td>3</td>
<td>0.06</td>
<td>0.18</td>
</tr>
</tbody>
</table>
### Table 4: Prioritizing exogenous factors

<table>
<thead>
<tr>
<th>Exogenous factors</th>
<th>Score</th>
<th>Relative weight</th>
<th>Final weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of long-term view in upstream projects</td>
<td>2</td>
<td>0.05</td>
<td>0.01</td>
</tr>
<tr>
<td>Unbridled growth of the city</td>
<td>3</td>
<td>0.01</td>
<td>0.03</td>
</tr>
<tr>
<td>Locating on the faults</td>
<td>3</td>
<td>0.01</td>
<td>0.03</td>
</tr>
<tr>
<td>Heterogeneous cultures</td>
<td>1</td>
<td>0.05</td>
<td>0.05</td>
</tr>
<tr>
<td>Increased population of Tehran</td>
<td>2</td>
<td>0.01</td>
<td>0.02</td>
</tr>
<tr>
<td>The influx of immigrants to Tehran</td>
<td>2</td>
<td>0.01</td>
<td>0.02</td>
</tr>
<tr>
<td>Benefiting the advantages of the polar city (Tehran)</td>
<td>2</td>
<td>0.01</td>
<td>0.02</td>
</tr>
<tr>
<td>Widespread tourist attendance in Tehran</td>
<td>3</td>
<td>0.01</td>
<td>0.03</td>
</tr>
<tr>
<td>The possibility of economic prosperity</td>
<td>4</td>
<td>0.01</td>
<td>0.04</td>
</tr>
<tr>
<td>Special attention of municipality to district 12</td>
<td>3</td>
<td>0.01</td>
<td>0.03</td>
</tr>
<tr>
<td>Widespread attendance of people (limited time and places)</td>
<td>3</td>
<td>0.01</td>
<td>0.03</td>
</tr>
<tr>
<td>System total status</td>
<td></td>
<td></td>
<td>2.65</td>
</tr>
</tbody>
</table>
Evaluating internal and external elements is one step of strategic analysis process in which any strategic element is significant in different contexts. Research results demonstrate that the historical context shows deeper weaknesses than strengths in term of internal context (x=2.38). Further, IEA analysis reveals that the opportunities granted by the environment are a little bit stronger than threats (x=2.65).

According to evaluation results of internal and external elements and effect intersection, the stability strategies or WO strategies are the best to revive the historical context. The organization tries to overcome internal weaknesses through using these foreign opportunities in the form of these strategies.

Regarding that WO strategy is maintained as the proper strategy to enhance urban vitality in the historical context of Tehran, W.O strategies are as follows:

1. Vitality improvement strategy by the aid of people participation focused on the positive, informed participation of people in urban spaces (regarding weak demographic and activity imbalance and opportunities of widespread attendance as well as special attention of municipality to district 12)
2. Vitality improvement strategy focusing on enhanced environment quality (considering weaknesses of lack of landscape and low per capita of urban services as well as serious environmental pollution and opportunities of special attention of municipality to district 12 and taking the advantages of growth pole in Tehran)
3. Night life and economy based strategy in the historical context of Tehran (considering dead night life and frequency opportunities such as widespread attending of visitors in Tehran as well as widespread attendance of people in the context and possibility of economic prosperity)

Now, Quantitative Strategic Planning Matrix (QSPM) is applied to prioritize the recommended strategies and to select the more optimal strategy. Factors and final weight (output of internal and external analysis) are written in rows of QSPM. All selected strategies come in the next column; attractiveness and the effect of each strategy respecting to the strategic factor of all elements are scored from 0 to 4. 0 shows the minimum attractiveness; whereas, 4 is the maximum effectiveness and attractiveness. The product of these two columns i.e. the final weight and strategy attractiveness respecting to the factor is written in the final weight column. Total scores of the strategies show the significance and priority of each strategy regarding the target (Dastmardi, 2012).
Table 5: Prioritizing the strategies based on quantitative SWOT

<table>
<thead>
<tr>
<th>Strategic factors</th>
<th>Factor weight</th>
<th>Vitality improvement strategy based of people participation focusing on the informed, positive attendance in urban spaces</th>
<th>Vitality improvement strategy concentrated on improved environmental quality</th>
<th>Life and night economy based strategy in Tehran historical context</th>
</tr>
</thead>
<tbody>
<tr>
<td>Context low resiliency</td>
<td>0.06</td>
<td>0.06</td>
<td>0.06</td>
<td>0.06</td>
</tr>
<tr>
<td>Lack of landscapes</td>
<td>0.2</td>
<td>0.8</td>
<td>0.8</td>
<td>0.8</td>
</tr>
<tr>
<td>Social abnormalities</td>
<td>0.08</td>
<td>0.32</td>
<td>0</td>
<td>0.32</td>
</tr>
<tr>
<td>Unstable structures versus earthquake</td>
<td>0.06</td>
<td>0.06</td>
<td>0.06</td>
<td>0.06</td>
</tr>
<tr>
<td>Serious environmental pollution</td>
<td>0.1</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>Overcrowding</td>
<td>0.01</td>
<td>0.04</td>
<td>0</td>
<td>0.04</td>
</tr>
<tr>
<td>Participation positive background</td>
<td>0.12</td>
<td>0.48</td>
<td>0</td>
<td>0.48</td>
</tr>
<tr>
<td>Valuable traditional architecture</td>
<td>0.2</td>
<td>0.4</td>
<td>0.8</td>
<td>0.2</td>
</tr>
<tr>
<td>Several local markets</td>
<td>0.21</td>
<td>0.84</td>
<td>0.84</td>
<td>0.84</td>
</tr>
<tr>
<td>Tourism development potential</td>
<td>0.18</td>
<td>0.32</td>
<td>0.18</td>
<td>0.32</td>
</tr>
<tr>
<td>Neighborhood bonds</td>
<td>0.02</td>
<td>0.08</td>
<td>0</td>
<td>0.02</td>
</tr>
<tr>
<td>Numerous and concentrated monuments</td>
<td>0.36</td>
<td>0.36</td>
<td>0.72</td>
<td>0.72</td>
</tr>
<tr>
<td>Subway access</td>
<td>0.24</td>
<td>0.72</td>
<td>0</td>
<td>0.72</td>
</tr>
<tr>
<td>Lack of proper incoming access roads</td>
<td>0.16</td>
<td>0.32</td>
<td>0.64</td>
<td>0.64</td>
</tr>
<tr>
<td>Ecological segregation in the context</td>
<td>0.1</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>Imbalanced population and activity</td>
<td>0.1</td>
<td>0.4</td>
<td>0.1</td>
<td>0.4</td>
</tr>
<tr>
<td>Low per capita of urban services</td>
<td>0.02</td>
<td>0.08</td>
<td>0.08</td>
<td>0.08</td>
</tr>
<tr>
<td>Dead night life</td>
<td>0.08</td>
<td>0.16</td>
<td>0.08</td>
<td>0.32</td>
</tr>
<tr>
<td>Accessibility or</td>
<td>0.03</td>
<td>0.12</td>
<td>0.12</td>
<td>0.12</td>
</tr>
</tbody>
</table>
According to the quantitative SWOT analysis, vitality improvement strategy and people participation focused on the positive, informed attendance in urban environments is selected as the most attractive strategy scoring 12.59.

CONCLUSION
Following the quantitative SWOT analysis, vitality improvement strategy and people participation focused on the positive, informed attendance in urban environments is selected as the best strategy of enhancing vitality of historical context in Tehran. In this regard, the following strategies may be adopted:

- Street religious celebrations
- Regular interaction meetings of people with politicians and urban officials like the mayor
- Construction of outdoor amphitheaters for cultural celebrations like reading Shahname

Since Iran is the origin of a several-thousand civilization, it is recommended that such studies are conducted in other historical cities of Iran such as Hamedan, Shiraz, and Isfahan to determine the selected strategy.
REFERENCES
THE ROLE OF LANDSCAPE ELEMENTS IN CREATING IDENTITY-ORIENTED MENTAL CITY IMAGE

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ABSTRACT
Images, symbols and meanings are the everyday story narrated before citizens by which the individual comprehends the city status. City landscape that presents a variant and frequent change status from standpoint to life space to the audience embraces a set of signs. This sign aspect provides the possibility of reading and immediate perception for the citizens. In the present day, the Iranian citizen (the main addressee of urban landscape) deals with the crisis of perceiving identity signs of urban landscapes as a result of modernization and non-native development. This paper tries to analyze urban landscapes using semiotics and to scientifically and analytically explain the implied relationship of the existing signs with identity in city. The object of such approach is to turn the poetic and sensory perceptions into a systematic and analytical form. Thus, the present paper tries to find the answer to the questions that what are the contents of the landscapes influenced by landscape elements comparing other landscapes for the addressee? And whether the role of landscape architecture is clear in recreating identity and life signs in the present urban life? Because of the breadth of the subject, cases of micro-scale urban landscapes are selected.

Keywords: Semiology (Semiotics), landscape elements, urban landscape, identity

1. INTRODUCTION
Human being is historically involved with landscape as a perspective of an ideal environment to live, watch and presence in term of environment. Integration of the aforementioned definition of landscape with urban environment causes landscape architecture finding a new role in creating urban environments as the intermediary of making nice and exquisite landscape. The new role is introduced by the terms such as ‘Urbanism Landscape’ in academic and professional communities. According to this perspective, landscape architecture tries to make urban contexts meeting mental and physical daily citizens’ requirements through a subjective-objective relationship between human and its life environment as well as concentrating on natural elements in designing. The examples implemented based on this view share landscape main characteristics including scenic environment, relying upon natural factors and being in line with folk culture; however, they provide the foundations for urban life and innovative urbanism experience.

If an urban landscape is studied in term of a semiotic system; then, the city, meanings, relationships, and intangible, even hidden dimensions are the signified and urban landscape serves as the signifier. Therefore, elements of urban landscape are the signs each signifying particular meaning and content. Representing life main features in term of identity is of important significations for citizens (main addressees of urban landscape).

Urbanization and urban life as a vehicle for the realization of modernization in Iran underwent many problems; some of these problems are common in the nature of modernity and life of industrial communities and almost all communities that somehow experienced some form of it. This paper intends to analyze some urban landscapes by the aid of semiotics and to analytically and academically explain the implication relationship of the signs with research main problem i.e. identity. This knowledge comes in a systemic, analytical form through poetic and sensory perceptions; further, it also provides review methods.
A city (for instance, Tehran) is established by the result of many components through various mediators such as landscape architecture. The question raises here is that according to the analytical approach and in comparison to other landscapes, what are the contents (themes) of the landscapes indicating the effect of landscape architecture in representing urban reality? Whether the role of landscape architecture in identity and life signs recreation may be established in the aforementioned significance.

2.DEFINITIONS

- Semiotics: Umberto Eco believes that “semiology is associated to anything viewed as the sign” (Chandler, 2003; 3). The signs imply underlying concepts. In this approach, any text is a combination of signs like words, images, sounds, etc. offered to the audience through a communication interface.

- Urban landscape: the major environment the man is facing in its daily life and experiencing various life dimensions is urban environment; in addition, what perceived from this environment is through perceiving events, images, landscapes and in general, the phenomena occurring in the city. “Urban landscape is the interface between man and city phenomena. Urban landscape is the means of city emergence and a place for non-physical dimension manifestation” (Golkar, 2006; 38).

It seems that this term was initially generalized as an academic term in Gordon Cullen views “Selection of Urban Landscape’. As seen in his deft sketches, the city is represented as a collection of artificial factors getting together to build the city and community. Cullen mostly emphasizes on the visual characteristics and volumetric and surface combinations from the pedestrian point of view. Cullen views, at his age, indicated creating a new understanding of urban domains. Though, this comprehension is largely architectural and visual, the term ‘urban landscape’ and his later implications were the critical stuff for urban planners and designers. “A style of urban artificial decoration work is visited in combination with front lines and rubbles; further, special places are also designed for pedestrians away from urban traffic and environmentalists have increased, too. However, none of the aforementioned is related to urban landscape. The unfortunate truth is the fashion affectation rather than the philosophy of landscape; the environment is still trapped in its small golden space far from our mind” (Cullen, and Tabibiyan, 2003; 13).

Later, the notion of urban landscape evolved in the thoughts of Kevin Lynch and Jack Nasser. The important point is the relationship between the man and the landscape; a special form is given to the interaction at each step. This interaction is classified as follows:

1. Perception; Cityscape (objective); Gordon Cullen
2. Cognition; City image (subjective); Kevin Lynch
3. Evaluation; city evaluative image; Jack Nasser
4. Behavior; human behavioral reactions obtained by the three aforementioned.

In order to avoid confusion in urban landscape and face of the city, it is necessary to mention that urban landscape indicates the existing reality i.e. the city is seen by the fact; whereas, city image, according to Lynch, comes from city landscape interpretation in the mind of audience. In an eye bird view, the general face reveals a common connotation of landscape in the mind of a set of the majority of the target audiences. Finally, Lynch objectively depicted the physical forms of urban spaces interpreted in the form of face by mapping (e.g. Croquis drawing) (Pakzad; 53, and Abadi, 20).

If a public space is the objective and subjective manifestation of the public domain; then, the spatial crystallization of this domain in cities may be sought in outdoor and public urban contexts, which are named, in short, urban space. These spaces, indeed, are the place of collective and public life manifestation in cities; therefore, they are of critical significance to the designers, planners and
people. Though, the urban space is physically occurred in the openings between buildings, “any spatial opening between buildings may not be considered as an urban space; rather, special visual and motor communication causes urban space” (Jazayeri, 1999; 1). Furthermore, “urban space is an organized, decorated and ordered structure founded as a form for human activities in terms of certain and clear rules” (Jazayeri, 1999; 1).

“Urban space is the main place for the events playing a creative role in connecting the past and the present and organizing a creative dialogue between today and tomorrow. Urban area is the traffic place between past, present and future. This space contains four main elements of 1. Residents or pedestrians; 2. Man-made elements; 3. Relations; 4. Time” (Habibi, Maghsoudi, 2009; 10).

On the other side, urban landscape is offered in various scales since the addressee encounters the city phenomenon in different domains, scales and dimensions. Urban landscapes are investigated in three scales of “macro-landscape that studies visual capabilities over city; intermediate scale that deals with areas’ potentials, identity and characteristics; and finally, micro-scale that identifies the identity of urban image qualities that create urban identity” (Zekavat, 2006; 27). Regarding variety of urban landscapes and limitations, this paper more emphasizes on analyzing urban landscapes in micro-scale i.e. urban landscapes related to urban spaces. In the analysis process, the domain of ‘public and outdoor urban landscape’ consisting of three components of natural heritage, elements and artificial spaces, and human activities are considered for more accuracy and scrutiny. According to the semiotics, urban landscape, in this paper, is called a mediator-medium, which is represented in a series of signs.

- Analysis matrix: this paper analyzes the semiology of sequences of urban landscape for better perceiving. For accurate and simple analysis, landscape constituents in the associated sequences are classified in a 3×3 matrix. Matrix components include landscape views: background, middle ground and foreground; landscape components: man-made spaces and elements, human activities, and natural heritage. This matrix classifies sample information and prepares them for analysis.

- Identity: means individuation. It is sometimes referred to an external essence (Keshaf Estellahat Al-Fonoon). And sometimes, is referred to individuated nature named partial truth.

“This similarity to objectivity is the first consequence of authentication. Once the individual senses the analogues to the objectivity, it is considered as part of the singular or plural self. This relationship is generally created when it is continuously and repeatedly demonstrated and paired to the individual daily life. As a result, the individual not only treats safer and calmer with the aforementioned phenomenon with little effort for comprehension, but also it feels comfort, security and self-reliance versus the phenomenon. Norberg-Schulz accounts a wider scope for this similarity corresponding to being affectionate and accustomed. Memory intensifies this attachment and turns it into fixation as the second consequence of authentication. If no more memory is generated and former collective memories are also removed; hence, the next generation will be a memory less generation. The generation lacking the memory is named a rootless generation” (Pakzad, 1996; 66).

Therefore, individuation and distinguishing of phenomena from other fellow phenomena (meeting local expectations) as well as identifying them from different phenomena (meeting subjective expectations) are of authentication requirements; however, in further steps of authentication, relaxation, self-reliance versus the phenomenon, getting accustomed and fixation are critically important so that the phenomena incompatible to such issues may not be identity oriented in human view; or if there is an identity, it is not assigned to the man identity. A phenomenon may lead to ominous, poignant, and terrible mind memories; so, clearly no sound man attaches to such phenomena. The prerequisite of identity orientation is the continuance and fusion of a phenomenon with daily life. The phenomenon must be identified, easily understood, and the complex comprehension may not cause lack of peace and self-reliance; however, individual and collective memories leading to affection and devotion are the sufficient terms for authentication.
All characteristics of the phenomenon are related to the critical properties. Any phenomenon with any features, qualities and traits may find such a role in daily life; however, the quality of phenomena, urban landscapes and public, outdoor places, here, form the collective memories and roots of social life; hence, identity of phenomena and their contribution in life and collective memories requires a criterion. This criterion talks about the accustomed phenomena, and the roots made for the community; any similarity is not maintained according to this criterion. The criterion reminds that the contemporary Iranian man is encountering an outdated and confusing identity in public and outdoor places. Unfortunately, according to evidences, the man approves these disrupted roots for its collective life.

3. ANALYSIS METHOD OF SEMIOTICS-BASED URBAN LANDSCAPES

Ferdinand de Saussure, known as the father of structuralist semiology, maintains two components of ‘signifier’ and ‘signified’ and a ‘signifying’ role for any sign determining the kind of relationship between signifier and signified. Therefore, constituents of urban landscape as communication codes each have a form of expression or signifier implying the content or concept. The signs forming urban landscape focus on some features by the signifying. These features establish the place identity (the sensed and perceived landscape), which is approved by a daily addressee.

![Figure 1: Structuralist signifying model (De Saussure); credit: Chandler, 2002; 18-19](image)

Now, it is to see how these signs refer to their meaning. Eco believes that functions of objects in architecture have connotations in addition to objective or one-by-one implication through particular ideology (Eco, 1997; 87). The interpretation of sign functions in architecture is along with both explicit and implicit signifying. Objective (explicit) signifying occurred based on performance, ease, and global, impersonal definitions; while, implicit signifying mostly transfers emotions and human relations as well as particular ideology” (Nojoumiyan, 2009; 33).

Eco explained three main codes of architectural elements in architectural semiotics:

- a) technical code
  It indicates technical characteristics; for instance, it refers to technical and engineering characteristics for metal structure experts; or Topeka asphalt indicates understandable technical characteristics for experts (technical codes are not investigated in this research);

- b) Syntactic codes
  This code, indeed, finds the meaning of the sign in a mixed relationship in comparison to other related signs. For instance, a very tall building in a residential area that heavily influences skyline tries to demonstrate its dominance over other surrounding buildings and to express this significance. This significance along why and how it is significant determines many hidden, underlying dimensions of the context;

- c) Semantic codes
  It concentrates on signification and implicit contents of the sign. Eco divides signification into four primitive, implicit (secondary), ideological and social classes. As earlier mentioned, each refers to a meaning from merely pragmatic function to ideological and social meanings. Though, Eco disregards the possibility of signification levels in a sign, this paper describes the levels of semantic signification in a sign. Something beyond sensory
perception and even aesthetic and intuitive comprehension is required to acquire more implicit signification, which is absolutely dependent on the target audience knowledge of the sign’s cultural context.

The codes provided as signs in architecture by Eco are typically extended in urban landscape such that landscape constituents represent semantic, syntactic and technical sign functions. Signs’ significations in urban context demonstrate an extended scope of the contents by which the signs are identified by the audience. The signifying role of the sign goes on from practical (pragmatic) and instrumental functions to implications and symbolic connotations, ideological and social significations. All these decoding and recognitions in the audience mind may construct the characteristics enabling phenomenon identification and distinguish it from other heterogeneous phenomena (meeting subjective expectations) and homogenous phenomena (meeting local phenomena). On the other side, signs in urban context suggest people public life style and way of life.

4. ANALYSIS OF THE EXAMPLES
In the following, two urban landscapes including combination of mass construction and open space (outdoor) are analyzed according to the aforementioned method. The first example (Figure 2) represents that the space is characterized with nature-oriented man structures; whereas, in the next (Figure 3), the space lacks nature-oriented man structures. The result of this analysis reveals implication theme of the aforementioned urban landscapes with the identity factor.
Figure 2: Chahar Bagh Boulevard, Isfahan. Credit: Mehr News Agency
5. LANDSCAPE ELEMENTS AND SIGNS OF IDENTITY

On the contrary to Figure 3, examples like Figure 2 shows that in landscapes where nature-oriented human structures largely contribute, implications of the existing signs are from human life individuation view and enhanced quality in urban domains. Moreover, the properties of such spaces

\[\text{Figure 3: Ashrafi Isfahani Street, Tehran. Credit: the researcher}\]
may provide identification through individuation and worth of remembering (Pakzad, 1996). Let see where landscape architecture as a mediator in creating urban domains is.

On one hand, it is known that new urban life is severely challenging; “at present, new environments are created disabling to meet new requirements of people; further, advantages of old cities also disappeared. Strong and ancient manifestations of past cities, unique places that cannot be replaced, buildings, monuments and all historical cities that obviously demonstrate past social life are forgotten or disappeared. It seems that human of the modern age is incapable of generating new (fresh) equivalents for good aspects of the past (Chermayeff and Alexander, 1997; 38).

On the other hand, landscape architecture typically emerged involving with new challenges; “most traditional methods discussing urban landscapes are expressed within contrasting conditions of the 19th century. At this time, cities were involving with the issues like high-density buildings, traffic infrastructures, and profit from production and development followed by illogical and poor results such as traffic, pollution and various forms of social anxieties. Landscape manifested in the forms of parks, greenways, rows of trees, walkways and gardens, which were mainly not only subordinated to deleterious effects of 19th century urbanism, but also, a refuge and comfort from these harms” (Waldheim, 2006; 24). Moreover, innovative approaches call for the integration of landscape architecture and urban areas.

6. CONCLUSION
In case of public demand and knowledge, the first requirement of changing urban life, the role of various expertise of planning and urban designing is significant as the mediators creating the city. Of these expertises, landscape architecture and its innovative approaches focused on nature-oriented human structures are given a specific role. This paper showed that landscape architecture based on landscape signifies the man’s quality of life. In this regard, the role of landscape architecture emerges in recreating life signs and identity in urban landscape through constructing nature-oriented human space structures. On the other side, benefiting semiotics in analysis, perception and critique of urban landscapes is considered as a merit since it enables the experts as the creators of such spaces to systematically criticize and to frequently evaluate the strengths and weaknesses of the projects and to try for improvement and enhancing of the created environments.

REFERENCES
EVALUATION OF SEMANTIC (CONCEPTUAL) CHARACTERISTICS OF WATER IN IRANIAN CULTURE AND ARCHITECTURE

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ABSTRACT
Water in different cultures defines different symbolic meanings and every country depending on its climate, religion and historical experiences embedded different concepts and meaning of the water in their culture. In Iran, due to arid and hot climate there is high consideration focused on the water and looking at historical Iranian background we would find that Iranian from ancient tiles respected highly the water. In this research, using library sources and analytic-descriptive methodology, the semantic (conceptual) characteristics of the water are investigated in Iranian culture and architecture in several periods of the history. Public believes and ideas on Iranian rich culture about water are very extensive and spreading. The water natural purity from ancient time so far, brought different beliefs in Iranian culture.

Keywords: organizational silence, organizational commitment, organizational trust

RESEARCH THEORETICAL FOUNDATIONS
WATER MEANING FINDING EXAMPLES IN PRE-ARYAN CULTURES
The geological information indicates that about 10 thousand years ago, Iran was a suitable land and environment for Iranian societies living. Documents and evidence based on the myths, the oral tradition and ancient environment findings also confirm this issue. Among the remained works from pre-Aryan age, there are dissociated indicators and signs which show the importance and mythical place of the water in pre-Aryan cultures. In this line, one can mention the followings:
Choqa Zanbil: an example of the Ilam-Khuzestan temples and the water significant presence is viewed in this place. The excavations indicate that the water was flowing via downpipes and water pipe complex networks in paths which led to the altar and probably they were of the religious and holiness values.
The outstanding Ilam design of Kurangun: this outstanding design located near the Fahlian river dates back to 4000 years ago which indicates the religious ceremonies related to the water holiness and there are worshipers indicated who are going to the Ilam king who is of the God position and in order to move they pass the water. The designs are symbols such as snack, 2-horn hat which is on the head of the highlighted character as well as the water flow above their head and states a certain worldview related to the water element. There are diverse designs and symbols found on seals and other objects in excavations which related to the Ilam and are significant (Mir Shokraie, 2001).
The sun rise statue: Mafarq object which is the statue of a religious complex dates back to the 1150 D.C. and was found near an Ilam temple in Shush and now it is in the Louvre museum. This object is a plate of 40 cm width and length on which there are a complex of 2 buildings, the victim stone bench, pool, tree as well as water vessels and 2 Ilam individuals (maybe 2 religious men0 who are sitting in front of each other naked and pouring water on their hand from a container are indicated. It seems that they are performing such a purification religious ceremony or manner. In addition to mentioned examples, the decorations on most of the found crockeries in central area of the Iran
plateau such as Kashan Silk, Damqan Hesar hill, Bakun hill etc. are among the designs indicating a sample of the water, symbolic designs and mythical ones as water angel and guard or aquatic and marine animals (Goly Isk, 2014). It is clear that the diverse mentioned examples can be the obvious examples, so these examples can indicate the relationship between water and creation mythical and believing foundation. But the final analysis needs more profession.

WATER MEANING FINDING EXAMPLES IN ARYAN CULTURES
This section of the time which continued till now can be divided into 3 pre-Zoroastrian, Zoroastrian and Islamic ages.

PRE-ZOROASTRIAN AGE
In pre-Zoroastrian Aryan religions the water is holy whose holiness manifestations are majorly reflected in formal beliefs related to its non-earthly and spiritual demonstration, Izad Banu Ardisu Anahita. The Aban Posht description about worship and gifts from Hushang, Fereydun and Kaykavous relating to pre-Zoroastrian age, are obviously indicated for waters Izad Banu and even persons such as Afrasyab and Izadi Hak for her and requesting her for victory and success as the ancient water manifestation worship (Asgari, 2011).

ZOROASTRIAN AGE
Therefore, in Zoroastrian creation myth the water after sly is the second creator of the Urmazd’s materialistic creators and its creation reason is to kill the thirst demon. In the first paragraph of 1st section we see: water, which was dark at first then lightened and the earth was created from water. In Zoroastrian belief and the Avesta texts, purification and washing in water is the introduction of the religious work and is a Mehr issue. It is stated in Zoroaster letter: Zoroaster washed his body in water and as he dried, wore fragrant cloth and at that day in order of God, Amshaspand appeared to him. In selections of Zads paris, also this issue is narrated: as he got out of water and wore cloth, Bahman Amshaspand was seen in figure of a beautiful lightening man (Asgari, 2011).

ISLAMIC AGE
Iranian culture after Islam in different areas was influenced by Islamic life and teachings. Therefore, the main sources to extract these topics and subjects related to water are Islamic texts. Water, as the main life cause (Anbia, 30) has several higher symbols embedded in and plays the role of many values and necessary grounds for healthy and stable life on earth (Naqi Zadeh, 2003: 74). In fact, as Islam emerged and spread, Muslim Iranian also in line with preserving their manners and beliefs in water which were not contrary to the Islamic teachings, enriched their culture and demonstrated their development in relationship between human and nature and water so that it was seen in any other part of the world. In Islamic Iran, the most highlighted and public place for water, without being manifested in forms or vessels, fountains and rivers and in general concept, is seen in Shia beliefs which states all ground water is the Hadhrat Zahra`s dowry (Sedaqat Kish, 1997, 2000). In Iran and in Islamic age, the best example of the eternity is seen in Imam Mahdi`s absence in Shia religion. In complexities and problems there is no way to solve them, people write letter to 12th imam and leave it in the water, as if the water is the deliverer of imam Mahdi. In some parts of Iran, the letter which is in fact the description of the pains and requesting for help is left in water by a child. There are holy wells in these places which is called imam Zaman`s well or Sahib Al-Zaman`s well and they are people`s shrines.

Angels screen the world`s water and if they see any dirt in water they anathematize them who put this dirt in water.

Also, pour water and barley after the passenger left, he would return soon (Goly Isk, 2014).

Also, water in Islam is the main purifying and cleanliness element and ablation and wash are 2 main aspects of the cleanliness and for any type of worship the main and fundamental element is the purification and heart readiness. Wash and ablation cause the mental and physical cleanliness which is called body cleanliness. Even ablation is of particular dignity in traditional ceremonies. Ablution,
particularly about traditions which are religious, is respected by intention of doing better thing and in fact the soul’s cleanliness is due to that (Mir Shokraie, 2001: 57).

MANDADIAN’S (SAEBEEN) BAPTISM CEREMONY
Mandadian (Saebeen) who were living in Iran about 2000 years ago had their particular regulations in which the water is of particular dignity. Most of their worships such as the main orders of the Mandaeic religion like ablation or Rashamah relate to water. For this purpose, at first they stand in front of the water respectfully and then perform the manners. These manners are along with praying in which paying attention to and repeating the water is significant (Ibid, 36).

WATER IN HOLY QURAN, WATER MEANING EXAMPLES IN QURAN
It is relevant to mention briefly the thoughts foundation in Quran teaching in the following.

Life water: Islamic teachings explicitly define the water as the cause of life of every creature. And we made alive everything from water.

Water is a symbol of heaven: there are verses in holy Quran defining the water as one of the heaven’s blesses. Give thou good tidings to those who believe and do deeds of righteousness, that for them await gardens underneath which rivers flow (Baqarah, 25), or flowing water under the heaven’s garden (Zomar, 25), flowing water in heaven (A’araf, 45), flowing water and trees in heaven (Baqarah, 25), or (Nisa, 12, 57, 122), (Maeda, 12, 85, 117), (Tubah, 72, 89, 100), (Yunes, 9), (Rad, 35), (Ibrahim, 23), (Nakhl, 31), (Kahf, 31), (Taha, 76) etc.

Water as the symbol of cleanliness and bless: in Islamic teachings, water is described as the cleaning and blessing and benedict attribution, and we sent down from heaven pure water (Forqan, 48).

Water as the cause of earthy life and dead earth: the earth is an issue whose life and cleanliness are highlighted in Quran by water: and the provision God sends down from heaven, and therewith revives the earth after it is dead (Jasiah, 5). There are other verses mentioning this issue such as water as the reviving factor of dead earth (Forqan, 9-48), (Fatir, 9), (Zokhrof, 11). The water is the cause of civilization and earth beauties. There are other verses in addition to the explicit explanation of the Quran on reviving the earth by water mentioned the earth civilization and beauty and revival by water (Bakhtiari, 2015).

ANCIENTS’ WORLDVIEW ON WATER ELEMENT
Considering the fact that the societies’ worldview played a significant role in their activities, having a view on ancients’ worldview, would be helpful particularly aiming to identify the goal and meaning finding of “place and role of water in different ages and its feedback in culture as a scientific fund”. As mentioned earlier, Iranian in order to get rid of waterless situations, innovated intelligent measures in order to exploit, store and suitably consume the water. Therefore, water was significantly present in all Iranians’ life dimensions and mixed with all cultural elements of Iranians and was respected as a holy element in Iranians’ beliefs to the extent at which they considered the water as their life and cleanliness cause and in order to protect it, they appointed a guarding angel called Nahid or Anahid meaning the perfect and clean which respected by all people and they made several temples and statues for this angel. Anahita’s temple in Neyshabur Kazerun and Anahid temple in Kangavar are amongst these temples (Sedaqat Kish, 2000: 22-25). It is narrated that the name of this angel is mentioned in Hamedan and Shush second Ardeshir’s inscriptions immediately after Ahuramazda and before Mehr (Mitra). This is the sign of her blessed dignity. Also, in ancient Iran, in memorial of water angel there were many celebrations and diverse ceremonies such as Ab Pashan (Abrizgan), Tirgan, rain requesting ceremony and aqueduct wedding and etc. It is necessary to mention that one of the months’ names is Aban in the name of water and Abangah celebration is held in 10th day of this month in order to admire and worship the water angel (Asgari, 2011). In order to expand this issue, in
the following we define and introduce examples of the Iranian particular beliefs and worldview related to water during and after Aryan.

THE ANCEINTS' WORLDVIEW REFLECTION ON WATER IN PUBLIC CULTURE
As said earlier, water was always considered by human as the living cause of all creatures, but this consideration in Iran is in different form due to lack of water and little rainfall. It is important to mention that in Iran the average annual rainfall is 1/3 of the whole world (Kordvani, 1984: 3). For this reason, water made the Iranian civilization and culture a particular eternity and associated the culture and civilization relationship with water and the water followers were always respected and considered in ancient ages and appointed a guarding angel called Nahid or Anahid meaning the perfect and clean which respected by all people and they made several temples and statues for this angel (Sedaqat Kish, 2000:25). In the following, we introduce the characteristics of Izad Banu.

WATER ANGLE, IZAD BANU ANAHITA
The term “Nahid” is the short form of “Anahita” (Anahit). The term Anahita is the combination of 2 terms in Avesta” An= wind, Ahine= polluted and elsewhere it means non-polluted/pure. The name of this Izad is mostly in form of “Aredipevisur Anahita” after the emergence of Zoroaster and Avesta which means “pure powerful river” (Doostkhhah, 1992: 39). There are different theories about the primary root of Izad Banu emergence in different countries, but in valuable researches of Dr. J. Derakhshani on the basis of geology and archeology which is written in European languages and in valuable research by Dr. F. Joneydi on the basis on the ancient Iranian sources such as Avesta and Shahnameh, one can to large extent make sure of the Aryan root of the Anahita. Anahita also like Mehr is in place and position of one of the greatest Zoroastrian Gods and the 5th chapter of the Avesta is in the name of her begun. Ahuramazda said the Sepitman Zoroaster: O’ Zoroaster Sepitman! Worship the Ardevi-sura Anahita who is extensive everywhere and curing and enemy of demons and following the Ahuraie. She deserves to be worshiped in this world and she is worshiped. She increases the spiritual purity and provides property, sheep, country and universe with blessing. She purifies the semen of all men and purifies the women’s husbands for giving birth. She facilitates the women’s giving birth and when needed, increases the women’s breast milk. She has jokey of 40 days length for 1000 rivers, 1000 lakes. I, Ahuramazda, created the Anahita by my power to grow and develop the house, village, city and country and guard the, and shelter people (Doostkhhah, 1992: 38). The tradition of worshiping Anahita remained more than any age in Sasanian and there are many works remained from this angel which are mentioned in following sections. The dignity if this angel in Achaemenian age is to the extent at which second Darius mentioned it in the stone inscription in Shush. This palace was built by Darius from my ancestors. In Ardeshir’s age, my grandfather, Fire ruined it. I, in order of Ahuramazda and Anahita and Mitra, reconstructed it. I hope that Ahuramazda, Anahita and Mitra would save me and never destroy what I build and protect it from damages (Pour Davar, 1998: 95). Brosus, the historian of 3rd century B.C. also mentioned this discourse which in order of the Achaemenian second Ardeshir, Anaitis (Anahita) statue was constructed in Hamedan, Shush, Damascus and Sard. These small clay, silver and golden statues are found in large number so far, mostly are in mythical and traditional forms and are constructed with native cloth and decoration and generally as a perfect face of a woman which is dreamed by any human everywhere. These statues and decorations more or less reveal the ideas behind her. Nahid is behind a beautiful, powerful, stylish woman with white arms and powerful as the horse arms, bulging breasts, a tight belt fastened and decorative jewels and folded cloths (Pigo Laskaya, 1987: 465). Other superiorities of the Nahid were the kings coronation. In Rostam design and Taq-e Bostan Nahid puts the Kingship ring and Sasanian kings coronate in Nahid shrines mostly (Mohseni, 2008: 25). Also, in most of the places such as castle, bridge, temple, gates, valley, fountain and etc. which have terms such as daughter, mother, sister, lady, grandmother, old woman, mom and their Turkish and Kurdish and Lorish and Gilaki equivalents in their names combination, probably are linked to the angel Nahid (Parizi, 1965: 70). It is helpful to know that most of these places were constructed in elevations or mountains, near the flowing water or fountains originating from the mountains. Also, fountains in some places are respected that people respect them highly or put their money in them and to take them is a sin in their belief. The legends about these fountains are linked with the good doer angels and virgin, pure and beautiful girls and indicator of the Iranian lady, Ardevi-sura Anahita (Farah Vashi, 1995: 192).
HOLY WATER
As mentioned earlier, Iranian bitter experience of drought and waterless times causes that water became a holy and respectful element among Iranians and of particularity. What is introduced in this section includes holy fountains, holy lakes and aqueducts, wells and blessed fountains, which are created by prophets, imams or their children or their holiness basis depends on the pre-Islam beliefs and religious ideas. There is no doubts that along with these holy waters there are temple, mosque or shrine constructed and often the fishes living in these waters are also holy and no one can hunt them (Bakhtiari, 2015).

HOLY FOUNTAINS
Fountains which are often the origin of underground water were of particular dignity in people’s view and beliefs and culture and traditional ceremonies from ancient times and many of them were respected due to their holiness. For this reason, they are named by the holy names such as Imam Ali and Khezr. Among them one can mention the Shiraz Sadi and Qademgah fountains, Hamedan Armanda fountain, Rey Ali fountain, Damqan Ali fountain, near Khor “Qol Hova Allaho Ahad” (Say he is the unique God), Jiroft Soleyman fountain and etc. (Ibid, 95-98).

HOLY LAKES
Among the holy Iranian lakes one can name Khorasan Sur Lake, Jafroq Lake between Mashhad and Neyshabur, Zabol Hamun Lake and etc. (Bakhtiari, 2015).

HOLY AQUEDUCTS
Holy aqueducts typically are the aqueducts whose water is blessing and purifying in people’s view. They are Rokn Abad in Shiraz, Shansha and Tafresh, Bavanat Bazm shrine (Vafaie, 2014).

HOLY WELLS
From holy wells in Iran one can mention the Soltaniyeh mosque well, Kashan mosque well, Moteza Ali well in shiraz, Sahebal Zaman well near Taq-e Bostan in Kermanshah whose water is blessing and people in past said prayers there.

CONCLUSION
Public beliefs in Iranian rich culture in water are extensive and in-depth. The natural pureness of water and ordering to purity from ancient age till now, created diverse beliefs in Iranian culture. In the following, some of them are mentioned:
Water is holy in ancient Iran and everyone is required to make it clear, if there was any external object, person has to take it out (Angels screen the world’s water and if they see any dirt in water they anathematize them who put this dirt in water).

Water and salt are Dowry of Hadhrat Zahra and it should be prevented to pollute them.

Water and fire are the lights of house and renewing the months with water is blessing.

To pour water on dead persons’ grave which is ancient causes the dead persons’ soul purification.

Water, the cause of life, helps human in many complexities, cures pains, diseases, infertility, and facility of giving birth, these are some issues related to the water. Sometimes water co-works with fire and mediates its heat so that achieve the goal of a belief.

Water in happiness and death ceremony is important and was always with Iranians, whether it is poured after the passenger and guest so that perform a good action, or when it is put on the wedding or Nowruz table so that make happiness.

Sometimes lovers and beloved one made use of the fountains water in order to facilitate their destiny, they considered good drinking the pegah water, and drink it in order to receive response of their demands from God (reaching the Beloved).
Some villagers, in the last Wednesday of end of the year, at evening, go to the river or fountain and take a pot of water to the home for blessing and health. They spray the water on the furniture and walls. Sometimes, women spray the water on the gusts and residents and wet them so that they become healthier and happier next year. In some parts, mothers leave the home in Wednesdays and go to the plain and cut some hair of their child and leave in the wind or water so that their pain would leave with the hairs their child (Sedaqat Kish, 2000: 74-85).

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RELATIONSHIP BETWEEN DOCTRINE OF CAUSATIONS AND CHANGE THEORY IN CONTRACT LAW

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ABSTRACT
Doctrine of causations in law, means to take a pledge against others. Therefore, some experts believe that change theory is closely related to doctrine of causations and affected by doctrine of causations why change is something has made and given commitment. However, change we will discover by examining the content of change theory that the foundation and development of doctrine of causations distanced and is not retractable.

Keywords: change theory, contract law

Introduction
As we know, a wise man, do not do to no purpose; motivation should be attractive to your will with conviction. The motivation, the theory is constitutes the causations theory. The parties to continue to undertake, to pursue different goals; the purpose of buying a home, an investment property can be obtained in banks and other finance is a particular need. However, none of these cases, the cause is not. It is due to reach its kind, the person has committed itself and "this is always one of the all individuals in instances of each type of contract that is to get something that the other party is obliged to surrender it (Shahidi, 2011: 333). The rights similar to English Dictionary ((change)) cover some aspects of this concept (Zimmernann, 2000: 553). This doctrine implies that an obligation, even if you seriously intend to be committed and be accepted shall not be binding. Unless you pay him something in return for this commitment, or committed to be paid or how to do it (Busch, 2002: 76), so in order have a similarity with the doctrine because the doctrine should also be examined.

Causations theory
Causations theory is unknown concept in legal theory and legal writers paid less in this article, explores this idea other similar rights as the theory of scrutiny to be changed.

The concept of causations theory
Causations literally means causes, triggers, pain and illness, motivation, excuses used (Saeidipour, 593; Amid 2011, 1261: 2). In other words, Causations something is going to happen soon, something else happen without delay and to be looking for something else to say disabled. For example, going to the composition, due to one or more of the same legal effect to say: "Between composition and its effect (source) an actual distance is not it."
Legally, due to the direct target for achieving it, the person has committed itself. For example, the performance of the obligation in the contract the parties to make a commitment, the reason is marriage. The goal is a goal is the type of people in these contracts (Jafari Langroodi 1386, 466). As stated purpose of immediate and direct result of the commitment to make the commitment, so when committed eagerness to reach that goal, your time was will not have any burden of commitment. Thus, the relationship between cause and commitment so that wherever there is no reason, no obligation and has no legal effect (Imami 1355, 219: 1; Bahrami Ahmadi, 2011, 302).
Causations, the definition of theory, it should be noted that due to the cause, the ultimate cause is the cause in the sense of its agent. From a legal perspective, due to into the following types:
1) Causations of the subject: because in this sense, refers to something that other things are equal, and its lack of object (Khandan, 1384: 166);
In other words, because in this sense is the creator and author of their disabilities. In this kind of cause can be separated from each other following two types:
A) contract due to: clear or legislation, is due to put something else; as contracts based on state legislation, because possession is placed.
B) Natural cause: in nature, due to the presence or absence of something; severe cold due to frost
2) The ultimate cause, the final cause, purpose or form of an action or issue. Which consists of two parts: the cause of a (direct) and personal reasons (indirect). For example, the cause or object of the seller, possession of illegal proceeds and her devious purpose of receipt of the price, buy a home (Jafari Langroodi 11, 1363). According to the definition of the concept was introduced because at the beginning of this article, the concept of efficient cause of this theory is not true. In this theory, we are looking to discover the intention of the parties to a contract. In other words, understanding the ultimate cause them to take commitment, not to discover the cause of their commitment. French lawyers argue, any contractual agreement exists has a cause; for anyone who is committed and takes on debt, in order to achieve immediate and direct purpose of which is the result and it means, cause is commitments. The theory, derived from Roman law. In Roman law that contracts are honored to be recognized for it and make a commitment, you must be a reason (Imami 1355, 218: 1). Cause to the different types of contracts cause to the contract depends legal nature and because each type of contract is a special legal nature, that each type of contract contains specific cause (Imami 1355, 219: 1), but of contracts, as is the cause; Ie contracts that have the same legal nature, the cause is the same. So, although the contracts cause, the cause of the swap contracts vary but in a series of swap contracts, because, as is likewise set contracts (Bahram Ahmadi in 2011, 302- 303).

Opponents and supporters of causations theory
The reasons for opposition
Causations theory criticized by some scholars. The most famous of these opponents, Planiol was French famous lawyer. Skeptics reasons are as follows:
1. theory of the cause: the swap contracts, the commitment of a hand, cannot cause the other party is committed; because logically, must precede the cause or causes is disabled and has two obligations, one of cause and effect cannot occur together.
It is also alleged that the commitment of either party, the other party's commitment to the cause and effect returns us to a vicious circle Planiol, "Traité élémentaire de droit civil", Volume 2, N), 1037 quoted Katouzian, 241: 2000)
At a bare contracts due to commitments wants forgiveness, because it cannot be considered illegitimate and immoral and that the contract was canceled. If we want to give ruling on the invalidity of a contract due to an illegitimate reason, we need to search the ends and sides medicines and due to this type of contract is not separate from the intentions and Medicines (See: Safai, 1350: 53).
2. By advantage of the theory of the cause: the cause of the commitment, artificial and synthetic and analytic terms, other theories, such as Reza, will, subject to contract, could be an alternative theory of the cause. In swap contracts, because it is the obligation of the other party due to commitments, If the obligation is due to the commitment of one party without the other party without subject and thus would be wrong, so you do not need to because of lack of cause, declare the contract void.
Contracts giving equal lack of will and lack of will, lack of planning alone is insufficient for invalidity of the transaction (cf. ibid.). In other words, the intention of forgiveness is in fact the same donor consent, as the cause should not be interpreted. Marriage as a gift, it is illusory to imagine because, in this contract only element of consent and the rule there will not be another (Javan, 1327: 123)
3. Interpret due to incorrect theory: the theory of cause has its roots in Roman law, but today, this theory is based on misinterpretation; the reason the Romans within the meaning of the (cause of) women used agent. In Roman law constitute the existence of special formats, as "specific contracts" were necessary because it was called that. Romans also in action against the individual who filed the use of undue
rubbing, so-called because the women used; in this case, a victim of his own to stake a claim could withdraw) Marty et Reynaud, Droit Civil, 1962: N 174 to the Katouzian, 241: 2000 and Safaee, 52: 1350). The second theory provides the historical root of this word is quite different; he stated in its opinion that the obligation of a party, due to commitments with his other hand. While the meaning of the cause of his Roman inconsistent with the concept. In Roman law, a contract can only be used in certain contracts to be valid and there was no other operating requirements; secondly, if there due to commitments as well as a condition called essential contract basis (Katouzian, 240: 2000).

Supporters
1. Causation theory is right: the theory of the opposition because it requires knew vicious circle. However, it is noted that the swap contract arises when the bugs away for the cause, because the subject is not the ultimate cause. If it is due to consider the meaning of the subject, it is clear that two things occur at the same time, not one of them could be the cause of another author; for that reason the former should be disabled. But if the cause is considered in its ultimate meaning, criticizes not be entered; because there is no prohibition and one side to the other side for the achievement of the advantages of having committed themselves. Also bare in the contract is not valid to want to forgive pointless and we have no legal value; for this is going to be an important factor to distinguish between the types of contracts, the contracts are exchanged. Without the intention of giving contracts there will be a bare and free of charge (Safai, 55, 1350)

2. Usefulness of causation theory: the theory of the cause are considered as opponents, not useless; why the acceptance of this theory, to maintain balance in the exchange and the correlation between the mutual obligations and thus it is possible to terminate the contract, in case of loss justified the commitment (Katouzian, 246: 2000)

Opponents believe that in the absence due to a commitment on the one hand, on the other hand lacks commitment is subject; the contract can be canceled on the basis of lack of subject matter and not because of lack of cause. Such a right why should the opposition do not express a lack of commitment within one of the parties, nullity of marriage and consequently the loss of the other party to have commitment. At the conclusion of the contract, if the subject does not exist, the contract is void. But if the conclusion of the contract but implemented correctly, it is practically impossible to achieve, based on the theory of the cause, the contract becomes void. Only theory may explain why the issue is, if there is no mutual obligations due to lack of commitment within one of the parties, could lead to the loss of the other party's commitment (Shahidi, 2011: 360). In countries where the cause has been identified theory, the principle of solidarity obligations have been replaced; in fact, those who deny the utility of the theory of the cause, the result of that they accept it without a name (Safai, 1350: 56). At bare contracts, even though some observers, due to commitments, the intention is to forgive it should be noted and the purpose of the plan will bring forgiveness here, but the purpose is that the person making the determination that the owner will want the other party to the contract. In other words, the owner of the other side, the main reason is that donor commitment to the intent of forgiveness and will be separated and it seems that in using the term loosely fit, enter this objection (Imami, 2002: 226)

3. Because of the accuracy of the interpretation of the theory: Although the theory of reason throughout history in other meanings have been used, but this is no reason to forget affirms some of the criticisms in this regard. Skip to Roman law meaning as the cause of the efficient cause, to exclude the right of the view does not seem correct date and there are no barriers to church or a set of common rights lawyers such as time, such a theory are provided. Even if the name of his new theory of the cause lay in other words, that as a term or rights could be at different times, find new meanings, it is not far-fetched (Katouzian, 2000: 245).

Change theory:
One of England's doctrine that the rights contracts have been discussed a lot of lawyers and their books are discussed in theory be changed and compared with the theory that the cause was introduced in some European countries are widely instead of the sixteen century as a theory in English law were discussed.
This theory, the old axiom (object against the object adapted to its authors ((Deal against exchange)) and ((commitment against the committed) 9 and the like are defined.

The concept of change theory
Change, what is being exchanged, the commitment given (Rah Peik 1376, 47) and, as previously mentioned in the discussion of the theory of cause, any legal action that is done and the commitment to achieve to "bitch," which changed the purpose of its immediate legal action. The immediate purpose, the "cause" is in the dictionary Common Law "Change" is called and, as mentioned, due to the specific embodiment, the contracts are exchanged (Bahram Ahmadi 2011, 312). For a better expression, Change, the economic argument is that only the face of the material and the kind of commitment may have encouraged monetary aspects, such as the agricultural willing to commit to provide an herbicide, pay 20 thousand Toman. That subject cheer gives up the goods or provide services due to encourage engagement, what gives him committed, mutually to encourage creditor, takes commitment. This encouraged the swap contracts, two-sided. In common law, anything that is committed to encouraging creditors to accept the commitment pays off, consider instead. Change, based on theory or transaction, as long as the creditor did not owe something to the commitment, the commitment is seen as flawed and have no legal influence; in other words, the need to change contract (Ansart 2011, 317: 318). So, instead, is an act of retaliation committed by the crushing takes place (Rah Peik 1376, 48) and may benefit or compensation for a commitment on the obligation is crushed (or something else of a mutual commitment and dedication, a deadline , create, amend or repeal a legal relationship) (Rah Peik 1376, 47).

The relationship between theory and cause
Some legal experts believe that the English word content rather than theory, according to the theory of the cause has been trading close relationship exists between the two; in other words, instead of as an internal model of the theory of cause and raised by the theory have been the cause. As previously mentioned, the commitment of the (theoretical reason), a condition of validity of the transaction in French law and in fact, is an integral part of the contract. When a person undertakes to provide, due to commitments in direct and immediate motive for the conclusion of such a contract and this motives, the obligation in the contract is justified. Because of a commutative contracts, in fact, the "mutual exchange" in the "theory of change" because in commutative contracts. what is the individual's commitment, mutual exchange and use it as a "cause or reason," the "cause theory" is explored.
In both of these ideas, commitment is concerned, meaning that in theory cause, have called for the purpose of accepting the obligation to find and the purpose of the contract nor accept similarly, in theory. In addition, what is checked, the same commitment in this regard does not matter what we call it, "Commitment", "due to commitments," "the pledge" and ... all to induce the same meaning. So, as the theory of the cause, the obligations of personal motivation individually; instead, the motivation will not be entered in English law and is merely a commitment to care obligations, regardless of the reason there is such a bitch, what was the motive. In addition, as due to commitments in the same swap contracts and by altering the parties to the contract does not change; also changed where it arises simply swap contracts, swap contracts in different types, will have the same meaning. Early English law, and the courts are not binding commitments in principle required to perform all the obligations were not correct, for this purpose, the court expressed a view that is based on mutual commitment. In other words, for which there is a binding contract, it is essential that the individual commitment, there is something that is valuable in the eyes of the law. Perhaps that is why some so-called "cause" in the sense of "change" is used. On the other hand, the above view has been questioned;
Because the difference between the two theories, the formation of the two, because in the eyes of French law, due process and a commitment to binding, the reason is that people should be required to fulfill their obligations and the ritual of grant contracts. In order to support the people who have charitable intentions and the obligation it would be unfair. This commitment is without cause, shall be excluded from support. On the other hand, in English law, the principle of non-commitment and the courts have created a rule according to which, generally binding commitments not and excluding the existence of such a rule to
change or have considered doing some formalities (Shariat 2011, 38- 50). As a result, although the result of the two theories, the lack of enforcement of commitment and gratuitous or without cause, but differ in terms basis. In theory, cause or reason, the purpose of the benefit is the person committed his income. However, change, in theory, the contrary is the case, the change in fact, losses and liabilities which are crushed, committed to the obligation imposed (Rah Peik 1376, 49). It should be noted that, among the three perspectives in the theory of cause (a person, kind, mixed), the idea of some kind of reason, that look the same material as a result, the major similarity with change theory.

However, sometimes instead of theory, applied in cases where there is no economic confrontation. The latter, in some cases, changes in obligations recognized that these obligations, the obligation not swap transactions; but the court because changes in such contracts are recognized that such a commitment binding is detected. However, the theory of the cause in the form of a vision is a vision and purely economic theory (Shariat 2011, 47). Perhaps for this reason that some lawyers have said: "The theory of the cause or form of the Roman law - German forth, in the common law is not discussed" (Rah Peik 1376, 26).

Conclusion
1. Cause theory in rights, due to take pledge against others and for the cause, teleology not cause of the subject means that the concept of cause is always the same in a type of contract but for personal or cause it to motivation and closer motive.
2. Despite the objections raised on the theory that the cause of the error, the futility and false interpretation. However, closer examination we find that the reasons presented the pros and opposition wrong and not based on credible evidence.
3. Change theory suggests that a contract is a contract in place to achieve that objective instead of its immediate legal action and the purpose is called common law. Of course, the conclusion that the lawyers were not important change theory because the character of a theory cannot be changed while applying the change theory leads some contracts without describing their commitment.
4. Although the wind change theory in the same cause doctrine they knew but we will investigate the cause of the distinction doctrine in change theory and differ in terms of basis because in common law instead of applying the theory to the lack of necessary knowledge now the acts of cause doctrine it is based on the principle while the purpose of the cause for the rejection is cause doctrine and commitment is the person in front of her income, but change theory is rather the opposite.

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SUBSTITUTIONS AT THE LEVEL OF CASE CATEGORIES DURING THE TRANSLATION OF TATAR PROSE INTO TURKISH

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ABSTRACT
The relevance of the studied topic is conditioned by the interest to the issue of grammatical substitutions as the kind of linguistic transformations during translation and its versatile study, which generally is a traditional one in the course of translation theory and practice. However, more works are devoted to the study of translation in languages belonging to different linguistic groups. The issues of translation between related languages, from Tatar into Turkish in particular, are not studied nowadays. In this regard, this article aims to identify and study the peculiarities of replacements as a kind of grammatical transformations at the level of case categories using the example of Tatar literature translations. The leading approach to the study of this problem is a systematic approach, involving the study of theoretical aspects concerning language translation transformations reflected in the works of domestic and foreign researchers, and the performance of substitution analysis as the form of grammatical transformations at the level of case categories identified in the studied translations, based on the abovementioned theoretical frameworks. During the process of translated text analysis represented by the samples of Tatar modern prose translated into Turkish the article revealed that grammatical transformations occur in some cases despite the similarity of case systems between Turkish and Tatar languages. In most cases, this is expressed by the substitution of one case form to another. The reason of this, as a rule, is that the verb control in Tatar language does not always coincide with Turkish language. The materials of the article are valuable at further studies, including comparative ones, in the field of translation theory and the use of grammatical transformations in translation practice. Also, materials may be presented as the theoretical material for translation disciplines.

Keywords: grammatical transformations, literary translation, the change of case forms, Tatar language, translation theory, Turkish language.

1. INTRODUCTION

1.1. The urgency of the problem

Translation theory, being primarily the linguistic science always strives to subdue the literary approach. The study of translation in a literary plane always faced with the inevitability of linguistic phenomena study, the performance of analysis and the evaluation of linguistic tools used by translators in the work. The lexical and grammatical structure of related language structure overlap closely enough and share many things in common. However, in some aspects we observe some kind of asymmetry. The study of these changes which have in translation theory the definition of language transformations has both theoretical and practical relevance in linguistic studies.
The urgency of artistic works translation is quite important. This in its turn imposes a huge responsibility translating writers, requiring their maximum attention and concentration. Translators take the mission of ideas translation from the representatives of different countries and different cultures to those who have no opportunity to get acquainted with the literary pearls in an original language (Kazakova, 2001).

It is always necessary to remember that the translation of literary works is quite different from other varieties of translation. Performing the translation of an artwork a translator has to transform the atmosphere of verbal creativity, the specifics of a source text exactly.

When a translator performs literary translation he can not and should not use stable categories. He will transform the atmosphere of verbal creativity, the specificity of an original text exactly. Such translation is definitely an art, because we must remember that the master of literary translation reaches an aesthetic effect through the use of respective linguistic resources by him, which include rhyme, rhythm and alliteration [Komissarov, 2002].

The translation of a work of art must conform to a particular trend, initially given by the author of an work. This in its turn requires the total immersion in an author's work, a thorough study of his style and the features of his narrative. A translator should strive to reflect an author's idea accurately and in colors, but never forget that his duty is to recreate a work, rather than simply translate an original text. In this way the study of lexical, grammatical and stylistic component transformation methods becomes more relevant one.

The urgency of our study is conditioned by the fact that nowadays the study of language transformations during the translation between related languages is at an early stage. However, in order to avoid the assumption of linguistic errors during the translation the performance of such research seems to be an urgent one.

The study of approaches to the determination of transformation types as in the theory of translation, so as using the examples of work translations, as well as the analysis of classifications and the functional features of grammatical transformation types using the example of case category is the aim of our work.

1.2. Problem status

Language systems have the differences not only of a lexical nature, but the grammatical structure of related languages has differences sometimes. For this reason a translator is faced with the need to use different grammatical transformations. Language transformations can be triggered by various causes. Sometimes they are closely intertwined and have a combined character.

The revealing of grammatical linguistic transformations using the example of case category, as well as the causes of their appearance during the original analysis and the translation of Tatar literature into Turkish seems a new and a promising trend in the theory and practice of translation. During the process of such study implementation we preferred mainly the method of comparative analysis, which includes observation, comparison, interpretation and description.

Applied when translating grammatical variants uneven with a few exceptions. It is necessary to emphasize that in the process of translation is important to consider all the grammatical categories of language units. All these aspects are still characteristic features and for the translation of literature from Tatar into Turkish, in particular grammatical features of translation transformations.

1.3. Grammatical transformations in translation using the example of case category
Getting to the study of linguistic transformations during the translation, referred to in this article, it is obligatory to define the meaning which is embedded in this concept. Barkhudarov L.S. proceeded from the fact that translation transformations are the numerous and qualitatively varied cross-language conversions, which are carried out in order to achieve the translation equivalence ("translation adequacy") despite the discrepancies in formal and semantic systems of two languages [Barkhudarov, 1975].

The term "transformation" in the theory of translation has the function of relationship provision between source and target language expressions, the translation replacement process function of one form of expression to another, a sort of a replacement, which is the transformation or conversion in its essence [Kazakov, 2001]. Thus, translation transformations described below are nothing but a kind of cross-language lexical and stylistic means of stylistic features preservation and transfer concerning an original during its translation into another language.

Grammatical transformations occur because the grammatical systems of two any languages always have some mismatches, the reason of which, in its turn, is the features of certain grammatical structures.

It is also necessary to note the aspect that the peculiarities of translation transformations in different languages (English, Russian, Turkish-English, etc.) were studied thoroughly by the modern theory of translation [Yücel, 2007: Rıfat, 2003; Komissarov, 2002]. However, the issue of translation transformations during the translation from one related language to another, which are Turkish and Tatar, was not covered virtually to date. This fact emphasizes the relevance and the novelty of this study.

2. MATERIALS AND METHODS

2.1. Study objectives

The following problems were identified during the study: to highlight the issue of translation peculiarities concerning the samples of Tatar prose into Turkish, to trace and identify the features of grammatical transformations at the level of noun case forms. It is also our task to study the case forms and the values in terms of their identity and differences in Turkish and Tatar languages, and also to study what methods and strategies are used in translation.

2.2. Theoretical and empirical methods

In order to test this hypothesis they used the following methods, complementary to each other during the study:

- Theoretical - the analysis of theoretical literature concerning the research problem; analysis, synthesis;
- Empirical - linguistic observation method, comparative method, component analysis method.

2.3. Study basis

We determined that the basis of the study were the works on translation theory and practice written by domestic authors Barkhudarov L.S. [1975], Komissarov V.N. [1990, 2002], Kazakova L.S. [2001] and R.A. Yusupov [2005]. The practical basis for the study is was the short story by Amirkhan Eniki "Матурлык" ("Beauty") [Eniki, 1978], the stories by Ayaz Gilyazov "Жомга көң кич өбелә" ("Friday night") [Гыйләҗев, 1978], «Сират күпере» ("The bridge over hell") [Muhammadiev, 1994] and their translations into Turkish: [Gıylecev, 2013], [Vasiyet, 2005], [Sultan Galiyev, 1993].
3.RESULTS

3.1. Grammatical transformation features at the level of case categories.

Heading into the history of the case category in Turkic languages, their long history should be noted. The first grammars of Turkic languages, including the Tatar language were written by Arab scholars and Western missionaries who proceeded from the scheme of Arabic or European language during the study of the case system. In many cases, the things that were fit for Turkic languages under this scheme, were indicated, and the things that were not appropriate, discarded [Ghaneev, 1980].

Besides synthetic cases they specify analytical ones in both languages, that is, the value of case stands out not only by affixal way, but also with the help of auxiliary words. The works about grammar, along with the case affixed variants also specify the combinations of nouns with a zero affix and some postpositions as case forms.

Based on the case system data obtained as the result of the Tatar and Turkish language grammar analysis, we can say that the case system of Turkish language is very close to the Tatar one. And looks like during the translation of Tatar literature into Turkish one should not perform large-scale linguistic transformations. However, the analysis of translated texts showed that during the implementation of translation the change of one case form into another one takes place in some cases during the implementation of translation. Most often this is related to the fact that the verb control in Tatar language does not always coincide with the Turkish one. Let's consider some examples.

- Дөрес, без мəдрəсəгə бер вакытта җыелабыз, бер вакытта таралабыз... / Doğru medresede aynı vakitte toplanıyor aynı vakitte dağlıyoruz... [Eniki, 214]. (It is true that we go to the madrassas and leave it at the same time)

  In the above example you can see that the guide case affix –га/-ге used the word мəдрəсəгə (madrasah) within the Turkish version was replaced by the affix place-time case -da/-de: medresede. This discrepancy is caused by the fact that the verb җыелырга/toplanmak (to gather) used in this sentence can have two control versions (to gather where and when?). So the author of the source text used the first option, the second option is used during the translation. At that both variants do not interfere with the transfer of the text semantics.

- Ике шəкертнең берсе шигырь яза. / İki şekirtten biri şiir yazıyordu. (Eniki, 214). (Every second student writes poetry).

  Using the abovementioned example we can see that the genitive case affix is used in Tatar language to express the part of a whole: ике шəкертнең берсе (one of two students). The initial case affix iki şekirten biri is used in Turkish language within this function. This affix, in its turn, leads to a similar morphological transformation.

In Tatar language in order to transfer the values of movement using any vehicle the place-time case is applied. In Turkish language in order to transfer this value the mediocre (instrumental) case is used. The morphological transformation related with this case is observed in the following example: тарантаста/at arabasyyla (on a (horse) carriage).

- ...без бит эле өчүүлөшөн читэң тарантаста хозур ына авылыбызга кайтып барабыз. / Üçümüz at arabasyyla neşe içinde köyümûze gidiyorduk [Eniki, 214]. (Three of us ride to the village on a wagon).
Using the example of this sentence, we keep track that genitive case affix is added in the phrase "табигать кочагында" - «tabiatın kucağında» (in the arms of nature) during its translation of the word "табигать", thus an indefinite izafat in the original text is converted to a certain type of izafat.

In the sentence above we meet with the replacement the place-time case form into nominative case: Мирсəетнең жанында - Sultangaliyev’in gönlü. This transformation is conditioned by the fact that the replacement of the sentence subject took place.

Thus grammatical replacements at the level of case forms are a widespread phenomenon during the translation from Tatar language into Turkish. Most often, such a replacement is conditioned by the mismatch of a verbal control form in languages. Let's consider the following grammatical transformations during the translation at the level of analytical case forms.

One of the most common forms of analytical cases in Tatar language, which we observed during the analysis of translations, was the form of combined tool (sociative) case. This form is drawn up by the noun with zero affix + postposition белəн (c). It expresses the consistency or instrumental value. In Turkish language this form is presented synthetically as historically the postposition белəн in Turkish joined the rank of affixes and took the form of -yla/-yle, while retaining the same meanings as in Tatar language.

According to the mentioned example we see that the postposition белəн has the value of consistency in the sentence: Шəмсегаян белəн сойләшергə кирəк!.. / Hemen acele Şemsigay'an'la konuşması lazımdı. [Өч аршын, 155/35] (It is necessary to talk with Shamsegayan immediately).

It is worth noting that the analytic form of tool-sharing case is applied in Turkish language through the use of postposition ile (s). However, during the analysis of translations such use was not found by us.

During the analysis they found that all other analytical case forms used in Tatar language, were translated into Turkish by the same analytical forms. Let's consider a few examples.

Cause-target or destinative case. This form appeared to be quite common in the process of translation analysis.

...чөнки аның үз кулы белəн ясаган каеш түпсəл, эржə сыман саңдыгында мəдрəсə өчен кирəк ботен нәрсəсее <...> саклана торган иде. / Çünkü Bedrettin’in kendi eliyle yaptığı kağız mafsəli, küfe gibi sandığında medrese yaşamı için lazım her şeyi <...> bulunuyordu [Eniki, 1978]. (In his chest with leather handles crafted by his hands and which looked like a box he kept everything that could be needed for a student life...
According to the example above we see that the combination мəдрəсə өчен (for madrasah) has the grammatical meaning of destinative case and it retains its analytic form during the translation, only the noun мəдрəсə (madrassas) was transformed into a noun phrase medrese yaşamı + postposition için (life of madrassas), which is presented in translation as "for madrassas life."

Comparative case. In the above example, we meet with the analytical form of this case: əрҗə сыман / күфə (like a box). Analytic form was also preserved during the translation. It should also be noted that the synthetic form of the comparative case, which is expressed by the affixes -дай/-дэй/-тай/-тэй in Turkish language has only analytic form:

• ...аның бөдрəлəнеп торган йомшак чечəрəн балавыздай сары битлəренə сибеп-сибеп күйдə. / ... dalgalı yumuşak saçlarını balmumu gibi sararmı şəy üzünde yaydı [Гыйл mej, 1978]. (... curly hair streamed along her waxy face)

In the above sentence we see that the synthetic form of comparative case expressed by the affix -дай: балавыздай (like wax) was transformed into the analytical form during the translation expressed by the combination of balmumu (wax) noun + postposition gibi (like)

Explanatory case. During the translation into Turkish this case is drawn up by analytical means in almost all cases using the postposition hakkında. However, in some cases we find other transformations.

• Сүз Гаспралы Исмаэйиль түрүнда түгел бит але./ Mesele Gaspiralı değil şimdi. [Muhammadiev, 1994] (The thing is not about Ismail Gasprinsky).

In the example above we see that the analytical case form Гаспралы Исмаэйиль түрүнда (about Ismail Gasprinsky), formed by a noun and a postposition during the translation by syntactic transformation took the form Mesele Gaspiralı değil (The subject is not Gasprinsky). At this transformation the addition in a source text was replaced by nominal predicate. This replacement is not a forced one, as it is a more private interpreter's decision.

Analytical case forms, expressing the meaning of a place (local, guiding and source one) most often retain their analytic form during the translation into Turkish, but a noun in Turkish language adds genitive case affix: əчəлəрнəн арасында (among trees), as the words expressing the meaning of local, original and guiding case are consistent with nouns, standing in front of them in genitive case:

• ...гүяки, бу аğaçлар арасында, үлəннəр үрəйнə, қағазға төрөлгөн халда башлы шыккерлəр усеп утыраalarm... / Güya bu ağacların arasında, otlar yerine, kağıda sarılmış halde küp şekler bulmuştur [Гыйл mej, 1978] (… and like among these trees, the pieces of paper wrapped sugar grow instead of grass).

In some cases, the analytical case form is transformed into synthetic one, sometimes even in another case. For example, in in the sentence below the structure representing analytical guiding case ил өстенə (to the country) was transformed into the word ülkede (in the country). This transformation occurred as the result of fragmentation during the process of compound sentence translation into simple ones.

• Ил өстенə ачылыш куркунсы төшеп, көннəрнең яме бозылды./ Ülkede açlık tehlikesi başgösterdi.Günlerin tadi tuzu kalmadı [Muhammadiev, 1994] (The danger of starvation held above the country, the joy of days evaporated).

4. DISCUSSIONS
The study of transformations typical for Tatar-Turkish translation remains unstudied nowadays. Relying on the theoretical aspects of abovementioned authors we attempted to analyze the grammatical transformations using the example of synthetic and analytical case forms identified in the process of translation analysis concerning the works of Tatar literature into Turkish.

5. CONCLUSIONS

Thus, the analysis of grammatical substitutions at the level of noun case forms into Turkish names showed that in the overwhelming majority of cases, the case forms of an original text and a translated text are the same in both languages, with the exception of cases when verbal control differs in both languages. It is also interesting that the analytic case forms are transformed by assimilation during translation, except for a few changes: the addition of affixes and lexemes. In some cases, the replacements occurs at the will of an interpreter who chose a different way of a meaning conversion.

This study seems to be an important one for the students of Russian universities, studying Turkish language, as well as for the students of Turkish universities, studying Tatar language, for their teachers and for all those who involved in translation and who studies translation disciplines.

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REFERENCES


THE TECHNOLOGY OF SELF-EDUCATION IN MUSIC PEDAGOGUES’ PROFESSIONAL TRAINING

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ABSTRACT
In this article, the place and significance of technological approach in the professional training of music pedagogues are defined. Thematic justification of the research is conditioned by the necessity of modernization of professional education system in Russian. The authors suggest practical application of self-educational technologies as an effective mechanism of professional training of music pedagogues, which would allow the future specialists continuously develop their professional and personal qualities. The structural composition of the technology is presented by purposive, methodological, meaningful-processual, diagnostic and resultative components. The credibility of the study is provided by the application of theoretical and empirical methodical instruments, which include methods of action and operation. Checking of the self-education technology was performed with the usage of the complex of diagnostic methods that are directed onto detection of professional competence level of music pedagogue according to each of the components (value and motivational one, cognitive and operational one and control and reflexive one). The results of the study widen scientific notations about professional training of music pedagogue, since:
- The application of technological approach in the process of training pedagogues is justified.
- The application of informational and educational environments as pedagogical means for formation of self-educational culture of music teachers becomes actual.
- The possibilities of musical art in the development of personal qualities and professional competencies of future pedagogues are justified.
- Pedagogical provision for training specialists in the sphere of musical art is developed; the effectiveness of its adoption in higher educational establishments with the aim of modernization of higher education is experimentally proved.

Keywords: Self-education, musical pedagogic self-education, self-education technology, pedagogic model, future music pedagogue

1. INTRODUCTION
The necessity of modernization of professional educational system in Russia, and particularly, musical education, is conditioned by the following problematic areas: first, raised requirements to pedagogues, connected with adoption of professional standards, complexification of socio-cultural educational environment, dynamic development of science and technologies; second, increased imbalance between the educational sphere’s need in competent pedagogical workers and real possibility of their professional training, which lies in cutting individual hours, allocated for the specialists’ performance training and prevailing share of students’ independent work.
A special study on the formation of future pedagogues’ self-education culture in the process of mastering conductorial and choral disciplines was performed (Dyganova, 2014), which formed the base for continuing works on selected topic from the viewpoint of technological approach.

Technological approach is a new technique for Russian musical pedagogic education since training specialists have been traditionally performed with a focus on personal and activity approaches. Differentiation of specific and unified components in the professional training of musical pedagogue allowed building technologies, which became an effective educative tool.

Pedagogic technology as a study subject was presented in the works of some foreign authors: L. Anderson, J. Block, B. Bloom, T. Gilbert, N. Gronlund, L. Larson, R. Major, A. Romishovski, M. Erautet al.; in the works of many domestic researchers like V. Bespalko, M. Bershadskiy, V. Bogoliubov, V. Guzeev, M. Klarin, V. Monakhov, G. Selevko, M. Choshanov et al. Within the framework of this study, the most significant works belonged to V. P.Bespalko (Bespalko, 1995), M.E. Bershadskiy and V.V. Guzeev (Bershadskiy, Guzeev, 2003), G.K. Selevko (Selevko, 2005). Performed analysis of scientists’ works, generalization of obtained results and our own expertise in the sphere of professional training of musical pedagogues allowed us to develop the technology of self-education of a musical pedagogue, which is implemented in the process of professional training.

2. THE METHOD

The credibility of the research is provided by application of theoretical and empirical methodic instruments. Our theoretical research methods included the following ones: analysis, synthesis, comparison, abstracting, specification, generalization, modelling, which help mastering psychologic, pedagogic and musical works, dedicated to the issue in question; detection and solving contradictions, problem definition, building hypothesis of the research, building phases, stages and steps of scientific research, induction and deduction method, and evidence. As for the empirical methods, the following ones were used: monitoring, observing and generalizing best practices, experimental work, and pedagogical experiment.

The validation of self-education technology was performed with the application of the complex of diagnostic methods (surveying, questioning, pedagogic observation, export evaluation method, creative task), directed at detection of the level of mastering self-education technology for musical pedagogue.

3. MAIN PART

The development of the technology was based on understanding self-education of musical pedagogue as an independent systematic task-oriented cognitive activity of musical pedagogues in the sphere of pedagogics and music on the base of formed motives and volitional incentives, which favor personality development, that take place during both working and spare time (Dyganova, Yavgildina, 2015).

Self-development of the musical pedagogue has the following directions: of general education (mastering technology of perceiving and assessing general educative information with the purpose of its application in professional activity and increasing the level of general erudition), psychologic and pedagogic education (mastering the technology of perception and assessment of psychological and pedagogical information with the purpose of its application in musical and pedagogical activity and upgrading the level of psychological and pedagogical education), methodic one (mastering the range of new effective educational methods in the sphere of musical education), musical one (mastering the technology of perception and assessment of musical information with the purpose of upgrading the level of musical education, boosting the level of musical culture, widening musical outlook and mastering new repertoire), profile one (mastering special technologies in certain spheres of musical art and education).
In our opinion, the performance of self-education process at the high level and on all declared fronts will allow speaking about forming the culture of self-education of musical pedagogue – “the system of relations between professional education and personality of musical pedagogue, which implies the high level of scientific organization of mental and creative work” (Dyganova, 2014).

Self-development technology for future musical pedagogues, developed by us, was created basing on the results of researches of domestic scientists (Technologies of teaching adults, 2015) that were dedicated to the application of teaching future pedagogues with the instruments of educational and research activity in continuous education. The technology consists of the following structural and functional components: purposive, methodological, meaningful-processual, diagnostic and resultative components. In purposive component, the reference point is represented by the culture of self-education of the future musical pedagogue. The methodological component contains an aggregate of methodological approaches and pedagogic principles, basing on which we performed this study. Competence-based approach (Khutorskoy, 2013) was defined to be prevailing one, since it combines system, integral, knowledge-oriented, personal-activity (Andreev, 2008) and culturological (Bakhtin, Bibler, 1998) approaches, which is based on self-education principle (Ganchenko, 2004) that offers students continuously transform their lives and professional activity.

Implementation of the approaches is based on the aggregate of pedagogical teaching principles, which vector general directions for the organization of pedagogical process and its management. They include the principle of consistency (system organization of multidirectional professional education and wide range of forms), scientific character (scientific content of the disciplines), commitment of educational process to all-round and harmonic development of student’s personality (considering universal character of the profession and various types of professional activity), the principle of student’s consciousness and independence (active usage of personal potential, creative attitude to cognitive activity, student’s personal initiative and independence in studying, professional, creative and research activity).

The meaningful-processual component is implemented via meaningful content of musical and pedagogic disciplines. The effectiveness of technological process depends on in correctly organized educational and pedagogic professional interaction. Three groups of educational methods were defined: 1) methods of stimulation, motivation and self-motivation of studying (methods of formation of cognitive interest and methods of formation of academic and professional duty); 2) methods of organization and self-organization (perceptive methods, directed onto transmission and perception of academic and professional information through senses: verbal, graphic, audio-visual and practical methods; logical methods: organization and performance of logical operations; gnostic methods: organization and performance of intellectual operations and methods of self-management of educational and cognitive actions); 3) methods of control and self-control of effectiveness of educational and cognitive activity (methods of intermediate and final control, self-reflection).

The range of forms of mastering musical and pedagogic disciplines cover lectures, practical lessons, seminars, practicums, individual lessons, in-class and out-class forms of independent work (preparing reports and participation in research and practice conferences of various status, publications in scientific digests and journals, participation in special contests, thematic concerts, musical and educational lectures and festivals; attending classical music concerts, theatre performances, museums, exhibitions, seminars, master classes, workshops etc.). In educational process, they are implemented in a complex way, which allows actively forming educational communications, performing intersubjective communications and forming metasubject results.

Diagnostic-and-resultative component serves for defining efficiency of self-education technology for future musical pedagogue in conditions of the educational process. In keeping with the structural components of professional competence of future music teacher, which serve as criteria of its
completeness (value and motivational, cognitive and operational and control and reflexive ones), as well as the indices that reflect observed and registered characteristics of the latter, there are three levels of them: low, medium and high.

Low level: 1) value and motivational component (absence of understanding connections between self-education with personal and professional interests; absence of pursuance of self-development and mastering innovatory expertise in musical pedagogy; absence of understanding necessity to master methods of scientific cognition; feebly marked wish to actualize oneself in profession and earn a great reputation; 2) cognitive and operational component (basic knowledge in musical and performance, musical and theoretical and pedagogic disciplines are random and of an isolated character; the lack of such self-educational skills as setting goals, work with information sources, assessment of material, processing obtained results; feebly marked command of mental operations (analysis, synthesis, comparison, multipartition, generalization, classification etc.); absence of ability to interpret musical composition basing on complex analysis; episodic application of basic knowledge on the method of working with class- and groupmates; feebly marked rehearsal skills; 3) control and reflexive component (lack of understanding targets, ideals, senses, aspirations that need to be present in musical teacher’s personality; feebly marked command of personal and professional self-analysis and self-assessment of the level of self-developmental activities in the sphere of musical pedagogy and performance; insufficient level of command of self-control and self-regulation mechanisms in self-educational activity).

Medium level: 1) value and motivational component (understanding of the connection between self-education with personal and professional interests; unstable need in self-development and mastering innovatory expertise in musical pedagogy; insufficient understanding of necessity to master methods of scientific cognition; insufficient desire to actualize oneself in profession and earn a great reputation; 2) cognitive and operational component (basic knowledge in musical and performance, musical and theoretical and pedagogic disciplines together with unconscious cross-curriculum connections; difficulties in application of abilities in self-educational activity: setting goals, work with information sources, assessment of material, processing obtained results; partial command of mental operations (analysis, synthesis, comparison, multipartition, generalization, classification etc.); not strongly marked ability to interpret musical composition on the base of complex analysis; application of basic knowledge on the method of working with ensemble; not strongly pronounced command of rehearsal skills); 3) control and reflexive component (understanding ideals, senses and aspirations that need to be present in musical teacher’s personality; partial command of personal and professional self-analysis and self-assessment of the level of self-developmental activities in the sphere of musical pedagogy and performance; episodic demonstration of command of self-control and self-regulation mechanisms in self-educational activity).

High level: 1) value and motivational component (set on the connection between self-education and personal and professional interests; motivated direction on self-development and mastering innovatory expertise in musical pedagogy; understanding of necessity to master methods of scientific cognition; a desire to actualize oneself in profession and earn a great reputation; 2) cognitive and operational component (omnifarious knowledge in musical and performance, musical and theoretical and pedagogic disciplines together with conscious cross-curriculum connections; free application of abilities in self-educational activity: setting goals, work with information sources, assessment of material, processing obtained results; good command of mental operations (analysis, synthesis, comparison, multipartition, generalization, classification etc.); ability to interpret musical composition on the base of complex analysis; to apply basic knowledge on the method of working with ensemble; good pronounced command of rehearsal skills); 3) control and reflexive component (presence of conscious ideals, senses, and aspirations of musical teacher’s personality; good command of personal and professional self-analysis and self-assessment of the level of self-developmental activities in the sphere of musical pedagogy and performance; good command of self-control and self-regulation mechanisms in self-educational activity).
The levels of professional competence of the future musical pedagogue were defined with the help of developed diagnostic instruments in accordance with structure components’ indices: surveys and questionnaires, research creative tasks, practical and creative tasks. The methods of pedagogic observation, group and individual conversations and expert estimates were widely used. All diagnostic tools were aimed at registration of qualitative component of achievements of future specialists at various stages of introduction of self-education technology for musical pedagogues with the purpose of correcting formational process.

4. SUMMARY

1) The definition of basic notion “musical and pedagogical self-education” has been suggested.

2) The technology of self-education for musical pedagogue as a part of complex, purposive, methodological, meaningful-processual, diagnostic and resultative components has been developed.

3) The criteria base was created, which allows defining levels of professional competence of future musical pedagogue that reflect the effectiveness of self-educational technology’s application for future musical pedagogues in conditions of the educational process.

4) The effectiveness of future musical pedagogues’ self-educational technology as an instrument of increasing the level of professional competence.

5. CONCLUSION

An experimental check of the effectiveness of developed technology of self-education for future musical pedagogues was being performed from 2011 to 2015 in the process of bachelors’ professional training on the discipline “Pedagogic education (Music)” on the base of Kazan Federal University. The results of apedagogical experiment on the introduction of self-educational technology allowed recording the following achievements: having mastered the self-educational technology, the future music pedagogue gains purposiveness in training, boosts professional motivation and cognitive interest, widens the frames of professional education, masters self-education techniques and increases the level of self-education and professional competence.

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REFERENCES

THE IMAGE OF A WOMAN IN DAPHNE DU MAURIER’S WORKS

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ABSTRACT
Introduction: Daphna du Maurier is a noted English woman writer of XX century (1907–1989), whose works provoke readers’ unfailing interest. Her works are often considered in scientific studies as a product of popular literature. Methods: The article covers important novels by Daphna du Maurier from the viewpoint of significance and functions of female images. A particular interest in the direction of the designated problem is the discussion of the novels written in different periods and belonging to various forms of artistry. The typology of female images is analyzed in the novels “Spirit of Love” (1931), “Rebecca” (1938), which the critique refers unanimously to the literature of fiction, in the novels “Marie Ann” (1954) and “Glassblowers” (1963), which are considered to be the literature of nonfiction. Results: All attention of the writer is centered on the problems of modernity. At the same she can immerse into the world of the past or plainly fantastic in order to find answers to timeless questions. It is a woman with her intuitive skill to put her finger on the truth who takes the most active part in this search. Discussion: Despite the fact that in all works by Daphna du Maurier the world is seen with the eyes of woman, this writer’s works fall beyond both the so-called women’s prose and feminist literature. The authoress had created her bright female images for more than half a century, which is undoubtedly reflected in representation and dynamics of these images. Summary: The analysis of typology of female characters is conducted on the basis of correlation of different narrative discourses (pseudoromantic, sentimental, modernistic). At the same time the principal feature of all Daphna du Maurier’s female characters is the desire and capability to overcome the gender stereotypes.

Keywords: Daphna du Maurier, female image, typology of character, English novel, genre specifics.

1. INTRODUCTION

Daphna du Maurier is a noted English woman writer of XX century (1907–1989), whose works evoke unfailing interest in readers [1]. In scholarly studies her works are often considered as a product of popular literature. One can agree with it if to treat this notion as «numerous varieties of literature, appealed to utmost wider general audience of contemporaries…» [2], and «love-story (ladies’, women’s, rosy) novel» [3].

In recent years the research interest is focused on genre specifics of her works. So, Liz Hoggard writes in her article: “Once dismissed as a Gothic romance, as “women's fiction”, Rebecca is now regarded as the most extraordinary psychological thriller…” [4]. E. B. Borisova and L. V. Paloyko in their work also note that in du Maurier one can find the elements of love-story novel, psychological detective novel and intellectual thriller. Besides, the traditions of women’s Gothic novel are observed [5].

In the light of our problem the dominant of women’s position marked by criticism generates a lot of interest. Irrespective of genre specifics of a work the authoress’s attention is centered on the problems of
modernity in order to find answers to eternal problems. It is a woman with her intuitive skill to put her finger on the truth who takes the most active part in this search.

2.METHODS:

The authoress had created her bright female images for more than half a century, which is undoubtedly reflected in representation and dynamics of these images. In this connection the aspect such as typology of female images is actualized Therefore, there are good reasons for considering the novels written in different periods and belonging to various forms of artistry. The material of study are the novels “Spirit of Love” (1931), “Rebecca” (1938), which the critique refers unanimously to the literature of fiction, in the novels “Marie Ann” (1954) and “Glassblowers” (1963), which are considered to be the literature of nonfiction.

3.RESULTS:

3.1. “Spirit of Love” was written in the context of a very difficult and interesting epoch of modernism, characterized metaphorically as the epoch of “twilight of the gods” [6]. The title of the novel is a line from Emily Bronte’s poem and is indicative of connection with romantic esthetics, with its cult of individuality and deep knowing of spiritual ideal getting over momentariness of mortal life [7]. The theme of life and death is implicitly represented in the title of the novel, which indicates indubitable value priorities of the author in the age of “twilight of the gods”. D. du Maurier writes her first chronicle in genre of family covering the life of four generations. Without going into detail of the traditions of this genre that has become classical, note that the English authoress makes a woman the central character in her novel. Her Janet Kumbe, who was at the point of origin of the history of the family of seamen and shipwright, becomes the head of this family and the guiding star. In contrast with the other representatives of the family, Janet Kumbe is distinguished by strength and non-ordinariness. Her only weakness is awareness of her being woman: «Сильнее, чем когда бы то ни было, чувствовала она порыв и желание собрать все силы и идти быстро, но, взглянув на свое уродливое, бесформенное тело, закрывала лицо руками, стыдясь того, что родилась женщиной»[8]. / “Stronger than ever it was, she felt an impulse and desire to strain every nerve and go quickly, but having looked at her ugly, shapeless body, hid her face in her hands, ashamed of the fact that she was born a woman”. So, du Maurier in her first novel already touches upon the problem having been subsequently called gender. It is interesting that prior to writing and publication of the first novel by du Maurier, in the English literary circles there had been public discussion about the published theoretical essays by Virginia Wolf (“A Room of One's Own” 1929, “Three Guineas” 1928)[9]. But one cannot say that the problems of feminism stated by V. Wolf became the leading in du Maurier’s quest for inspiration [10]. Both writers’ world outlook was formed by artistic environment of their families, but the philosophy of aesthetic principles proved to be different. So Wolf was aspiring to an outright experiment, while du Maurier was finalizing her first author experience as a traditional chronicle. Exceptionality of her female character is determined not by revolutionary views on sexual equality and right of choice of the sexual partner but her integrity, entrancement by the sea and its mysteries. “In this book I have almost too many ideas. I want to give life and death, sanity and insanity; I want to criticize the social system, and to show it at work, at its most intense.” [11]. It seems that du Maurier experiences these doubts but they belong to V. Wolf. At the same time du Maurier managed to “describe life and death, health and madness” and to render the reality using the romantic symbols and the image of bright but dead woman. And if aesthetic search for new expressive means led Wolf to creating the text of “stream of consciousness”, then du Maurier in her first novel preferred the technique of classical narration connected with the real fact that was the basis for unfolding the plot of the novel “Spirit of Love.”

3.2. “Rebecca” is the most well-known novel by du Maurier. Criticism considers it as one of the versions of women’s gothic novels. Accepting this opinion, it is worth noting a very interesting interpretation of
Gothic embodied in female images. The name of the female character died long before narrating is the title of the novel. She like the female character of “Spirit of Love” keeps on being present invisibly in the life of people knowing her. Like Janet Kumbe, during the whole narration she remains an inaccessible ideal, for the narrator of this tragic story anyway. Obviously, du Maurier plays on the motif of death of the beautiful woman who almost drove Edgar Poe’s mad: “a nairy and spirit-lifting vision more wildly divine than the phantasy which hovered vision about the slumbering souls of the daughters of Delos”[12] («воздушное и возвышающее видение, своею безумной божественностью превосходящее фантазии, что осямля дремлющие души дочерей Делоса» [13]). But the authoress’s view turns out to be somewhat sensible in comparison with a great American romantic. Introducing a Gothic element, the author actualizes the aspects of the being such as death, crime, mystic horror, mystery, irrational. It turns out at the end of the novel that they all connected with the “ideal” Rebecca. She was killed by her husband in a fit of madness induced by infinite cynicism and impudence of his beautiful wife. A fascinating and at the same time frightening secret of this women exposes the problem which has captured the human minds for centuries and which is common to refer to “the war of sexes”. One of the most attracting moments of this novel is that even at the end, when the vitals have been torn out, it remains opaque who is, however, the main character – Rebecca or Mrs de Winter, calm, modest and very well-wishing? From our point of view, du Maurier, breaking the accepted stereotypes of the existing ideas about types of female nature, creates two polar female images being sides of the same coin. It is true, a woman can drive one crazy (as in the novel “The Spirit of Love”), but she also can also give strength for revival (and this motif is again from the novel “The Spirit of Love”)  

3.3. Criticism relates the novels “Marie Ann” and “Glassblowers” to the nonfiction literature, because the basis of these works is Daphne du Maurier’s family legends. The prototypes of the female characters of these works are the great grandmothers of the writer. Literary biographies of these women have much in common with the heroines of the novels discussed above. The two are bright, talented, strong and well-adjusted persons who strive to become firmly established in life accordingly to their own ideas. Very early, as a little girl, Marie Ann Clark realizes: «Малыши хрупки, мальчики плачут, мальчики изнежены, мальчики беспомощны. Мери Эн прекрасно знала это… Мужчины тоже хрупки, мужчины тоже плачут, мужчины тоже изнежены, мужчины тоже беспомощны. И к этому выводу Мери Эн тоже пришла на основе собственного опыта. Но мужчины … зарабатывали деньги или сорили ими… Где-то здесь была скрыта несправедливость. Нарушилось какое-то равновесие» [14].  
/ “Boys are fragile, boys cry, boys are, boys are helpless. Marie Ann pretty well knew it ... Men are also fragile, men also cry, men are also effeminate, men are helpless too. And Marie Ann also came this conclusion from her own experience. But man ... earn money or spend money like water ... Somewhere there was a hidden injustice. It disturbed a balance”. That is, a gender problem is again stated. And, of course, it is no coincidence, as it was repeatedly marked by ambiguous sexual orientation of the authoress [15]. However, the problem is much wider than it is actually formulated in the very novel: «…ей удалось выяснить, к чему стремится мир, которым правят мужчины. Следовательно, надо стать им равной. Играя по их правилам, в полной мере использую свою интуицию» [16] / “... she succeeded in finding out what the world ruled by men aspires to. Therefore, it is necessary to become their match. To play by to their rules, making the most of her intuition.”

Du Maurier stresses the main quality of this heroine to be active optimism of her nature. This is confirmed by the analysis of the artistic space biography of Marie Ann, who is always going somewhere, changing the countries, cities and streets. «Они все время куда-то перезагляли. Нигде не задерживались. Ее постоянно охватывало нетерпение, она не могла усидеть на месте – Элен называла это «мамина божественная неудовлетворенность», и в один прекрасный день начинали сборы, упаковывались сундуки, перевязывались коробки, и все трое отправлялись в дорогу в поисках какого-то недосягаемого Эльдорадо» [17] / “They always moved to somewhere. Stayed too long nowhere. She was always seized with impatience, it was hard for her to keep her place - Ellen called
it “mother’s divine dissatisfaction”, and one fine day they packed suitcases, tied up boxes, and all three started on their journey in search for an unattainable Eldorado.”

The exceptionality of the heroine has the character of individualistic rebellion, but not romantic, as it was in “Spirit of Love”, or pathologically irrational, as in “Rebecca”, and it is purely earthly. «Она не будет терпеливо ждать, когда ей сделают предложение. Она не превратится в нянку и поседомойку» [18] “She will not await with patience when she will be proposed. She will not turn into a nurse and a scullery maid”. Intuition involves her “into the men’s world which has so little to do with broken cups, children being ill and dirty linen” [19]. Symptomatic is that the material symbol of the desired goal becomes an attribute of the man’s suit— a silver button “which was previously on the prince’s jacket”. They are to find the lost button, «и благоденствие семьи восстановится» [20] / “and prosperity of the family will be restored”. The famous courtesan will pass her way of ups and downs, and she will find the silver button. It is obvious that moral principles is not a strong point of this heroine. But the ethical issues do not occupy a central place in the work. The image of the main character is formed not at the expense of the psychological experience but thanks to her hair-trigger reaction to external impulses of a hostile world, which is ruled by man: «Один урок она усвоила навсегда: когда в момент опасности приходится принимать решение, нужно выбирать именно то решение, которое первым пришло в голову» [21] / “She learned a lesson well forever, when in a moment of danger one has to make a decision, one needs to choose exactly the solution that is the first to come to mind”. Even as a child she strongly rejected the mother's life stance: “I had no choice” and chose her own one to act. An event final returns to the place once hated. But important is quite another matter. Marie Anne Clarke’s life, reconstituted in the novel by Daphne du Maurier, was the road to herself.

3.4. “Glassblowers” can also be called a novel-biography that focuses on a man of marked individuality again. Here one can trace all the features revealed in the analysis of previous works: development of the literary traditions; the dominant role of the main female character, which is not less important with her death, and, at times, it gains strength; an active position in life in spite of the established stereotypes and norms; manifested rebellious nature almost in childhood allows us to clear formulate life goals. At the same time, 56-year-old Daphne Du Maurier view of the fate of women changes. The heroine of “Glassblowers” is close to the ideal image. At the same time it is devoid of romantic exclusivity of Janet Kumbe, Gothic mysticism of frantic Rebecca, or ethical promiscuity Marie Ann Clark. Image of Magdlena evokes admiration and pride for her involvement in the destiny of women, for the dignity with which this character: «После целого дня хлопот по дому и по хозяйству на ферме... способна была написать письмо на три страницы по поводу цены на партию товара, отправляемого в Париж, потом бежать и варить кофе отцу и остальным мастерам, работающим в ночной смене, вернуться домой, поспать час-другой, а потом встать в пять часов, чтобы присмотреть за утренней дойкой» [22] / “After a day of trouble around the house and household on the farm ... is capable to write a three pages letter about the price of a consignment of goods to be sent to Paris, then to run and make coffee to father and the rest of the craftsmen working in the night shift, to go home, to get some sleep for an hour or two, and then to get up at five o’clock, to supervise the morning milking”. All this because she «она была свободна, могла организовать свою жизнь так, как она считала нужным. Здесь не было строгих глаз, которые могли бы за ней следить, некому было ее критиковать или обвинять в нарушении традиций или обычаях, а если родственники ее мужа и осмелились это делать, то она вдруг была женой управляющего, и у них быстро пропадала охота повторить свои попытки» [23] / “she was free, able to organize her life with her own decision. There were no stern look at her, no one could criticize her or accuse of violating the traditions or customs, and if the relatives of her husband dared to do this, she was the wife of the manager, and they were discouraged from repeating their attempts.”

4. GENERAL CONCLUSION.
To summarize, it should be emphasized that the analysis of several works of the writer cannot guarantee exhaustive depth of the problem study. However, by way of the example of the discussed novels one can draw certain conclusions. So, it is obvious that Daphna Du Maurier prefers to recreate the world seen with the woman’s eyes, not only because she is a woman herself. She has the novel written under the authority of man (“The House on the Bank”). Of greatest interest is the fact that every story told by her has no time finishedness. Whether it is about the life of generations of one family (“Spirit of Love”), the mysterious events of Gothic Menderli (“Rebecca”), dramatic twists and turns of the courtesan’s fate (“Marie Ann”) or difficult everyday life of the woman maintaining large family (“Glassblowers”), a source of strength of all her characters is an intuitive sense of connection of times. An artistic image content may vary from the romantic interpretation to the “realistic” everydayness, but this feeling is always indispensable key to the continuation of life.

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RUSSIA'S POLICY IN SYRIA: CHARACTERISTICS, CONFLICTS AND MECHANISMS OF CONFLICT RESOLUTION

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ABSTRACT
The article discusses the features of Russia's policy in Syria, its role and contradictions of the parties in the conflict. The evolution of Russian policy since the civil war began in 2011 until today was analyzed. Special attention is paid to conducted counter-terrorist operations by Russia and the reasons for the intervention in a military conflict. Russia's policy on conflict settlement in Syria was shown involving the production of different formats of interaction between immediate parties to the confrontation, as well as external participants. The effectiveness of Russia's counter-terrorism operations to combat the terrorist threat, the subsequent resolution of the conflict, compromise and stabilization of the political regime were analyzed. For analysis of the stated problems, historical-methodological approach and institutional approach were used in this article. In result of the conducted research the author comes to the conclusion that currently it needs more cooperation of Russia and other States interested in conflict settlement, involving the fight against terrorist organizations, compliance by the parties with the terms of the ceasefire and the transition to political construction and post-conflict reconstruction.

Keywords: Russia, Syria, Syrian conflict, opposition, terrorist organizations, counter-terrorist operation, negotiation process, national reconciliation.

1. INTRODUCTION

Consideration of the features of Russian policy towards Syria is a pressing issue of social and political processes in the Arab Republic. The relevance of this topic is confirmed by the need for security, stability and solving a set of problems that emerged in the Middle East region after the emergence of the Syrian conflict. Today we can note a positive trend in the political dialogue between the conflicting parties, which became possible mainly after military and diplomatic intervention of Russia in the conflict. Russia offers various mechanisms for the settlement of the conflict, both civilian and law enforcement, with a predominance of the first, aimed at political dialogue of parties in the format of various international meetings, conferences, involving the cessation of hostilities and the promotion of political transition.

Mechanisms for the settlement of the Syrian conflict, proposed by Russia, are well founded and constructive, but there are some obstacles in the process of implementation, as the interests of major world powers, the countries of the region are contradictory and it leaves a negative mark on the entire peacebuilding process. Only a closer interaction between States will help to reduce the threat of conflict escalation and to resolve differences.

In the scientific literature, there is almost no work with complex and involve analysis of various aspects of Russia's policy in the settlement of the Syrian conflict. This subject is relevant and the proposed recommendations can be used by public authorities, public and political organizations in making administrative decisions.

2. MATERIALS AND METHODS
Since the inception of anti-government protests Russia has maintained peaceful resolution of disputes, preservation of unity and territorial integrity of the Syrian state, the involvement of all stakeholders in the process of political settlement. Despite considerable difficulties in the dialogue between the parties, and which took place the options of a military solution to the conflict, Russia adheres to the principle that only the Syrian people should decide the fate of the country and determine the future structure of state [1]. In the early stages of the conflict Russia has taken a position of non-interference in political developments in Syria, refusing to use its influence to put pressure on the government of Bashar al-Assad. However, as the worsening situation in the country (for example, in connection with events associated with the use of chemical weapons in 2013 or formation of the terrorist organization "Islamic state", which covered part of neighboring Iraq), Russian policy has become more proactive, and Russia has become one of the main participants of the negotiation process.

The position of Russia on settlement of the conflict based on non-violent measures [2] and assumes that the use of force can only be done under UN supervision and in accordance with international law. Russia seeks not only to defend its national interests and to maintain relations with Syria, established in Soviet time, but also to offer solutions that will suit all states involved in the conflict. Thanks largely to the diplomatic and then military intervention of Russia in the conflict, the international community managed to provide nationwide cessation of hostilities and to advance the political settlement process.

Russia's policy in Syria since the beginning of the civil war, the ways and means to resolve the Syrian conflict were studied in the works of several foreign scientists. This issues were researches by Roy Allison, Aauolas Bagdonas, Subarshan Bhutani, Ted Carpenter, John Calabrese, Danny Postel, Nader Hashemi etc. The above-mentioned aspects and prospects of interaction of Russia and other world powers in the resolution of the Syrian conflict were studied in the works of Russian scientists: A. V. Baranov, A. I. Vavilov, A. V. Demchenko, A. V. Manoylo, V. V. Naumkin, A. A. Samokhin, A. N. Shaglanov etc.

In the article historical-methodological approach and institutional approach were used as the methodology of the study. The historical approach allowed us to trace the dynamics of Russian policy in Syria, the mechanisms of conflict resolution. Application of the institutional method contributed to the study of domestic and international institutions affect the development process of the Syrian conflict, and Russia ways of building a dialogue between the parties.

3. RESULTS

Russian Federation as one of the leading participants in the negotiation process initially took a pragmatic approach. This is evidenced by the fact that since the beginning of the emergence of mass anti-government protests in 2011 and until today, Russia's position is peaceful resolution of the conflict, the exclusion of any military operations (in addition to the fight against terrorist organizations), as well as preserve the unity and territorial integrity of Syria. The conduct of military campaigns and in the general instability, the presence of extremist and terrorist groups ("Islamic state" and "Dzhebhat en-Nusra" and others) is a dangerous step not only for Syria but for other regional states and may lead to large socio-economic and political consequences for developing countries than it did in Iraq and Libya.

Not to mention that Russia's policy in Syria would be ineffective without interaction with other participants of the negotiations: the UN, USA, European countries, Gulf States (Saudi Arabia, Qatar), Arab League, Iran, Turkey etc. Work in various international formats ("Geneva-1 and Geneva-2", "Action Group" on Syria, “International Syria support group") led to the understanding of the inevitability of peaceful resolution of the conflict and to identify concrete steps to resolve it.

Russian diplomacy has become more proactive as the worsening of the Syrian conflict. Russia has sought to prevent a repetition of "Libyan scenario" [3], in which the country was plunged into chaos. Besides,
Russia has suffered a "diplomatic fiasco" on the issue of building equal partnership with the United States in resolving the Libyan crisis, relying on non-interference in the armed conflict and taking into account their views and interests. However, the U.S. soon changed its position on the Libyan conflict and provided military support to opposition groups leading to regime change. In my opinion, this is one of the reasons for the intervention of Russia in the Syrian conflict.

During 2011-2012, Russia has blocked several resolutions of the UN Security Council, which could lead to the imposition of sanctions and start the process of initiating military intervention in the situation in Syria. The Russian side was unhappy with the unilateral, insufficiently substantiated accusations against the Syrian government and fomenting unnecessary tension [4]. In contrast, Russia has taken the initiative of establishing a multilateral format of negotiations with participation of the immediate parties to the conflict. Thanks largely to such aspirations made possible the holding of the first international conference on Syria held in Geneva on June 30, 2012.

The result of this conference, named "Geneva-1", was the signing of the participants of the Geneva communiqué – a document which sets out the principles for resolving the conflict. Among the major we can include the following: the establishment of a transitional government based on mutual consent, including members of the government, the opposition and other groups; the possibility of revising the country's constitution; the creation of new public authorities; the holding of multiparty elections [5]. The Geneva communiqué from the moment of its adoption to the present day is the basic document on which you constantly refer, the negotiators (and mediators) in the Syrian conflict.

After the Geneva conference, the negotiation process began to experience difficulties. The serious contradictions of the parties to the conflict and supporting regional and global powers are reasons for such development. Western countries (USA, UK, France) contrary to the Geneva communiqué, as well as the Gulf States (Saudi Arabia, Qatar) continued to maintain the position of the need for removal of Assad from power, on the grounds that it undermines confidence in the transitional political process and continued to support the Syrian opposition. In this situation, the former UN special envoy and the Arab League for Syria, K. Annan pointed out that in Western countries often criticize the Russian position on Syria, but "very little is said about other countries which send arms, money, and even studying the situation on the ground" [6]. In the latter respect, Annan added that they claimed to be leading a peaceful settlement, but in fact their initiatives undermine the meaning of the resolutions of the UN Security Council [7].

Despite all the efforts of Russia to make the negotiation process more multilateral, involving the connection of Iran and Saudi Arabia, the second conference in Geneva ("Geneva-2"), held in January and February 2014, proved to be less effective. The participants of conference reaffirmed the previously announced principles of conflict settlement and agreed to provide humanitarian assistance covered by the fighting city of Homsu. Again affected by the contradictions of the immediate parties to the conflict, the political disengagement in the camp of the Syrian opposition and support for its most bitter part of the Arabian monarchies [8].

Discussed above the "failures" of the process of political settlement allow us to speak about the Syrian conflict as complex and multi-layered problem. Russia and the United States as key mediators exert considerable diplomatic efforts to resolve the conflict and stabilize the situation in the country. For example, it can be noted an active cooperation between the two countries in resolving the problem of Syrian chemical weapons, when the unknown group was used toxic substances against civilians in the suburbs of Damascus in 2013. Russia has played a constructive role by convincing the Syrian authorities of the need for the elimination of chemical weapons and, in fact, did not allow foreign intervention in the country [9].
More active and close cooperation between Russia and the United States began after the emergence of other threats – the spread of radical Islamist groups, declared in June 2014 Sharia in large parts of Syria and Iraq. The US and its allies are beginning to revise their attitude to the conflict, as these groups represent a great danger to the peaceful settlement process, as well as the so-called "moderate opposition" than B. Assad being in power. In the ranks of the political elite of Western countries increasingly, there are opinions that the Syrian authorities are a real force, a deterrent to a terrorist threat, and the need to counter it.

In such circumstances, it would seem logical implementation of the US-led coalition air strikes on terrorist groups, launched in 2014. In contrast to the anti-terrorist operation conducted by Russia from September 30, 2015 to March 15, 2016, it proved to be not effective, as it was not supported by the Syrian army engaged in ground operations [10]. We can distinguish at least three reasons for the Russian military intervention in the conflict. Firstly, the fight against Islamist groups and the threat of their entry into the territory of the Russian Federation and CIS countries. Secondly, the danger of violent overthrow of the regime and the loss of Russian economic and political relations with Syria, established in soviet time. Thirdly, the lack of interest of Russia in the fragmentation of the country, uncontrolled situation and giving the conflict a pronounced religious character [11].

Participation in the aerospace defense forces of Russia in Syria has led to significant results: severely damaged the infrastructure of terrorist organizations, the Syrian army from defensive action went on the offensive, liberated many cities and towns of Syria. In political terms, Russia was able to resume the multilateral dialogue process and to bring parties to the negotiating table. Seeing the support of the authorities of Syria in the face of Russia, some opposition groups have softened their positions.

This applies to both "internal" and "external" opposition. In a series of high level meetings in Vienna, Munich, Zurich, Geneva in 2015-2016, the parties proceeded to the implementation of the work within three areas: providing humanitarian assistance, ensuring the cessation of hostilities, the promotion of political transition. These provisions are set out in the resolution 2254 of the UN Security Council and became possible thanks to the efforts of the international support group, Syria chaired by USA and Russia.

Despite some difficulties of the peace process, the work in these areas continues, cease-fire, the parties agreed to form a transitional government, adopt a new Constitution and hold parliamentary and presidential elections within 18 months, opposition groups join the political dialogue process. To date it is conditionally possible to allocate three groups of the opposition involved in the peace settlement: "Moscow-Cairo", "Hmeymimsky" and "Riyadh". The greatest difficulty causes the last group of the opposition, supported by the Gulf States, periodically disrupting the negotiations and insisting on regime change of B. Assad.

Positive impact on the political settlement of the Syrian conflict had inter-syrian talks in the framework of different political platforms in Moscow, Cairo, Riyadh, aimed at achieving national reconciliation. In February 2016 intensified negotiations between the conflicting parties in Geneva, however, while passing with varying degrees of success. It is impossible not to note the effectiveness of Russia's actions in the negotiation process, which in the framework of the International support group Syria contributed to the formation of task forces to provide humanitarian assistance and monitoring the cease-fire. This qualitative change in approach, involving close cooperation between diplomats, military personnel, experts in various fields, aimed at stabilizing the situation in the country and the settlement of the conflict.

4.SUMMARY
In the result of the analysis we can draw the following summary. To date, despite the efforts of the international support group Syria to resolve the conflict, brought significant results, the situation remains difficult. The actions of Russia and the United States as the leading players in the Syrian conflict intensified, however, did not lead to a concrete plan for political transition. Russia is taking various measures of diplomatic influence on the negotiating parties, but they meet obstacles some of the opposition groups, to make conditions that are contrary with regard to the principles of peaceful settlement. There remains the problem of separating terrorist organizations from the moderate opposition. In this regard, our vision for the future continuation of the conflict parties and intermediaries in the framework of the aforementioned three areas, aimed at stabilizing the situation in the country.

5. CONCLUSION

In the settlement of the Syrian conflict, it is important to reduce the risks and negative consequences, which may lead taken by the parties. It is important to deepen the dialogue of the authorities of Syria and the opposition by mutual concessions aimed at achieving national reconciliation. Promotion of the peace process will be determined by the political will and desire of the parties to resolve the existing contradictions and conflicts. Building a dialogue on this basis will make the negotiation process more pluralistic, the relationship of the parties is transparent and will create prerequisites to develop a mutual agreement for a political settlement.

CONFLICT OF INTEREST

The author confirms that the submitted data does not contain conflict of interests.

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7. At the same place.


THE SAME-SEX MARRIAGE LEGALISATION IN NEW-YORK IN 2011 IN THE USA MEDIA

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ABSTRACT  
The study presents the analysis of mass media texts concerning the peculiarities of media coverage of same-sex marriage legalization process in New York in 2011. For the analysis two periodicals were chosen: the quality magazine Newsweek and the tabloid The New York Sun. Their articles dedicated to this event in New York were scrutinizes in terms of social assessments, lexis and artistic features. The history of the same-sex marriage in general was studied. Using this database we monitored quantity of texts and anatomized them. Then we compared similarities and differences and identified the main trends in the coverage of same-sex marriage topic in the USA. We got following conclusions: first, the views of the periodicals are absolutely different – the former tried to support the new initiative, the latter strongly expressed his indignation; second, quantity and quality of the articles are very eloquent about media attitude to the situation: third, words and expressions used by the authors about gay marriage are different in Newsweek and The New York Sun. All these facts allow us to get a picture of the media segregation on this issue in the USA.

Keywords: Same-sex marriage, same-sex marriage legalization, homosexuality, homosexual, gay.

INTRODUCTION  
For centuries homosexual relationship didn’t have an official recognition. The first step on the way to the emergence of the official Institute of same-sex marriage was the appearance of so-called civil partnerships.

The history of the official Institute of same-sex marriage started only in the XXI century. Same-sex marriage is a marriage between two persons of the same sex. The fact of marriage grants the couple a variety of specific rights, like the right to joint property, the inheritance rights, the right to co-parenting and other rights which unregistered couples do not have.

The phenomenon of same-sex marriage has both opponents and supporters. The former believe that marriage as an alliance is only possible between a man and a woman, and the provision of such an unprecedented right to gay people is absurd. The latter defend the rights of LGBT (lesbian, gay, bisexual, and transgender) community to marry, saying that it is just another confirmation of equality in society, and it is a bigotry and a discrimination to deprive homosexuals of the opportunity to formalize their relations officially. Currently same-sex marriage is legalized in 20 countries.
METHODS

We chose the following media as an empirical basis: the quality periodical Newsweek and the tabloid The New York Sun.

Having analyzed both editions in terms of their attitude to the subject of gay marriage legalization in New York in 2011, we studied the publications in these periodicals from May the 26th to July the 24th of 2011. Newsweek addressed the topic 44 times, but the most comprehensive author's position on the subject was in 8 of them, and this number was selected by us for subsequent analysis. The New York Sun covered the subject 5 times, and we analyzed all of them.

The following methods were used during the study:

1. The monitoring of articles gave us an opportunity to reveal the interest of each periodical in the subject;
2. The lexical and stylistic analysis of articles helped us to identify the attitude of each periodical to the topic of gay marriage in New York;
3. The comparative analysis of the obtained results allowed us to find similarities and differences between the magazine and the tabloid ways of topic representations and to make a general conclusion.

RESULTS

Same-sex marriage, despite the controversy of the subject, is interesting for society as a part of the social life of many countries. Following the public interest to the topic the media cover it extensively.

Based on a data of Russian researchers V. Zwick [1] and V. Melnik [2], as well as American researchers G. D. Lasswell [3] and T. Peterson [4], who defined media functions, we have chosen those which are more suitable for subject of homosexuality and gay marriages. As a result we have come to the following conclusions:

1. Media should be involved in the problems of sexual minorities;
2. Media should bring the issue into the public space;
3. Media should take an active role in the changing of the oppressed people’s position;
4. Media should provide the informational support to sexual minorities after the changing of the rules in society.

In practice, all the media, regardless of their socio-political orientation and form of ownership, can be divided into three groups. The first group includes media that actively advocate the rights of sexual minorities. The second group includes media, which are neutral to the government initiative of same-sex marriage legalizing. The third group includes the media, which oppose the gay marriage, despite the fact that the gay marriage is legalized in their country. Researchers of the homosexuality from sociological, psychological, anthropological points of view and members of the public are divided into groups in the same way. An American sociologist Alfred Kinsey in his work ‘Sexual Behavior in the human Male’

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rejects the version that homosexuality is a pathology. He states that ‘males do not represent two discrete populations, heterosexual and homosexual. The world is not to be divided into sheep and goats. (…) Only the human mind invents categories and tries to force facts into separate pigeon-holes[5]. On the other hand, Russian psychotherapist G. Kocharyan in his article ‘Homosexuality: a study by Alfred Kinsey’ argues with American researcher. He believed that the frequency of identified homosexual contacts among men was obviously significantly higher than their true prevalence, which, in its turn, was significantly more than the percentage of persons with a homosexual inclination (homosexuals) [6]. We also have studied an article of José Ignacio Pichardo Galán ‘Same-sex couples in Spain. Historical, contextual and symbolic factors’, which helped us to identify the features of family life and cohabitation of homosexuals from the point of view of sociology [7].

The emergence of the same-sex unions Institution confirms the fact that the society headed by the government elite has become more tolerant. However, the use of ‘marriage’ as a term towards the same-sex unions is still in doubt. In the scientific work of Edward Westermarck ‘The History of Human Marriage’ [8] marriage was defined as a union of one or more men with one or more women, which was recognized by law and which generated certain rights and obligations of the participants. This definition did not include same-sex relationships recognized by society. In the Oxford English Dictionary the definition of same-sex marriage was introduced in 2000.

As we can see, despite the fact that the gay marriage is already legalized in many countries, the attitude of media – the society voice – is questionable. We decided to consider the differences and similarities of media attitude to the subject of gay marriage and we chose the US press, where freedom of speech is declared in the Constitution. We have chosen the legalization of gay marriage in New York in 2011. We have done it for two reasons: first, that time the same-sex marriages were not allowed in all states of the USA, and many members of the public and government officials were strongly against the initiative; second, such a resonant event in one of the largest cities of the world could not be ignored by the press. To have more complete picture, we chose two periodicals of different categories: the quality socio-political periodical Newsweek [9] and the tabloid The New York Sun [10]. The topic of gay marriage is covered by both media. In 2015 the Newsweek published 39 articles about it, and The New York Sun – just 10.

Analyzing both periodicals in terms of their attitude to the subject of gay marriage in New York in 2011, we studied publications in these media from the 26th of May to the 24th of July, 2011. The aim of our research was to identify the attitude of these periodicals to the events in New York. The objectives were:

- To identify editions’ attitude to gay marriage;
- To identify similarities and differences between these attitudes.

To do it we used monitoring, stylistic and lexical analysis and comparative analysis.

New York Sun covered the legalization of gay marriage in New York in 2011 five times, Newsweek did this more often. We analyzed 8 of them.

The both periodicals mentioned this event for the first time on the 27th of May, 2011. They did it as a reaction to the New York mayor Michael Bloomberg speech. Newsweek wrote: ‘New York Mayor Michael Bloomberg called on state lawmakers to approve a bill allowing same-sex marriage during a speech across the street from the site of Abraham Lincoln’s historic address on slavery. (…) “Today, a majority of Americans support marriage equality, and young people increasingly view marriage equality in much the same way as young people in the 1960s viewed civil rights”, Bloomberg said’. Then
Newsweek quoted the part of speech where Bloomberg compared the right to same-sex marriage with the right to freedom, which means that periodical agreed with the mayor opinion.

On the same day, The New York Sun also responded to the mayor's speech, but did it differently. Newsweek clearly highlighted the best moments of the speech and presented them proudly, but the tabloid was strongly skeptical about the necessity of this bill. Since it couldn’t explicitly express negative emotions in its statements, it expressed dissatisfaction with the rhetorical questions: ‘Does the mayor really have enormous respect for religious leaders who hold with orthodox teachings? Or does he regard them as he regards defenders of the evil of slavery or as he regards opponents of the civil rights movement’?

The next text in Newsweek was released on the 13th of June, 2011 with the headline ‘Gay Marriage Gains Steam in New York’. Article was dry and unemotional. The author stated that gay marriage could be legalized soon. He gave the layout of the number of votes ‘for’ and ‘against’ and said that the bill had to have six more voices to be passed and it looked that it would get them - several members of the Republican Party, who had voted against the bill two years before, said that they didn’t decide yet. It was a short article, but it made it clear that even in the government there were serious changes in attitude to the same-sex marriage - if before this kind of initiative had been unanimously rejected, now it would be likely adopted.

On the 15th of June an article ‘Religious New Yorkers at Risk of Government Action Under Same-Sex Marriage Law, Professors Warn’ appeared in The New York Sun. The article caused an obvious great social resonance and appeared precisely because of dissatisfaction of the new bill by citizens. It stated that ‘religious exemptions in Governor Cuomo’s bill have fallen far short of what the religious community had been praying for’. The reason was a letter signed by many intellectuals and sent to a senator. It said that ‘without adequate safeguards, many religious individuals will be forced to engage in conduct that violates their deepest religious beliefs, and religious organizations will be constrained in crucial aspects of their religious exercise’. The letter itself was also published and was available for free downloading. And judging by the fact that they published it completely, they were ready to subscribe to every word of the document.

On the same day an article ‘NY Assembly Passes Gay Marriage’ was published in Newsweek. The National Assembly, as the article reported, approved the bill of same-sex marriages ‘late Wednesday evening’. The Senate who were going to consider the bill had not made up their mind yet - the Republicans still didn’t know how they would vote. By the time the article was released, the bill had the support of 31 out of the 62 votes – it lacked only one vote ‘for’. ‘Passage would make New York the most populous state yet to allow gay marriage.’

On the 16th of June The New York Sun proving its position published next article. In contrast to the dry and laconic story in Newsweek, which simply gave the facts, this article claimed to be analytic and sensational. According to the author, the bill wasn’t perfect, because by protecting the clergy it put under risk other members of society: ‘New York legislators should allow religious individuals with a traditional view of marriage to step aside so long as it does not cause a substantial hardship for same-sex couples’. The author concluded the text with the phrase: ‘Just as Big Religion needs protection — and gets a lot of it in Mr. Cuomo’s bill — so do ordinary individuals. So, Governor, is this all you can do for the little guy?’ The article was resonant, absolutely ‘tabloid’, because in addition to the facts gave the reader negative attitude of the author towards the bill - and it was obvious that he was angered not by homosexuals but by the proactive governor.

On the 23rd of June, in the midst of discussion about same-sex marriage legalization, The New York Sun published the article with a self-explanatory name ‘A cowardly way to conduct the public’s business’. It
submitted by: ‘Governor Cuomo gave the public the first glimpse of his bill last week, and he behaved as if he expected it to pass within a matter of days, even though it radically changed a sacred contract that had existed for hundreds of years’. And the author directly expressed himself in this passage: ‘It’s just shocking that all this is being done in secret, without hearings. Law professors who specialize in civil rights and marriage have been reduced to writing to individual senators to warn them of the legal jeopardy Mr. Cuomo’s bill would represent for religious New Yorkers who want to obey religious law in their own lives and their own businesses, churches, mosques, synagogues, and charitable institutions.’

Newsweek on the 24th of June reported that the New York had voted for the bill, but Republicans postponed the vote again, as they hadn’t been able to make decision. Obviously, an author of the text sincerely sympathized to the governor, who achieved the goal to pass the bill ‘after weeks of stalemate.’

On the 25th of June Newsweek wrote: ‘New York has legalized same-sex marriage, becoming the sixth state to do so and by far the largest. Gov. Andrew Cuomo signed the bill into law Friday night. "I am very proud of New York and I'm very proud of the statement we made today," he said’. In the same evening this article was released again with the addition to the title: ‘Latest News and Photos’. And this text contained a large number of details – photos of happy faces, information about festivals from all over the state.

On the 22nd of July Newsweek headlined a short story “Rick Perry: Gay Marriage OK in New York”. The article began with the words: ‘Same-sex marriages officially begin in New York on Sunday—and conservative Texas Governor Rick Perry is just fine with that’. The magazine emphasized that even the most traditionally minded statesmen with time began to treat same-sex marriage more tolerantly.

On the 24th of July Newsweek published an article about the first homosexual marriage: ‘New York Gets Hitched!’. The magazine also reported that in the near future 823 couples were going to get married. The article told about weddings and was illustrated with colorful pictures of honeymooners.

It is worth noticing that all articles of Newsweek had photos with smiling mayor or happy couples. Each publication had a picture or even a set of pictures. At the same time, The New York Sun was providing almost no photos, just authors or articles characters faces.

DISCUSSION

The results of our study confirm the opinion of A. Kinsey: ‘Only the human mind invents categories and tries to force facts into separate pigeon-holes’. We have made sure that each edition can label representatives of any social group and form an attitude of the audience.

Based on the list of media functions made by us, we can agree with media researchers V. Zwick, V. Melnik, G. Lasswell and T. Peterson. We have figured out that both of media were involved in the problems of sexual minorities and brought them into the public space, but each of them made it in its own way. The Newsweek sincerely tried to change the gays’ position making their positive image in its articles. So, it was a great informational support for married homosexuals. By contrast, The New York Sun covered the issue from the negative point of view. We can conclude that the latter accomplished only two first functions.

CONCLUSIONS
1) The phenomenon of same-sex marriage and homosexuality in general is perceived by society with mixes feelings: some people support same-sex unions, while the others actively boycott them. Following these trends, the media are divided into three categories: the active lobbyists of gay marriage, the outspoken opponent of this phenomenon and those who adhere to neutrality.

2) Newsweek and The New York Sun treat same-sex marriages quite differently. Both periodicals have been covering gay-marriage legalization in New York since it became an object for public discussing, but the tabloid’s attitude to this initiative was clearly negative, whereas the magazine obviously agreed with it. Newsweek was continuously covering all more or less important facts, whether indecisiveness of Republicans or the New York Assembly moves, and up until the resolution of the issue - the first same-sex marriage. The New York Sun also immediately reacted to the Michael Bloomberg speech, however it wasn’t very interested in the issue itself – it was looking for conflicts and controversies and collecting data against the new bill. Four articles were devoted to inaccuracies in the draft law, and reporters couldn’t help beginning to judge Cuomo and his supporters. They used the same argument over and over again. However Newsweek with its sympathy to homosexuals was objective, we could only speculate about its views by the positive headlines and quotes, while the authors of The New York Sun talked more from themselves, only reinforcing their words with quotations.

ACKNOWLEDGEMENTS

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REFERENCES

METHODOLOGICAL BASIS FOR INTERPRETATION IN THE FIELD OF MUSIC EDUCATION
(AS EXEMPLIFIED BY IN CROCE COMPOSED BY S.A. GUBAIDULINA)

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ABSTRACT
The relevance of the problem under study is caused by the search for a methodological basis for studying the musical composition interpretation by pupils. The purpose of the article is to identify the historical, cultural and religious contexts and their role in the sense making of the organ and violoncello duet IN CROCE by S.A. Gubaidulina. The leading approach to the study of this problem consists in the historiographical approach, cultural and semiotic analysis of the musical text. The main results of the study are to identify the fundamental role of the historical, cultural and religious contexts as the musical composition’s semantic factors and reception by pupils. The basic artistic techniques of the sense making typical for the contemporary music composing style of S.A. Gubaidulina have been revealed. The relationship is established between the "word" as a verbal semantic sign and specific signs of a musical text, their role in making of the artwork’s sense. The article materials may be useful for the music pedagogy and art semiotics professionals.

Keywords: semantic field of culture; text of musical composition; reception; sense making; historical and cultural interpretation

INTRODUCTION
The music history teaching is impossible without considering the historical and cultural context. A musical composition is closely linked with the culture that it creates. The whole fabric of the world culture represents a meaningful interweaving of different levels, from personal to social. "The whole history of culture is nothing more than an attempt of communication - more or less extensive attempt of "culture for oneself" to become a "culture for others", an attempt to identify and objectify subjective senses for other; and at the same time - an attempt to discover and make one’s own another person’s senses" (Lobok, 1997, p 464). The most interesting area of study of the sense making is the area of art, area of artistic creativity.

The concept of a complex cultural text includes an artwork itself as a semiotic text and different levels of historical and cultural contexts, by reference to which a artwork’s semantic field is born. The contemporary musicology and music pedagogy develop in this methodological direction (Kholopova, 2012, Kudryashov, 2006, Cherednichenko, 2002). A detailed study of S.A.Gubaidulina’s creative work is contained in the works of Kholopova, 2011; Tsenovaya, 2000; Shirieva, Dyganova, 2015, Moghaddam, 2015.

METHODOLOGICAL BASIS:

The interdisciplinary approach allows to consider S.A. Gubaidulina’s music composition In Croce as a semantic formation at the crossroads of several socio-cultural contexts: musical aesthetics, religion, psychology and pedagogics. The semiotic analysis reveals details of the semantic units, and the hermeneutic approach allows to synthesize an integral, generalized semantic concept.
The S.A. Gubaidulina’s music composition *In Croce* for violoncello and organ composed in 1979 is dedicated to the cellist Vladimir Tonkha, Professor, National Artist of Russia, Laureate of the Moscow City Award, extremely delicate and profound musician, by definition of S.A. Gubaidulina herself.

It should be noted that there are three translations of this music composition’s name from the Italian language that are slightly different from each other: On the Cross, Criss-Cross, In the Cross. The present study includes interpretation of all three options, which are offered as sections of this study.

The S.A. Gubaidulina’s music composition *In Croce* analysis is advisable to start with the author's worldview characteristics and her fundamental outlook on task of the art in general. In her interview with the famous Italian musicologist and publicist Enzo Restagno, S.A. Gubaidulina presents her vision of the term "religion": Re-ligio is a purely musical term - means that something that was once tied became untied, and it is now re-tied, legato means restoration of ties between earthly and heavenly, material and spiritual substances. And essentially, this legato restoration is the sense of the artwork’s form <...> Religion is what is given to us, and the art is what is specified to us. Though both types of activity are not identical, but they have a common goal" (Kholopova 2011, pp. 62-63). From this quotation, the author's deep essential link among the religious, philosophical and artistic creativity spheres becomes obvious; S.A. Gubaidulina sees her composer’s task in the restoration and designation, for a person, of a deep connection between earthly and heavenly spheres.

DISCUSSIONS:

In Croce - On the Cross

The music composition’s name reflects a profound philosophical reflection based on the evangelical story. It refers us to the symbol of the cross. Thus, based on the author’s philosophic principles, the music composition’s name *In Croce* should be translated as On the Cross and symbolize herewith the main event of the Christian history - crucifixion of Jesus Christ, and have the global spiritual and religious significance that the event implicates. According to the evangelical crucifixion story, Christ was martyred for the sins of the world and became a substitutionary sacrifice reconciling the holy God - the Creator with the sinful humanity.

It should be mentioned that in the first centuries of our era a crucifixion in the Roman Empire was a common type of execution for the lower society strata, but the history of Christianity has developed in such a way that a cross becomes the central symbol of the Christian religion with a deep ontological sense, which contains duality of the universe: horizontal space and vertical time. The unity of the space and time relationship is the definition of the chronotope concept (translated from the Ancient Greek χρόνος, “time” and τόπος “place”). M.M. Bakhtin (1975) defines a chronotope as the primary context for interpretation, which contains the basic concept of a piece of work (Bakhtin, 1975). In simple terms, interpretation of a piece of work sense - this is an interpretation of the space and time, in which its main events occur.

In Croce – Criss-Cross

One more characteristic observation can describe the S.A. Gubaidulina’s creativity: her many music compositions are composed as dualistic opposites: the Voices...Silence symphony, Vivente - Non Vivente music composition, Light and Darkness for organ, names of the parts in the Ten Etudes for Solo Cello cycle: Staccato – legato, Consordino – senzasordino и т.д. In the same row of the author’s dialectical thinking there is also the In Croce music composition, in which the sense is in the unity of such opposites as the horizontal and vertical, divine and earthly, suffering and bliss, ascension and immersion.
The main "characters" of the unfolding drama - a violoncello and organ, which duet embodies the opposite of the divine and human. Below are the author's comments on the semantics of the instruments: "An organ for me is an instrument, which is above the earthly life" (Kholopova, 2011, p.75). "In this combination, the organ appeared to me a powerful superpersonality that sometimes comes down to earth to find a vent to its anger. However, the violoncello is, with its nerve strings, a completely human soul" (Kholopova 2011, 56).

The way how functions of the organ and violoncello are distributed in this interpretation is also symbolic. The organ, a huge and majestic instrument as the universe itself, which sounds at the beginning of the music composition very clean, light and somewhat distantly in the upper register, symbolizes the divine origin. A violoncello, which looks very similar to the human body, when moving in the low register painfully and heavily on a rare interval of less than a halftone – microchromaticism - represents a suffering soul or Christ suffering on the cross.

That is how the author herself explains the need to overcome the tempered scale: "twelve sounds of the tempered system create too rigid frameworks that do not leave any free, unallocated space, which would correspond to the lunar subconscious part of a living organism" (Kholopova, 2011, p.50). So, the highest heaven divine order is marked, in the music text, with the periodic diatonic organ passages and even with playing off the pure "la majeure" arpeggio.

Another semantic detail of the musical texture is that throughout the music composition the organ part is moving gradually downward, and the violoncello part rises, on the contrary, from the bottom up. They are moving crosswise, what also has a deep symbolic sense. Based on the chronotope described above, a certain cultural idea develops; it is generated by means of musical expression. The following happens in the cross heroism of Christ: with his love, the Holy God comes down to people desiring to save them from the anger of his own, and Christ suffering for the sins of all rises in the end on the right hand of God the Father. Moreover, “a violoncello string, which seems to be "crucified" with a stand or glissando becomes the object of crucifixion” (Price, 2000, p.10).

Another expressive musical technique supporting the concept of transformation through suffering is transformation of expressive violoncello sound into flageolet. "Speaking about transition from the expressive tone to flageolet it is a sound that I meant and that has the property, the ability to soar up vertically - to the sky, to the spirit. The ordinary, trivial becomes heavenly, it can even be sacred "(Kholopova, 2011, pp. 37-38).

In Croce - In the Cross

In the climax section of the music composition, the author includes the musical structures that are called the "controlled aleatorics" in the musicology. The aleatorics comes from the Latin word alea meaning a dice game, chance, fate. This is the method of music composition with the free sound text. Aleatorics means a complete or partial composer's refusal of the strict control over the musical text.

The large text fragments that S.A. Gubaidulina leaves for relatively independent interpretation of performing musicians are, in our opinion, a deep sense of the open creative work as coauthorship and audience empathy. "The pain is a measure of faith, a way to get as close as possible to the suffering of Christ. To die with Christ and rise again, i.e. to carry out an act of absolute identification with the suffering of Christ on the cross, to bind oneself and Christ with an indissoluble thread" (Kholopova, 2011, pp. 62-64). So the author herself defines the sense of her creative work and, accordingly, the sense of our listening depth of coauthorship and empathy.
Interpretation of the music composition’s name as In the Cross means, in this case, each person’s involvement in the substitutionary sacrifice of Christ and self-awareness of each listener through the compassion on him in perception of the S.A. Gubaidulina’s music composition. The author suggests to everyone to feel his/her involvement in the events that took place on the cross.

Summing up the theoretical part of the study, we can definitely assert that the S.A. Gubaidulina’s music composition for violoncello and organ is the key to understanding the composer’s creativity, whose artistic task is comparable to the understanding of the main spiritual and religiously philosophical principles of the universe.

EXPERIMENT

The next stage of studying the sense making in the historical and cultural context consists in the study of the artwork’s reception. Practical study was conducted as an experiment in April 2015 in the 7th grade of Kazan gymnasium No. 3. After the pupils had been listening to the music composition, they were asked to express the sense of the composition In Croce by S.A. Gubaidulina, before their teacher explained it to them and after the teacher talked about the content of the composition based on the theoretical study.

17 questionnaires were handed out, all were filled in, one answer to question 3 appeared indistinct, and it is not subject to any analysis.

Question 1. How would you describe the music composition In Croce by S.A. Gubaidulina?

Before the teacher told about the content of the music, just after listening to the musical composition the following answers had been received describing the S.A. Gubaidulina’s music composition:

Sad; unusual; sharp; terrible; strange; quiet; nice; interesting; a little creepy; dramatic; worrisome; battle between good and evil; somewhat gloomy; restless; this music is a struggle between a good and evil hero; heartful; sometimes loud and rude in the middle; a confrontation might be described, it might be crucifixion of Christ; overanxious; someone might not know that he is being watched; feeling of some kind of spiritual struggle; with slow transitions; confrontation of good and evil; it symbolizes the world; there is a sense of fear and danger; frightening; melancholy; strict; tragic.

Such a variety of answers can be explained by a strangeness of the contemporary music for pupils. Some listeners evaluated their experience as a positive, and some pupils - as negative. Some assumed a figurative content of the S.A. Gubaidulina’s music.

Question 2. Can be the music composition In Croce by S.A. Gubaidulina called lyrical, dramatic or epic?

Answers to the second question divided as follows.

RESULT:

1. lyrical – 4 persons – 23.5%
2. dramatic – 7 persons – 41.2%
3. epic – 6 persons – 35.3%
These data suggest that the pupils may not see a fundamental difference between the dramatic, lyrical and epic composition, however, it may be noted that the majority of pupils still considered this music composition dramatic, which is a more accurate answer.

Question 3. Instruments in this duet include a violoncello and organ. What do you think, whose character represents the violoncello, and whose character embodies the organ?

Answers to the third question were set out in a comparative table.

<table>
<thead>
<tr>
<th>Item no.</th>
<th>Violoncello</th>
<th>Organ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Evil person</td>
<td>Kind person</td>
</tr>
<tr>
<td>2</td>
<td>Not very good character</td>
<td>Carefree person</td>
</tr>
<tr>
<td>3</td>
<td>For evil image</td>
<td>For good image</td>
</tr>
<tr>
<td>4</td>
<td>This is an image of God</td>
<td>This is an image of the devil</td>
</tr>
<tr>
<td>5</td>
<td>Good character</td>
<td>Evil character</td>
</tr>
<tr>
<td>6</td>
<td>It symbolizes human nature</td>
<td>It symbolizes divine nature</td>
</tr>
<tr>
<td>7</td>
<td>Hero, which periodically appears in front of us</td>
<td>Some background of the music composition, nature or the place where the action takes place</td>
</tr>
<tr>
<td>8</td>
<td>Evil</td>
<td>Good</td>
</tr>
<tr>
<td>9</td>
<td>Someone evil and terrible</td>
<td>Someone good and generous</td>
</tr>
<tr>
<td>10</td>
<td>Demons who are afraid of the Savior</td>
<td>Son of God, enlightener of the people of Israel</td>
</tr>
<tr>
<td>11</td>
<td>Evil</td>
<td>Anxiety, good</td>
</tr>
<tr>
<td>12</td>
<td>It symbolizes a creature that follows another one</td>
<td>Innocent creature</td>
</tr>
<tr>
<td>13</td>
<td>It represents a bad side</td>
<td>It represents a good side</td>
</tr>
<tr>
<td>14</td>
<td>This is an image of good (God)</td>
<td>Image of evil (devil)</td>
</tr>
<tr>
<td>15</td>
<td>Evil</td>
<td>Good</td>
</tr>
<tr>
<td>16</td>
<td>Evil</td>
<td>Good</td>
</tr>
<tr>
<td>17</td>
<td>11 negative connotations</td>
<td>3 negative connotations</td>
</tr>
<tr>
<td></td>
<td>3 positive connotations</td>
<td>11 positive connotations</td>
</tr>
<tr>
<td></td>
<td>2 neutral characteristics</td>
<td>2 neutral characteristics</td>
</tr>
</tbody>
</table>

Result: The most accurate characteristics of the figurative instruments’ content are when the violoncello is correlated with a human and organ - with a divine nature. In general, the answers indicate that listeners felt the drama of the story "narrated" by the musical instruments, this implies determination of their perception of the "good/evil". Most of the negative connotations associated with the violoncello indicate that the pupils responded to the image of Christ's suffering on the cross, which children naturally tend to perceive as a negative phenomenon. From this point of view, their answers can be considered effective.
Question 4. It was asked after the author’s content of the music composition had been described. What do you think, what is the main idea of this composition?

The following table lists all respondents’ answers to the fourth question.

<table>
<thead>
<tr>
<th></th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Confrontation of good and evil. I think the main idea is that good always wins.</td>
</tr>
<tr>
<td>2</td>
<td>Battle between good and evil.</td>
</tr>
<tr>
<td>3</td>
<td>Conveying thoughts to the people.</td>
</tr>
<tr>
<td>4</td>
<td>Confrontation of good and evil or God in human life.</td>
</tr>
<tr>
<td>5</td>
<td>I think that people can understand that life and people are always changing. Only God remain unchanged.</td>
</tr>
<tr>
<td>6</td>
<td>Crucifixion of Christ for the sins of mankind. Between heaven and earth.</td>
</tr>
<tr>
<td>7</td>
<td>Showing us or reflecting the events from the Bible.</td>
</tr>
<tr>
<td>8</td>
<td>Perhaps fight of feelings or battle between good and evil. In general, fight of some kind.</td>
</tr>
<tr>
<td>9</td>
<td>Confrontation of good and evil, and that good always ensures justice and wins.</td>
</tr>
<tr>
<td>10</td>
<td>It is likely the balance between good and evil. That is Jesus came down from heaven to make satisfaction for the sins of mankind.</td>
</tr>
<tr>
<td>11</td>
<td>Good and evil.</td>
</tr>
<tr>
<td>12</td>
<td>Crucifixion of Christ for the sins of mankind.</td>
</tr>
<tr>
<td>13</td>
<td>To make people pay attention to something that they never noticed.</td>
</tr>
<tr>
<td>14</td>
<td>The main idea of this music composition is that there is good and evil in the world, and they fight in this composition.</td>
</tr>
<tr>
<td>15</td>
<td>In my opinion, this music composition represents the attitude of the Creator and creation. God and human being. The purpose of this music composition is to let people know what they need to strive for.</td>
</tr>
<tr>
<td>16</td>
<td>To convey to us how Jesus stood up for us. About how he was sent to atone for the sins of men. The way he suffers, and the way it hurts him.</td>
</tr>
<tr>
<td>17</td>
<td>To show that the violoncello plays a role of a human being, and the organ – a lofty role.</td>
</tr>
</tbody>
</table>

Result: In order to comment on these answers, it would be useful to group them based on the completeness, inclusiveness and personal content in the answers. The following categories can be offered.

<table>
<thead>
<tr>
<th>Detailed answers and answers with an expressed personal</th>
<th>Monosyllabic answers</th>
<th>Original answers</th>
</tr>
</thead>
</table>

Submit Date: 12.09.2016, Acceptance Date: 05.10.2016, DOI NO: 10.7456/1060NVSE/012
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Result: The result of these answers is that the vast majority of the respondents has given detailed answers with an expression of personal attitude. There were much less monosyllabic answers. This indicates that the listeners have penetrated into the subject of the story and fully understood the content of the S.A. Gubaidulina’s music. On the other hand, it is obvious that the pupils could definitively and accurately formulate the music composition’s idea works only after the teacher’s explanation, what confirms the thesis of T.V. Cherednichenko that "People hear in the music that they have read about it" (Cherednichenko, 2002, p. 6).

CONCLUSION
The study has shown that filling of a music composition with sense continues to remain logocentric in many respects in the contemporary socio-cultural space. In order to achieve understanding in the communication, people need "logos" - a word that carries an explanation of the semantic content of the composition. The second conclusion that can be drawn relates to the depth of sense making. The depth of penetration into the author's intent occurs if several historical and cultural contexts and a number of study methods intersect. The interdisciplinary study space actualizes in itself such cultural spheres as history, musical aesthetics, religion, psychology, pedagogics, on which degree of involvement in the research process depends the semantic richness of a particular artwork and the contemporary culture in general.

RECOMMENDATIONS
The article material is of interest to the professionals who are engaged in research on the history of artistic culture, cultural anthropology, anthropology of art, aesthetics, philosophy of art, hermeneutics, musical pedagogics and music psychology.

ACKNOWLEDGEMENT
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INTRODUCTION
The music history teaching is impossible without considering the historical and cultural context. A
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psychology and pedagogics. The semiotic analysis reveals details of the semantic units, and the
hermeneutic approach allows to synthesize an integral, generalized semantic concept.
The S.A. Gubaidulina’s music composition In Croce for violoncello and organ composed in 1979 is dedicated to the cellist Vladimir Tonkha, Professor, National Artist of Russia, Laureate of the Moscow City Award, extremely delicate and profound musician, by definition of S.A. Gubaidulina herself.

It should be noted that there are three translations of this music composition’s name from the Italian language that are slightly different from each other: On the Cross, Criss-Cross, In the Cross. The present study includes interpretation of all three options, which are offered as sections of this study.

The S.A. Gubaidulina’s music composition In Croce analysis is advisable to start with the author's worldview characteristics and her fundamental outlook on task of the art in general. In her interview with the famous Italian musicologist and publicist Enzo Restagno, S.A. Gubaidulina presents her vision of the term "religion": Re-ligio is a purely musical term - means that something that was once tied became untied, and it is now re-tied, legato means restoration of ties between earthly and heavenly, material and spiritual substances. And essentially, this legato restoration is the sense of the artwork’s form <...

Religion is what is given to us, and the art is what is specified to us. Though both types of activity are not identical, but they have a common goal" (Kholopova 2011, pp. 62-63). From this quotation, the author's deep essential link among the religious, philosophical and artistic creativity spheres becomes obvious; S.A. Gubaidulina sees her composer’s task in the restoration and designation, for a person, of a deep connection between earthly and heavenly spheres.

DISCUSSIONS:

In Croce - On the Cross

The music composition’s name reflects a profound philosophical reflection based on the evangelical story. It refers us to the symbol of the cross. Thus, based on the author’s philosophic principles, the music composition’s name In Croce should be translated as On the Cross and symbolize herewith the main event of the Christian history - crucifixion of Jesus Christ, and have the global spiritual and religious significance that the event implicates. According to the evangelical crucifixion story, Christ was martyred for the sins of the world and became a substitutionary sacrifice reconciling the holy God - the Creator with the sinful humanity.

It should be mentioned that in the first centuries of our era a crucifixion in the Roman Empire was a common type of execution for the lower society strata, but the history of Christianity has developed in such a way that a cross becomes the central symbol of the Christian religion with a deep ontological sense, which contains duality of the universe: horizontal space and vertical time. The unity of the space and time relationship is the definition of the chronotope concept (translated from the Ancient Greek χρόνος, “time” and τόπος “place”). M.M. Bakhtin (1975) defines a chronotope as the primary context for interpretation, which contains the basic concept of a piece of work (Bakhtin, 1975). In simple terms, interpretation of a piece of work sense - this is an interpretation of the space and time, in which its main events occur.

In Croce – Criss-Cross

One more characteristic observation can describe the S.A. Gubaidulina’s creativity: her many music compositions are composed as dualistic opposites: the Voices...Silence symphony, Vivente - Non Vivente music composition, Light and Darkness for organ, names of the parts in the Ten Etudes for Solo Cello cycle: Staccato – legato, Consordino – senzasordino и т.д. In the same row of the author’s dialectical thinking there is also the In Croce music composition, in which the sense is in the unity of such opposites as the horizontal and vertical, divine and earthly, suffering and bliss, ascension and immersion.
The main "characters" of the unfolding drama - a violoncello and organ, which duet embodies the opposite of the divine and human. Below are the author's comments on the semantics of the instruments: "An organ for me is an instrument, which is above the earthly life" (Kholopova, 2011, p.75). "In this combination, the organ appeared to me a powerful superpersonality that sometimes comes down to earth to find a vent to its anger. However, the violoncello is, with its nerve strings, a completely human soul" (Kholopova 2011, 56).

The way how functions of the organ and violoncello are distributed in this interpretation is also symbolic. The organ, a huge and majestic instrument as the universe itself, which sounds at the beginning of the music composition very clean, light and somewhat distantly in the upper register, symbolizes the divine origin. A violoncello, which looks very similar to the human body, when moving in the low register painfully and heavily on a rare interval of less than a halftone – microchromaticism - represents a suffering soul or Christ suffering on the cross.

That is how the author herself explains the need to overcome the tempered scale: "twelve sounds of the tempered system create too rigid frameworks that do not leave any free, unallocated space, which would correspond to the lunar subconscious part of a living organism" (Kholopova, 2011, p.50). So, the highest heaven divine order is marked, in the music text, with the periodic diatonic organ passages and even with playing off the pure "la majeure" arpeggio.

Another semantic detail of the musical texture is that throughout the music composition the organ part is moving gradually downward, and the violoncello part rises, on the contrary, from the bottom up. They are moving crosswise, what also has a deep symbolic sense. Based on the chronotope described above, a certain cultural idea develops; it is generated by means of musical expression. The following happens in the cross heroism of Christ: with his love, the Holy God comes down to people desiring to save them from the anger of his own, and Christ suffering for the sins of all rises in the end on the right hand of God the Father. Moreover, “a violoncello string, which seems to be "crucified" with a stand or glissando becomes the object of crucifixion" (Price, 2000, p.10).

Another expressive musical technique supporting the concept of transformation through suffering is transformation of expressive violoncello sound into flageolet. "Speaking about transition from the expressive tone to flageolet it is a sound that I meant and that has the property, the ability to soar up vertically - to the sky, to the spirit. The ordinary, trivial becomes heavenly, it can even be sacred "(Kholopova, 2011, pp. 37-38).

In Croce - In the Cross

In the climax section of the music composition, the author includes the musical structures that are called the "controlled aleatorics" in the musicology. The aleatorics comes from the Latin word alea meaning a dice game, chance, fate. This is the method of music composition with the free sound text. Aleatorics means a complete or partial composer's refusal of the strict control over the musical text.

The large text fragments that S.A. Gubaidulina leaves for relatively independent interpretation of performing musicians are, in our opinion, a deep sense of the open creative work as coauthorship and audience empathy. "The pain is a measure of faith, a way to get as close as possible to the suffering of Christ. To die with Christ and rise again, i.e. to carry out an act of absolute identification with the suffering of Christ on the cross, to bind oneself and Christ with an indissoluble thread" (Kholopova, 2011, pp. 62-64). So the author herself defines the sense of her creative work and, accordingly, the sense of our listening depth of coauthorship and empathy.
Interpretation of the music composition’s name as In the Cross means, in this case, each person’s involvement in the substitutionary sacrifice of Christ and self-awareness of each listener through the compassion on him in perception of the S.A. Gubaidulina’s music composition. The author suggests to everyone to feel his/her involvement in the events that took place on the cross.

Summing up the theoretical part of the study, we can definitely assert that the S.A. Gubaidulina’s music composition for violoncello and organ is the key to understanding the composer’s creativity, whose artistic task is comparable to the understanding of the main spiritual and religiously philosophical principles of the universe.

EXPERIMENT

The next stage of studying the sense making in the historical and cultural context consists in the study of the artwork’s reception. Practical study was conducted as an experiment in April 2015 in the 7th grade of Kazan gymnasium No. 3. After the pupils had been listening to the music composition, they were asked to express the sense of the composition In Croce by S.A. Gubaidulina, before their teacher explained it to them and after the teacher talked about the content of the composition based on the theoretical study.

17 questionnaires were handed out, all were filled in, one answer to question 3 appeared indistinct, and it is not subject to any analysis.

Question 1. How would you describe the music composition In Croce by S.A. Gubaidulina?

Before the teacher told about the content of the music, just after listening to the musical composition the following answers had been received describing the S.A. Gubaidulina’s music composition:

Sad; unusual; sharp; terrible; strange; quiet; nice; interesting; a little creepy; dramatic; worrisome; battle between good and evil; somewhat gloomy; restless; this music is a struggle between a good and evil hero; heartful; sometimes loud and rude in the middle; a confrontation might be described, it might be crucifixion of Christ; overanxious; someone might not know that he is being watched; feeling of some kind of spiritual struggle; with slow transitions; confrontation of good and evil; it symbolizes the world; there is a sense of fear and danger; frightening; melancholy; strict; tragic.

Such a variety of answers can be explained by a strangeness of the contemporary music for pupils. Some listeners evaluated their experience as a positive, and some pupils - as negative. Some assumed a figurative content of the S.A. Gubaidulina’s music.

Question 2. Can be the music composition In Croce by S.A. Gubaidulina called lyrical, dramatic or epic?

Answers to the second question divided as follows.

RESULT:

1. lyrical – 4 persons – 23.5%
2. dramatic – 7 persons – 41.2%
3. epic – 6 persons – 35.3%
These data suggest that the pupils may not see a fundamental difference between the dramatic, lyrical and epic composition, however, it may be noted that the majority of pupils still considered this music composition dramatic, which is a more accurate answer.

Question 3. Instruments in this duet include a violoncello and organ. What do you think, whose character represents the violoncello, and whose character embodies the organ?

Answers to the third question were set out in a comparative table.

<table>
<thead>
<tr>
<th>Item no.</th>
<th>Violoncello</th>
<th>Organ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Evil person</td>
<td>Kind person</td>
</tr>
<tr>
<td>2</td>
<td>Not very good character</td>
<td>Carefree person</td>
</tr>
<tr>
<td>3</td>
<td>For evil image</td>
<td>For good image</td>
</tr>
<tr>
<td>4</td>
<td>This is an image of God</td>
<td>This is an image of the devil</td>
</tr>
<tr>
<td>5</td>
<td>Good character</td>
<td>Evil character</td>
</tr>
<tr>
<td>6</td>
<td>It symbolizes human nature</td>
<td>It symbolizes divine nature</td>
</tr>
<tr>
<td>7</td>
<td>Hero, which periodically appears in front of us</td>
<td>Some background of the music composition, nature or the place where the action takes place</td>
</tr>
<tr>
<td>8</td>
<td>Evil</td>
<td>Good</td>
</tr>
<tr>
<td>9</td>
<td>Someone evil and terrible</td>
<td>Someone good and generous</td>
</tr>
<tr>
<td>10</td>
<td>Demons who are afraid of the Savior</td>
<td>Son of God, enlightener of the people of Israel</td>
</tr>
<tr>
<td>11</td>
<td>Evil</td>
<td>Anxiety, good</td>
</tr>
<tr>
<td>12</td>
<td>It symbolizes a creature that follows another one</td>
<td>Innocent creature</td>
</tr>
<tr>
<td>13</td>
<td>It represents a bad side</td>
<td>It represents a good side</td>
</tr>
<tr>
<td>14</td>
<td>This is an image of good (God)</td>
<td>Image of evil (devil)</td>
</tr>
<tr>
<td>15</td>
<td>Evil</td>
<td>Good</td>
</tr>
<tr>
<td>16</td>
<td>Evil</td>
<td>Good</td>
</tr>
<tr>
<td>17</td>
<td>11 negative connotations</td>
<td>3 negative connotations</td>
</tr>
<tr>
<td></td>
<td>3 positive connotations</td>
<td>11 positive connotations</td>
</tr>
<tr>
<td></td>
<td>2 neutral characteristics</td>
<td>2 neutral characteristics</td>
</tr>
</tbody>
</table>

Result: The most accurate characteristics of the figurative instruments’ content are when the violoncello is correlated with a human and organ - with a divine nature. In general, the answers indicate that listeners felt the drama of the story "narrated" by the musical instruments, this implies determination of their perception of the "good/evil". Most of the negative connotations associated with the violoncello indicate that the pupils responded to the image of Christ's suffering on the cross, which children naturally tend to perceive as a negative phenomenon. From this point of view, their answers can be considered effective.
Question 4. It was asked after the author’s content of the music composition had been described. What do you think, what is the main idea of this composition?

The following table lists all respondents’ answers to the fourth question.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Confrontation of good and evil. I think the main idea is that good always wins.</td>
</tr>
<tr>
<td>2</td>
<td>Battle between good and evil.</td>
</tr>
<tr>
<td>3</td>
<td>Conveying thoughts to the people.</td>
</tr>
<tr>
<td>4</td>
<td>Confrontation of good and evil or God in human life.</td>
</tr>
<tr>
<td>5</td>
<td>I think that people can understand that life and people are always changing. Only God remain unchanged.</td>
</tr>
<tr>
<td>6</td>
<td>Crucifixion of Christ for the sins of mankind. Between heaven and earth.</td>
</tr>
<tr>
<td>7</td>
<td>Showing us or reflecting the events from the Bible.</td>
</tr>
<tr>
<td>8</td>
<td>Perhaps fight of feelings or battle between good and evil. In general, fight of some kind.</td>
</tr>
<tr>
<td>9</td>
<td>Confrontation of good and evil, and that good always ensures justice and wins.</td>
</tr>
<tr>
<td>10</td>
<td>It is likely the balance between good and evil. That is Jesus came down from heaven to make satisfaction for the sins of mankind.</td>
</tr>
<tr>
<td>11</td>
<td>Good and evil.</td>
</tr>
<tr>
<td>12</td>
<td>Crucifixion of Christ for the sins of mankind.</td>
</tr>
<tr>
<td>13</td>
<td>To make people pay attention to something that they never noticed.</td>
</tr>
<tr>
<td>14</td>
<td>The main idea of this music composition is that there is good and evil in the world, and they fight in this composition.</td>
</tr>
<tr>
<td>15</td>
<td>In my opinion, this music composition represents the attitude of the Creator and creation. God and human being. The purpose of this music composition is to let people know what they need to strive for.</td>
</tr>
<tr>
<td>16</td>
<td>To convey to us how Jesus stood up for us. About how he was sent to atone for the sins of men. The way he suffers, and the way it hurts him.</td>
</tr>
<tr>
<td>17</td>
<td>To show that the violoncello plays a role of a human being, and the organ – a lofty role.</td>
</tr>
</tbody>
</table>

Result: In order to comment on these answers, it would be useful to group them based on the completeness, inclusiveness and personal content in the answers. The following categories can be offered.
Result: The result of these answers is that the vast majority of the respondents has given detailed answers with an expression of personal attitude. There were much less monosyllabic answers. This indicates that the listeners have penetrated into the subject of the story and fully understood the content of the S.A. Gubaidulina’s music. On the other hand, it is obvious that the pupils could definitively and accurately formulate the music composition’s idea works only after the teacher’s explanation, what confirms the thesis of T.V. Cherednichenko that "People hear in the music that they have read about it" (Cherednichenko, 2002, p. 6).

CONCLUSION
The study has shown that filling of a music composition with sense continues to remain logocentric in many respects in the contemporary socio-cultural space. In order to achieve understanding in the communication, people need "logos" - a word that carries an explanation of the semantic content of the composition. The second conclusion that can be drawn relates to the depth of sense making. The depth of penetration into the author's intent occurs if several historical and cultural contexts and a number of study methods intersect. The interdisciplinary study space actualizes in itself such cultural spheres as history, musical aesthetics, religion, psychology, pedagogics, on which degree of involvement in the research process depends the semantic richness of a particular artwork and the contemporary culture in general.

RECOMMENDATIONS
The article material is of interest to the professionals who are engaged in research on the history of artistic culture, cultural anthropology, anthropology of art, aesthetics, philosophy of art, hermeneutics, musical pedagogics and music psychology.

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EUROPEAN UNION AND GAS FACTOR IN THE CYPRUS ISSUE

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ABSTRACT
The Cyprus issue is not only the ethnic conflict between the Greek and Turkish communities of the island, but also a complex, multifaceted phenomenon in the international relations. Recently, one of its aspects has become the "raw material" factor. It adds to the regional geopolitical disposition greater complexity and unpredictability. The international players involved in the new context, which is associated with the gas field discovered in the inshore waters of the Republic of Cyprus, include the European Union. The article research subject is a comprehensive analysis of EU policy within the new factor. Using the methods for synthesis and analysis, comparative comparison of data from multiple sources, the specific character of positions of the key regional and international players was consistently defined. The EU policy characteristics were systematized in the light of the additional element in the Cyprus issue. The conclusion was made that there was no EU strategy in the energy policy for the Eastern Mediterranean.

Keywords: Cyprus problem, European Union, Aphrodite gas field, Exclusive Economic Zone, Cyprus settlement

1. INTRODUCTION
This article is aimed at a comprehensive analysis of one of the faces of the multicomponent phenomenon related to the international political aspects of the Cyprus issue. The authors of the work focus on the "raw material" geopolitical factor included in the agenda of international relations in the Eastern Mediterranean relatively recently, since 2011; it is associated with the discovery of natural gas fields in the inshore waters of the Republic of Cyprus (RC). Discovery of gas reserves brought to this region not only great opportunities and prospects, but it also became a "trigger" to increased tension in international relations.

One of the "tension points" is a dispute between the Republic of Cyprus and Turkey concerning delimitation of the boundaries of the Exclusive Economic Zone (EEZ) in each country. Moreover, the confrontation between Nicosia and Ankara on the gas issue is directly projected onto the plane of the Cyprus issue; there is another layer of the Cyprus issue's "pie". Among the players participating in the regional "raw material" field of the Cyprus issue, the European Union (EU) should be highlighted. The subject of this article incorporates analyzing the factor of the gas field in the waters of the Republic of Cyprus as one of the elements of the Cyprus issue and Cyprus policy of the EU after 2011 in the context of the "gas dispute" in the Eastern Mediterranean as a new element of the Cyprus issue.

Until now there has been no place for a critical and coherent analysis of the CYPRUS issue in the context of the above realities in the large array of scientific literature on the Cyprus issue and EU policy in its settlement [1]. On the following pages, the authors try to fill this gap, what adds a scientific novelty to this work.

As regards the methodology, the general scientific methods for synthesis and analysis were used in the study. At the level of the common logical scientific research methods, the great practical importance was
given to generalization methods for formal logic - deduction and induction. When working with sources, the comparative method was actively involved.

Application of the above methods resulted in clear performance of the set tasks: position of the international players - the European Union, Republic of Cyprus and Turkey - on the "raw material" factor was clarified and analyzed, intercommunal negotiations in Cyprus were scrutinized, and finally concrete actions of the parties were examined within the study subject.

The Cyprus issue is a very complex and complicated phenomenon. Before setting out to explore one of its faces, let us turn to the structure of the Cyprus issue as a subsystem of international relations. Three structural layers can be identified here:

- local in the form of intercommunal contradictions, its participants are the Greek and Turkish communities of Cyprus;
- regional as reflection of the Turkish-Greek confrontation, interstate relations between Turkey and the Republic of Cyprus, which are superimposed on the Cyprus issue;
- external (international) as representation of influence on the intra-Cypriot situation and Turkish-Greek relations of extraregional forces engulfed to any extent into the Cyprus conflict [2].

2. POSITION OF THE EUROPEAN UNION

The "United Europe" can be a beneficiary of the recent natural gas discovery off the coast of the Republic of Cyprus from several points of view. Firstly, the Greek Cypriots, residents of the Republic of Cyprus - EU Member State, it seems in this case they will be able to effectively deal with the financial crisis and will benefit from the "blue fuel" production and sale. It should be recalled here that in 2012 - 2013 the RC faced the banking system collapse, which consequences have not been overcome till now. Continuing the economic topic, we note that a positive impulse from the "raw material factor" could spread to such countries of the Middle Eastern region as Israel and Lebanon. Thereby, the regional instability potential will be significantly reduced.

Back in November 2012, the European Parliament's Committee on Foreign Affairs confirmed the strategic importance of exploration of oil and gas fields in the Mediterranean Sea and called for elaboration of European policy in the field of oil and gas production [3]. Within its framework, the mechanism for the delimitation of the EEZ should be developed in accordance with the United Nations Convention on the Law of the Sea in order to avoid any contradictions with third parties.

As known, since May 1, 2014 the Republic of Cyprus is a full-fledged member state of the European Union. The EU supports the right of one of its members to enter into contracts for the gas field exploitation in its territorial waters with third countries. The Members of the European Parliament periodically make statements about the imperativeness of having respect to the sovereignty and territorial integrity of the RC. They urge Ankara to stop the pressure on the Republic of Cyprus concerning the latest development of hydrocarbon reserves on its territory. Štefan Füle, EU Commissioner for Enlargement and European Neighbourhood Policy, commented on the subject of growing tension as part of a regional level of the Cyprus issue - "gas" issue relations between Ankara and Nicosia. He called the antagonists on normalization of their relations and need to exercise restraint [4].

3. HISTORY OF THE GAS FIELD DISCOVERY. POSITION OF THE REPUBLIC OF CYPRUS
The exploration works in the territorial waters of the Republic of Cyprus started in 2007 [5]. US-based Noble Energy conducted them. Its activity resulted in the Aphrodite gas field discovery in December 2011; the potential gas field reserves are estimated at 1 to 3 billion cubic meters [5]. This volume is sufficient to meet the raw material needs of Cypriots for several decades. At present, the issue of construction of liquefied natural gas plant is discussed in the RC. At the same time, possible construction of a gas pipeline is considered.

However, apologists of the gas pipeline transport are facing objective circumstances, which hinder the implementation of their idea. First, realization of the idea to construct a "pipe" to Israel is problematic and risky in view of the unstable situation in the Palestinian conflict [5]. Secondly, the proposal of laying a gas pipeline in the other direction, from the Republic of Cyprus to Greece, is beyond common sense: distance of eight hundred kilometres between these countries rejects this option as an expensive and unprofitable [5]. Finally, connecting the RC and Turkey with a pipeline would be the most profitable and rational option. As far as is known, tense political relations between Nicosia and Ankara "on the ground" of the Cyprus issue prevent implementation of this plan.

Government of the RC actually clearly defined its Exclusive Economic Zone by securing its borders in accordance with the international maritime law. The Republic of Cyprus signed the Agreements Concerning the Delimitation of the Exclusive Economic Zone along the Median Line [5] with Egypt (2003), Israel (2007) and Lebanon (2010). Once again, the issue with Turkey remains open.

Regional contradictions between the Republic of Cyprus and Turkey are reflected in the Cyprus issue as in a water drop. No doubt, the discovery of natural gas reserves may give a chance to a positive impulse for the Cyprus settlement. It should be noted that initially the government of the RC expressed its willingness to share, in the future, the "blue fuel" export profit with the Turkish Cypriots. Subsequently, the Greek Cypriot establishment renounced such a generous statement; condition of equal access to the proceeds was linked to the Cyprus settlement, what "complicated" its agenda and led to stagnation of the process.

4. TURKEY'S POSITION

Turkey does not recognize Cyprus as a state, therefore, it casts doubt on the legitimacy of the latter to conduct drilling at the Aphrodite field and derive economic benefit from natural resources. Ankara believes that the government of the Republic of Cyprus has no authorities to represent the interests of Turkish Cypriots and the whole island with them.

Field development has always been a source of tension in relations between Turkey and RC. In some cases, Ankara signalled its readiness to "take all necessary measures" so that to stop the process. One of the Turkey's steps, as mentioned above, was sending ships to the waters located in the immediate vicinity of the platforms of the oil production company Noble. The Government of Cyprus regarded such facts as "military provocation."

Given the Cyprus issue, the Turkish Cypriots "answered" to the Republic of Cyprus that they signed an agreement with a Turkish company. According to its conditions, the state oil company of Turkey was licensed to carry out geologic exploration in the territorial waters of the self-proclaimed TRNC [5]. In September 2011, a continental shelf delimitation agreement [5] was signed with Turkey, but not registered.

5. RAW MATERIAL" FACTOR IN THE CYPRUS SETTLEMENT
The key form of interaction between the local level players of the Cyprus issue is a meeting of community leaders and consultation with experts from both sides. Since February 2014, the sixth round of negotiations on the Cyprus settlement has been held under the UN auspices. In addition to the discussion subjects traditional to the Cypriot peacemaking - security, sovereignty, ownership - a "resource issue" shapes its agenda.

On September 21, 2014, after the next meeting of Mr. Nicos Anastasiades, President of the Republic of Cyprus, with the Turkish Cypriot community’s leader D. Eroglu, the chief expert of the Turkish Cypriot negotiating team Kudret Ozersay stated: "Now the real negotiations will begin" [5]. Unfortunately, optimism of the Turkish Cypriots’ representative Mr. Ozersay did not last long. At the end of September 2014, amid growing cooperation in the energy sphere between Cyprus, Greece, Israel and Egypt, Turkey dared to a controversial step perceived in these countries as a provocation. So, the geological survey vessel Barbaros entered under the flag of Turkey the Exclusive Economic Zone of the Republic of Cyprus [5]. Ankara denied any statements of violation of the maritime border of the RC [5]. Furthermore, the Turkish side committed blackmail, and the Cyprus issue became its subject. Turkey stated that the geological survey mission off the Cyprus coasts would continue until the end of April 2015, if the Turkish Cypriots Cypriot were not be guaranteed a high status in the negotiations on the Cyprus dispute, and in the discussion of issues related to the natural resources of Cyprus, including gas fields [5].

Turkey's statement of intention to "settle down" for a long time in the territorial waters of the RC caused a sharp negative reaction of its leadership. In October President N. Anastasiadis announced his withdrawal from the Cyprus settlement stressing that the first condition for its resumption is departure of the Turkish ship from the Cyprus EEZ and suspension of NAVTEX geological survey mission [5]. At the time of this writing, the first part of the imperative was executed - the vessel left the recognized Cypruss’ EEZ and entered the port of Famagusta in the territory of the partially recognized Turkish Republic of Northern Cyprus (TRNC) [5]. However, a year after the stated date the NAVTEX mission has not been yet finished [5], therefore, there remains an opportunity for further provocations and pressure on the RC by Turkey.

6. LACK OF EU’s POLITICAL STRATEGY IN THE "RAW MATERIAL" FACTOR OF THE CYPRUS ISSUE

The main source, which regulates the "rules of the game" for the now ongoing sixth round of the intercommunal negotiations in Cyprus, is the Joint Declaration agreed by leaders of the island nation communities on February 11, 2014. The above document, in our opinion, became the first significant achievement that took almost ten years after failure of the Annan Plan in the Cypriot issue. "Behind the scenes" of the diplomacy, by which results the Cypriot antagonists "agreed on the terms", what is stated openly, were the United States.

The sixth paragraph of the Joint Declaration limited de jure any opportunity for foreign players to be a mediator in the Cyprus issue: “Any type of arbitration is not permitted” [6]. On one hand, no doubt, interference in the internal affairs of a sovereign state is unacceptable, and it contradicts the international law. However, on the other hand, it should be understood that the brokerage capacity of such a large and influential player as the EU in terms of a potential gas field dispute resolution is high enough, therefore, it should not have been limited.

Thesis about absence of the EU's political strategy in the "raw material" factor is plausible. In its Cypriot policy, the European Union was dealing with everything but the named circumstance that is confirmed by the facts of the EU activities in relation to Cyprus in the first months after the Joint Declaration was signed. In his letter dated February 25, 2014 addressed to the European Parliament deputy from the Republic of Cyprus (RC) A. Papadopoulou, Štefan Füle, EU Commissioner for Enlargement and European Neighbourhood Policy, supported the return of Varosha district under the jurisdiction of the RC
as one of the confidence-building measures [7]. The issue of Varosha was the leitmotif of the two-day working visit of Mr. Füle to the Republic of Cyprus (7 - 8 April 2014) [8,9,10,11].

7. RESULTS

The following results flow from the comprehensive study of the research subject. First of all, discovery of reserves in the Eastern Mediterranean, in the waters of the Republic of Cyprus, entered a new component in the Cyprus issue. Indeed, the "gas resources" are a key word combination that has become an integral part of diplomacy, first of all, at the local level of the Cyprus issue; it is a turning point, which will, in the not too distant future, bring a positive impulse in the Cyprus settlement, or doom its participants to maintain the status quo, to continue the "frozen" conflict.

Giving to the "gas" factor an impulse of a catalyst to accelerate the resolution of the Cyprus antagonism - execution of this task depends on the policy of the multilevel players in the Cyprus issue. Consecutive analysis conducted as to positions of the key players at the regional and international levels of the Cypriot situation in the context of the "raw material" factor revealed serious political differences between Turkey and the Republic of Cyprus.

The EU’s regional energy policy appears to be able to serve as one of the ways to overcome the regional contradictions reflected on the Cyprus issue. Nevertheless, the European Union is not an influential player in this aspect. As stated on the previous pages, its policy is limited for the most part to statements and regulatory laws. Moreover, in our view, the European Union gained a role of "technical adviser", it is not a unified, indivisible and effective player in the Cypriot situation. The EU’s position and tactics in the Cyprus issue eloquently confirm its failure within the context of the "raw material" factor to switch a new "variable" in the Cyprus "equation" onto a constructive track.

ACKNOWLEDGEMENTS

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FEATURES OF MUSICAL ENLIGHTENMENT ACTIVITY IN RUSSIA IN THE 30-IES OF XX CENTURY

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ABSTRACT
The 30-ies of XX century are the time of a fundamental turning point, which has reflected the complex and contradictory processes in the Russia’s history during the Soviet period. In development of the musical enlightenment, dissemination of knowledge about music to a wider audience, this period was crucial. The study used theoretical methods: analysis of art and pedagogical literature, regulatory documents, education programs and teaching aids on music education; generalization of historical data on the musical and educational institutions’ activities; systematization of the musical ensembles’ repertoire. In the period under study a cultural development policy was enforced, flourishing of amateur performance and festival movement was celebrated, strategy for development of national cultures was defined, network of musical educational institutions was expanded, and professional creative teams were developed. Various forms of musical enlightenment covering wider population were used: organized processions, musical and literary lectures, national art decades, amateur arts festivals, radio broadcasts and others. Significant achievements were made in the development of music in the autonomous republics and regional centers of the Volga Region: first musical ensembles were created, music schools were organized, collections of folk songs were recorded. The system of national general and special music education was established; music lesson as a mandatory one was introduced in the program of general education schools.

Keywords: musical enlightenment, national musical culture, musical enlightenment organizations, musical ensembles, forms of musical enlightenment activity.

INTRODUCTION
Musical enlightenment represents an activity that promotes the dissemination of knowledge about music to a wider audience, acquaintance with the best samples of world music art, development of artistic needs. The 30-ies of XX century marked the most important stage in the Russia’s musical enlightenment development.

METHOD
The study used theoretical methods: analysis of art and pedagogical literature, regulatory documents, education programs and teaching aids on music education; generalization of historical data on the musical and educational institutions’ activities; systematization of the musical ensembles’ repertoire.

RESULTS
The 30-ies of XX century are the time of a fundamental turning point, which has reflected the complex and contradictory processes in the Russia’s history during the Soviet period. On one hand, the citizens’ musical enlightenment gained an unprecedented scale, and citizens were familiarized with musical art within the state policy. On the other hand, formation of the administrative-command management system resulted in strengthened control over the development of the society’s spiritual life, there was a trend towards unification of artistic activity, the art was seen as a means of communist enlightenment and education of the masses.

Directive management of artistic activities in the musical culture caused a number of negative trends, which were expressed in prosecution of some composers, artists and educators in the formalism, intervention in theatrical repertoire policy, restrictions on concert tours of foreign artists and performance of a number of works by Russian composers (including S.Prokofiev and D.Shostakovich’s works).

Despite the obvious progress in development of the national and regional musical cultures, the scientists have observed an artificial "boost", hastiness of a natural process in development of national operas, leveling of national characteristics, genres of oral tradition.

Some reforms in general music education system did not have a positive result, which subsequently led to the gap between high-level professional musical achievements and low musical culture of the general population.

**DISCUSSION**

In 1932, following the Central Committee Resolution of the Russian Communist Party of Bolsheviks, the Union of Soviet Composers was created instead of the many literary and artistic associations. According to regulatory documents, the main tasks of the organization were: consolidation of artists of the Soviet musical culture; development of traditions of the world, national classical and folk music; assertion of the socialist realism principles in the Soviet musical art, development of national cultures; improvement of living and working conditions of the Composers Union members, copyright protection and others.

In the 30-ies, various professional ensembles were established in the Union of Soviet Socialist Republics (USSR): USSR State Symphony Orchestra, State Choir Chapel, State Orchestra of Folk Instruments, State Brass Band, State Jazz Orchestra. These artistic associations not only spread the musical culture among the population, but also represented the domestic art in the world. In particular, the Red Banner Song and Dance Ensemble of the Soviet Army was awarded with the Grand Gold Medal at the World Exhibition in Paris in 1937.

One of the means of raising the country’s international prestige and spreading the domestic musical compositions were all-union competitions conducted in the USSR: the first All-Union competition of performing musicians (1933); All-Union competitions of violinists and cellists (1937), pianists (1938), conductors (1938).

Along with the professional, the amateur art developed. By the end of the 30-ies, there were about 95,000 amateur groups in the country, which included more than two million people [Tarakanova, 2005].

The folk performance has got a big boost to its development: All-Union festival of performers on folk instruments (1939) has been held for the first time, departments of folk instruments have been opened at the major higher music education institutions, studio of folk instruments has been created on the initiative of the ethnographer, domrist G. Lyubimov.
The studied period marks an important stage in the development of playing bayan and accordion. The
concert activity of I. Malanin, soloist of the Novosibirsk Philharmonia, P. Gvozdev, graduate of the Kazan
Music College, Saratov Trio Bach, Krasnoyarsk Quartet Ongenis, accordionists of the State Symphony
Orchestra conducted by L. Banovich [Tarakanova, 2005] contributes to the global reach of the instruments.

Festival movement of the amateur musical arts, which included decades, contests, competitions and shows, reached its full flowering. The Voronezh Amateur Arts Festival evidenced high cultural growth of the population. Folk song ensembles of the collective farm (kolkhoz) "January Breakthrough" of Chigolskiy District and collective farm "Morning Dawn" of Vorontsovskiy District, folk instruments ensemble and "Grain Grower" (Khleborob) collective farm chorus of Mikhailovskiy District, chorus of old folk songs of the collective farm "Free May" of Gremyachenskiy District and others showed a high-level performing art [Kuzmina, 2008].

Having brought together nationalities with different cultural heritage, the Soviet state sought to establish itself as a national cultural equality phenomenon. In the national republics, the musical art had different levels of development. In some of them there were schools of composers (Armenia, Azerbaijan, Georgia, Ukraine), while oral traditions of professional creativity dominated in the republics of Central Asia and in a number of peoples of the Volga and Ural regions [Nikitina, 1991].

Two primary tasks were set in the sphere of the national musical culture: studying folklore heritage and building a foundation for development of national schools of composers. The leading role of Russian culture should be noted in formation and development of national musical cultures. Thus, the first national musical theatre stage works were created under the stimulus of Russian composers. Among them, the opera "The Golden Girl" (Kyrgyz SSR), "Gulsara", "Leyli and Majnun", "Buran" (Uzbek SSR), "Natalka Poltavka" (Ukrainian SSR), the ballets "Aichurek", "Anar" (Kyrgyz SSR), "Happiness" (Armenian SSR) and others. [Rumyantsev, 1996].

Since 1936, a form of artistic experience exchange between the national republics were the national art decades. These activities were aimed at strengthening cultural relations, possibility to show certain national art achievements in various parts of the Soviet Union, introducing the best national art works in the musical theatrical scene and concert repertoire. The decades involved cultural figures, composers, music ensembles, avocational musicians; exhibitions and creative meetings were held with the workers in factories, collective farms, in the Soviet Army military units.

Significant achievements were made in the development of music in the autonomous republics and regional centers of the Volga Region: first musical ensembles were created, music schools were organized, and collections of folk songs were recorded.

The Tatar ASSR music established itself as a leading among the national music cultures of the autonomous republics of the RSFSR. By 1930, many regional centers had public music schools, and an educational institution for training of professional musicians - Eastern Music College with its own musical ensembles (Symphony Orchestra conducted by A. Litvinov, Russian Chorus conducted by I. Morev, Tatar Chorus conducted by S. Gabyashi) - has been established in Kazan. The educational institution prepared artists and instructors for the cultural work among the masses. In 1934-1938, the Tatar Opera Studio functioned at the Moscow Conservatory to prepare national cadres. Studying there resulted in the operas "Goldilocks", "Freedom" and "The Fugitive" by N. Zhiganov, "Galiyabanu" by M. Muzafarov, ballet "Shurale" by F. Yarullin [A. Valiakhmetova, L. Kamalova, E. Dyganova, 2015].

Opening of the Institute of National Culture (1932), Opera and Ballet Theatre (1938) and Philharmonia (1939) was an important stimulus for development of the national musical culture in the Bashkir
Autonomous Soviet Socialist Republic. The composers G. Almukhametov, S. Gabyashi, H. Ibragimov, A. Klyucharev, K. Rakhimov, I. Saltykov and others made a significant contribution to the study of folklore and music of the people living in the republic. The Bashkir State Opera and Ballet Theatre’s repertoire included, together with the masterpieces of Russian and foreign classics, the first Bashkir opera "Mergen" by A. Eichenwald. The masterly performance of national cadres, among them - B. Valeeva, Sh. Valiakhmetova, H. Galimov, Z. Ilbaeva, G. Khabibullin and others – was growing [Yamalova, Almaeva, 2007].

Creative activity of the first national composers V. Vorobyev, S. Maksimov, F. Pavlov was an important factor in the dissemination of the Chuvash ASSR musical art. The Chuvash folk songs adapted by them were included in the music school choral program, and author's compositions – in the repertoire of instrumental ensembles. The Head Teacher of the Cheboksary Music School S. Maksimov initiated weekly lessons with concerts, known as "intermediate lessons"; he mobilized teachers in search of talented Chuvash children from villages; published song collections for the Chuvash school pupils and a "Musical literacy tutorial" in Chuvash [Vakku, 2008].

The Choral Chapel founded in 1933 by the composer A. Iskandarov facilitated the Mari ASSR national art development. The team demonstrated achievements of the Mari musical culture, performed at the Russian Choir Games and a concert dedicated to the 15th anniversary of the Mari autonomy in Moscow, it also made phonograph records of Mari choral songs, I. Palantay's adapted versions of folk songs for voice, violin and piano [Tsykina, 2013].

The leading musical centers of the Volga Region during the studied period were the city of Gorkiy (Nizhniy Novgorod) and Kuibyshev (Samara). The Musical College was of great importance in the Gorkiy city’s musical life. Since 1931, the classical music masterpieces have been regularly broadcasted on the radio; they have been performed by the College teachers: violinists S. Afanasyev and P. Milenin, pianists F. Fondaminskaya and G. Shprits, cellist N. Glasson, singers P. Kemenev and N. Urvilov. The concert organization Operkonans (opera and concert ensemble) led by N. Sokolova-Mshanskaya paved the way for opening of the Opera and Ballet Theatre (1935) and Philharmonia (1937) in the city. The Music College, Middle Volga Regional Opera (1931), People's Pushkin House functioned in Kuibyshev. The chamber orchestra music playing in the theatrical foyers of the city created the basis for opening of the Kuibyshev Philharmonia with its own symphony orchestra. Student brigades, public and demonstration concerts with programs were also the case.

This period was characterized by appearance of new forms of citizens’ musical enlightenment - musical and literary lectures; onsite concerts for workers, military personnel and students; organized processions of people columns at demonstrations. The obligatory participant of such ceremonies and musical performances were brass orchestras, which have made a significant contribution to promotion of serious creative work. The brass orchestras’ performances in gardens and parks during entertainment evenings carried a theatrical element, and they added grandeur and stateliness to such events.

The musical propaganda should be credited to the musicologists A. Alshvang, B. Asafyev, V. Vasina-Grossman, L. Mazel, V. Muzalevskiy, I. Sollertinskiy, A. Solovtsov and others.

In changing the musical thinking of millions of people, radio and cinema were of paramount importance. The radio regularly broadcasted musical enlightenment programs "In working midday", "On the listeners’ request", "Musicians smile", "Theater at the microphone", but their content was fragmented, there was no systematization by the period, country or national schools.
In the 30-ies, the following cinema music hits were created: "Trilogy about Maxim" by D. Shostakovich, "The Storm" by V. Shcherbachev, "Lieutenant Kijé" and "Alexander Nevskiy" by S. Prokofiev, as well as musical comedies "Jolly Fellows" and "Circus" by I. Dunayevskiy.

The children’s musical enlightenment gained breadth. Children's sections were arranged in the Composers Union, and interest increased in composing children's music. At the initiative of N. Gilyarevskaya, the City’s Competition for Musically Gifted Children was organized in Vladimir. In 1930, the First Pupils’ Music Conference was held in Moscow, and it was attended by more than 500 children.

By the end of 30-ies, a special national music education system developed; it assumed a successive link of the primary, secondary and higher levels. Doctor of Pedagogical Science A. Arakelova argues that "in the country, a comprehensively grounded and integrated system of music education has been established, which successful functioning was capable of providing progressive development of the national musical art and culture, as well as raising the necessary social layer of competent music lovers – those who listen to music and play musical instruments - for many years to come" [Arakelova, 2012].

In 1933, the People's Commissariat approved the Regulation on the Seven-Year Children's Music School; the main purpose of this stage of music education was seen in preparation of pupils to training in a musical college. The state program on preparation of pedagogical staff for massive music education has led to introduction of a variety of instructor pedagogical disciplines in the conservatory curricula. In addition, at the initiative of pianist A. Goldenweiser, at the Moscow Conservatory the Central Music School was created in 1935, in which the future outstanding musicians studied - I. Bezrodny, T. Nikolaeva, G. Rozhdestvenskiy, M. Rostropovich, R. Tamarkina and others.

SUMMARY

The Resolution On Primary and Secondary Schools (1931) caused important reforms in the general music education. Music lesson as a mandatory was introduced in the general education school’s curriculum; a music lesson included diverse activities - singing, rudiments of music, listening to music. Along with the basic form of musical education – a music lesson, various kinds of extracurricular activities were widespread, among which the musical enlightenment activities had a special place.

CONCLUSION

Thus, the study of musical education, education, activities of music ensembles and academic institutions revealed the following features of the national musical enlightenment activities in the 30-ies of XX century: establishment of the USSR Composers Union competent for the citizens’ musical education; enforcement of a cultural development policy; development of professional creative teams; flowering of amateur arts; formation of national musical cultures. Various forms of musical enlightenment covering wider population were used: organized processions, musical and literary lectures, national art decades, amateur arts festivals, radio broadcasts and others.

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THE ROLE OF SOCIAL ORGANIZATIONS AND PERIODICALS IN TRANSFORMATION OF WOMEN’S SOCIAL STATUS IN THE REPUBLIC OF TURKISH IN THE 20TH CENTURY

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ABSTRACT
The topicality of the issue in question is conditioned by the fact that women’s emancipation in Muslim countries and in countries where Islam has had a strong impact during many years is an issue which is significant in both scientific and practical terms within a context of yet existing stereotypic view on women’s role in Muslim society. The purpose of this article lies in studying the transformation of Turkish women’s position in society, changes in her roles that were conditioned by social, regulatory, religious and cultural transformations in the Republic of Turkey in the 20th century, caused by the activity of women’s social organizations, newspapers, and magazines. The leading role in studying of this issue belongs to historical-comparative method that allows tracking the development of “women’s question” in the Republic of Turkey on the base of activity of societies and organizations, taking decisions about changes in women’s status in terms of legislation, as well as exemplified by the development of women’s education, solving issues that are connected with women’s employment and their participation in political life of the country. This article demonstrates the results that give evidence to strengthening of such phenomenon as Islamic feminism, as part of which women, having voluntary estimated all “pros” and “cons” of progressive freedom and total equality with men, yet still give preference to Islamic values, regardless of growing secularization of the society. The materials of the article may be used in studies, dedicated to gender problems of Islamic societies, as well as in modern public dialogues about the place and role of women in the secular state, in which Islam keeps taking up the supreme positions.

Keywords: feminism, Islamic feminism, women’s social organizations, emancipation.

1. INTRODUCTION
1.1. Background
Starting from the 18th century, the Ottoman society has been casting its glance at the West. Yet in the 19th century European tendencies, especially French Revolution found a fertile ground in the Ottoman Empire, which started feeling an urge in the changes. The first carriers of bourgeois-democratic ideas were Young Turks. Surely, these tendencies could not leave “women’s question” aside, among other issues (Berktay, 2004).

The Ottoman society that has lived according to Sharia law, considered “the secondary” role of women to be a normal thing, although Sharia does not declare this, of course. Men did not use the right for polygamy nationwide (most often because of economic reasons), however, its presence by itself served the proof of their supremacy. Everyone seemed to be OK with this situation until Young Turks brought the issue of women’s position in the Ottoman society to the agenda. Probably, such interest of Young Turks in this question is in many ways explained by the fact that for middle-class men who fought for...
modernization of the Ottoman society, their own wives who did not understand the situation and could not share progressive ideas with their husbands, became strangers for them. Such tendencies are reflected in the literature works of that period, in which men expressed their sincere discontent with traditional relations between men and women, as well as the traditional practice of marriage brokerage (Berktay, 2004). The results of revision of these traditions became the modernization of the society, an obligatory part of which was modernization of gender relations and their democratization. Just like any transformations in terms of roles of men and women, emancipation and feminization processes are perceived as something alien and dangerous by Muslim society (Lebedeva, 2012). An important role in necessary infringement on the inviolability of traditions in Muslim society was played by women’s societies and organizations, at the head of which were the most progressive women of their day.

1.2. Status of a Problem

It should be noted that in the first part of the 20th century almost all Soviet researches, dedicated to Muslim women’s position, were of a critical character, and as a rule, they depicted a hard life of women under the religious oppression (Venta, 2012).

During the 80-s and 90-s of the 20th century, Soviet Orientalists published a large number of works, dedicated to the analysis of an important role of Islamic factor in social and political processes that took place in the East. These studies demonstrated an interest in women’s position in Muslim society as well. Published articles actively considered the role of women in various spheres of social life, however often many facts that were taken out of the context were kept being used as a base for vulgar and sociological critics in order to please the Soviet ideology (Salimov, 1990).

In the 20th century, experts on Islamic studies came to the conclusion that the image of the oppressed Muslim woman was still dominating in the public consciousness.

Now we may observe growing interest to the topic of woman’s role in the Muslim society, and here we cannot do without some Turkish examples. Increasingly greater attention is explained by the achievement of the Turkish Republic inside the country, as well as its active integration into international relations.

2. Methodological Framework

2.1. The Objectives of the Research

In the course of the research, we solved the following tasks: 1) studying the role of women’s societies and organizations in development of “women’s question” in the Turkish Republic and in taking decisions regarding changes in women’s status legislatively; 2) studying the role of women’s societies and organizations in development of women’s education during the 20th century; 3) studying the role of women’s societies and organizations in solving the issue connected with women’s employment in Turkey; 4) detection of push factors that drive changes in Turkish women’s position in family and society; 5) studying the process of consistent occupation of places in political life of the country by the Turkish women.

2.2. Theoretical and Empirical Methods

In the course of the research, general scientific theoretical methods of analysis, synthesis, as well as historic-comparative methods were used.

2.3. The Basis of the Research
The basis of the research was represented by women’s social organizations, Turkish newspapers and magazines that were issued in the 20th century, as well as biographies and works of the foundresses of these organizations and other progressive women of their days, who served as an illustration of ideas that were fundamentally new for yet deeply patriarchal society, targeted at the struggle with “minor” position of Turkish women in Turkish society.

2.4. The Stages of the Research

The research was implemented in three stages:

At the first stage, we have marked the most successful women’s social organizations and magazines, such as “Women’s world” (‘Kadınlar Dünyası’), “Women’s rights protection society” (‘Müdafaa-i Hukuk-i Nisvan Cemiyeti’), “Advancement of women” society” (‘Türk Kadınlar Birliği’) in Turkey of the period in question.

At the second stage, we have studied the published sources, programs of organizations, we have detected the targets, put at the fundament of union and magazine’s activity, and we have defined key ideological figures such as Nuriye Ulviye MevlyanJivilek, KhalideEdibAdyvar, Nezike Mukhiddin, LatifeBekir (Chyrekbashy), Sabikha Zekeriye (Sertel), Makbule Dyblan, Mebrure Axoley, Kamile Erym, NerimanSirer, Nedzhile Bilen etc.

The third stage was the analysis of achievements of these organizations.

3. RESULTS

3.1. Achievements in the political and legal sphere.

In accordance with the Civil Code, adopted in 1926, a woman obtained the status of a personality and the possibility to speak in the capacity of a witness in court, and in 1930 women’s electoral right was constitutionally enshrined, although at municipal elections so far. Finally, in 1934 women stood upon their right for coming into the Great National Assembly of Turkey (TBMM).

In 1935, the Union of Turkish women hosted a reception to the first congress of the World Women’s Union. In 1935 according to the results of the elections to Mejlis, eighteen women were elected as officials of the fifth calling, and the Union of Turkish women decided to dissolve because all set goals were achieved.

Since 1986, Turkey has been the participant country of CEDAW (Convention to Eliminate All Forms of Discrimination Against Women), adopted in 1979.

3.2. Achievements in the sphere of women’s education and employment.

In 1897 women, who had been gradually striving for an increased role in social life, were accepted for paid jobs for the first time in the history. In 1914, when seven Muslim women were hired to a telephone company (Salimov, 1990), they were also allowed to employ at government services. Bedra Osman, the member of “Women’s rights protection society” («Müdafaa-i Hukuk-i Nisvan Cemiyeti»), was among those women. She started working not because she wanted to earn money, but in order to provide an example to Turkish women, the majority of which could not even consider the words “job”, “profession” or “career” something that can be applicable to their lives. The history with difficulties, associated with those women’s employment, vividly reflects the situation of that times. In the circumstances concerned, the active position was taken by the press organ of “Women’s rights protection society” – “Women’s
world” magazine, which demanded that telephone company offered an apology; they also asked The Post Office and Telephony department to provide the clarifications. Thanks to active propaganda of the magazine, the company was forced to offer an apology, and The Post Office and Telephony department gave the public explanation after all the proceedings taken. As a result of this “battle”, women were accepted for employment, and Bedra Osman later even became an inspector (Arslan, 2006).

On September 12, 1914, an official opening of ‘Women’s University” (İ̇nas Darülfünun) took place. The creation of the Women’s University was preceded by the organization of free lectures for women, which were initiated on the 7th of February, 1914 (Arslan, 2005).

On November 1, 1914, “School of Fine Arts for Women” (İ̇nas Sanayi-i Nefise Mektebi) was opened in the building of Istanbul University.

A special fatwa prohibited co-education of girls and boys; however, in spite of this, the dean of Literary faculty of Istanbul University issued an order about co-education (Rustamov, 1980). In 1921, seven girls were granted admission to study at medicine faculty at Istanbul University. They attended classes in hijabs.

As for the women’s employment, in spite of all transformations in the 20th century and programs, aimed at their inoculation into all social strata, by the end of the 21st century, shares of men and women within labor power were still out of proportion, and they still greatly differ these days.

3.3. Achievements in the sphere of family and matrimonial relations.

Women’s organizations required reconsideration of women’s isolation in the society, provision of possibility to study in educational establishments, cancellation of polygamy and marrying young girls off, the introduction of civil matrimonial code, cancellation of “talaq” as a symbol of man’s absolute power over a woman. In 1917 Decree about Family law (Hukuk-u Aile Kararnamesi) introduced marriage into a legal sphere provided women with rights for initiation of divorce and made the first wife’s consent a precondition for polygamy. All these transformations did not have any actual force in most cases, however, the fact of this acceptance meant a significant step forward.

In 1926, a new Civil Code was adopted, which was meant to implement in practice the idea of women and men’s equality, proclaimed by Atatürk. The law on family and matrimonial relations that based upon the provisions of the civil code prohibited polygamy, introduced civil marriage instead of a religious one, validated equal rights for children’s upbringing for fathers and mothers, as well as equality of spouses in matters of inheritance. The number of early marriages was significantly cut: the new law provided minimal matrimonial age to be 19 years for men and 16 years for women (Abadan-Unat, 1979).

Turkish constitution, adopted in 1934, proclaimed the principles of men and women’s equality. Maternity was recognized as a social function. The state undertook the family welfare function, creation of social institutions that were meant to protect maternity and infancy (Kadınların, 1974).

It is interesting that up till 1996 adultery was considered to be a breach of law. In 1996, Constitutional Court amended the Article 441 of the Civil Code, and starting from that moment, men’s adultery was not considered a matter of criminal responsibility. The similar amendment in regards to women was managed to be achieved by female activists 2 years later, in 1998.

4. DISCUSSIONS

The fullest coverage of unique for Muslim East experience of Turkish Republic on the constitutional provision of equal legal status to men and women is contained in the works of imam khatib of Moscow.
cathedral mosque, Ph.D. in Philosophy, Mustafa Kiutiuchkiu. However, in his work, the primary focus is given to the philosophical and cultural analysis of women’s position in family, society, and state in countries and regions, where Islam is traditionally expanded. We would like to emphasize the special value of the works of Nermin Abadan-Unat – the writer, translator, lawyer and sociologist, former chairperson in the Turkish society of social science, Deputy Head of the Commission on the issues of men and women’s equality of the European Council, quoted Member of Parliament, representing republican people's party (1978–1980), the award winner of the prize named after Vekbi Koch for a weighty contribution into the educational sphere (2012), who highlighted the “women’s questions” most comprehensively. The significant contribution into the development of this topic was made by the researcher Yusif Rustamov, the president of the gender studies Emel Dogramadzhy, professor of Istanbul University Fatmagiul Bertkai, professor of the Institute of modern history if Turkey named after Atatiurk Zafer Toprak, PhD. in political sciences Serpil Chakyr et al.

5. CONCLUSIONS

The complexity of “women’s question” in Turkey lied in the fact that although according to the law, new possibilities for women were opened year upon year, in reality, they did not feel that their life changed significantly. Powerful traditional attitudes towards women hampered women’s appointments to higher posts, deprived them of the opportunity of professional advancement; the majority of women did not have any chance to get the job outside the frameworks of traditional women’s jobs. Women’s rights were violated not only at job employment, but also at remuneration for labor (Women, 1985).

On the base of performed work we may conclude that in spite of devoted striving of the progressive women of their days and their work within the frameworks of societies and organizations, Kemalist reforms were still limited by some public household activities without touching the base of social relations. That’s why active work on provision of real rights and opportunities to women is still relevant. Turkey, being the participant of Convention on the Elimination of All Forms of Discrimination Against Women (since 1986), takes all relevant measures that concern marriage and family relations on the basis of equality of men and women (Sixth, 2008).

In this connection, in 2002 a new Civil Code was adopted, which provided equal rights for marriage by law, as well as the equal laws and responsibilities during the marriage period and its dissolution, equal rights for men and women as parents, equal rights of husband and wife, including the right to choose surname, profession and occupation, equal rights of spouses in regards to possession, acquisition, management, usage and disposition of property etc. According to the applicable Civil Code of Turkey, registration of marriage by means of thereligious ceremony without proper legal procedure is subject to criminal prosecution.

Among the countries with predominating Muslim population, nowadays Turkey is perhaps the most successful one in terms of overcoming gender inequality, and women’s social organizations of the last decades of the Ottoman Empire and the earliest periods of the republican Turkey, deserve some credit for it. In spite of the men’s hegemony that reigns in every sphere of life, regardless of the lack of understanding and support of their ideas even by female part of the population, progressive women took the responsibility of breaking stereotypes upon themselves; they battled the world order of those times.

By means of their example, they raised women against the existing position in family and society, emancipated them and turned them to the architects of their own fortunes. When the key tasks posed by women’s societies were resolved, the activity of feminist movement declined. Nowadays the law implies that Turkish women are protected from any forms of sex discriminations, and they have the same rights as the European women have. In this connection, the activity of feministic organizations is now directed at informing rural women about these rights, and also to help women to get an education if they didn’t receive one for some reason.
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ZOOGICAL VOCABULARY OF THE SWAHILI LANGUAGE

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ABSTRACT
In this article, we have attempted to analyze zoological vocabulary of the Swahili language in terms of the principles of denomination of animal life, as well as etymology and conative potential. In the course of the study, the following techniques were used: descriptive method, continuous sampling method with a dictionary, etymological analysis etc. The authors suggested the classification of the names of the animal world in the Swahili language according to nominations that reflect the proper attributes of the object (combined according to sound or color attributes), as well as the nominations that define object’s characteristics indirectly (combined according to locative attribute; according to animal’s character or its prey item; derived based on similarity of one living organism with another etc.). Zoological vocabulary of the Swahili language is presented by both native and adopted lexical units. The latter ones comprise about 4% of total zoological vocabulary content of the Swahili language. Zoological lexemes of the Swahili are characterized by conative potential; in most cases, the connotation is of a negative character. The results of the study performed may be used for further developmental works in the sphere of lexicology, ethnolinguistic studies, grammar, phraseology, onomasiology etc.

Keywords: Zoological vocabulary, zoological lexeme, Swahili, nomination, borrowing, connotation.

1. INTRODUCTION
The fauna vocabulary is an aggregate of words in the language that characterize the animal world. It includes such lexical and semantic groups as “birds”, “mammals”, “reptilians”, “amphibians”, “insects”, “fishes” etc. Studying zoological vocabulary plays an important part in linguistics since the environment becomes the base for denomination of these or that objects, which interact with various spheres of human life and activities. Knowing what was the base and the impelling force for this or that nomination, we may study various processes that take place in this language, more profoundly.

Despite the significant number of works, dedicated to studying of zoological vocabulary from various viewpoints, including the position of a comparative study of zoological lexemes in multi-structural languages, the zoological vocabulary of the Swahili – the language of Eastern and Central Africa – was not properly covered in the scientific literature. The rationale of the study is conditioned by the abundance of words that serve for nominations in the animal life in the Swahili; by the absence of works on this topic; by the need in complex study and systematization of zoological vocabulary in the African language.

Since the most ancient times, humans have been contacting the animal life that surrounded people. Close interconnection of the vocabulary of the animal world with the peculiarities of thinking, view of life,
history, ethnography and material and spiritual culture of the people also proves the necessity in studying zoological units.

The material for the study was mainly obtained from “Swahili-Russian dictionary” [Gromova, Myachina, Petrenko, 2012], which was used for selection of more than 600 words that denominate the names of living organisms.

2. METHODOLOGICAL FRAMEWORK

The peculiarity of the described material defined the choice of research approaches. For solving of defined tasks general methodological approach was used, as well as particular scientific methods like descriptive method, which was the main method in this study; method of continuous sampling from “Swahili-Russian dictionary”; the method of linguacultural analysis, etymological analysis etc.

3. RESULTS

3.1. The world of fauna in the Swahili language represents an interesting language layer, which is very diverse and rich. Because of particular climatic conditions, the African continent is the place where a huge amount of animals and birds are living, while some species may have more than one name. For instance, we found about 20 names of antelopes: dondoro is used for denomination of springbucks, hirola stands for general name of antelope, kinokero means gazelle, kulungu stands for antelope, malu is kudu antelope, mbala is used for denomination of jenny-bush buck, mbarapi is sable antelope, mbawala pongo is grey duiker, mbungu describes Cape antelope, mindi – the subtype of an antelope, mpofu – eland, ngosi means gnu or hartebeest, ngurunguru is klipspringer caeca, nyameza – tsessebe, paa – common duiker, nungu – a subtype of common duiker, palahala means Oryx leucoryx, pafu – Oryx antelope, tandala stands for greater kudu, topi is hartebeest or kongoni [Mdee, Kiango, 2008].

According to the informants that dwell in Tanzania, two zoological lexemes are used for the denomination of elephant: one is tembo, which is used for the denomination of African elephants, and another one is ndovu, which is used for the denomination of Indian elephants. It should also be noted that, according to the informants, there are no words in the Swahili that would denote monkeys (any species). While in the Russian language the “monkey” nomination is used for the general denomination of any representatives of apes’ species, the Swahili lacks such general denomination.

3.2. Having studied a large number of names of living organisms, we have classified them according to nomination principles, which imply that each word is motivated by object’s qualities, which is supposed to be denoted by such nomination. Thus, fauna vocabulary may be divided into two types of nominations:

3.2.1. Nominations that reflect proper attributes of the object. Such nominations may be divided into following subgroups:

- The subgroup that is unified according to sound principle: kikwara– “rooster”, whose crowing later turned into a nomination; dudumizi – “cuckoo”, which is named so because of a typical sound it emits – dudu; nguruwe – “swine” – this word’s pronunciation resembles some peculiar sound, emitted by pigs – oinking; mbwa– “dog”, a sound that resembles barking; ng'ombe– “cow”, lowing of which sounds similar to its nomination.

- The subgroup that combines denominations of animals according to color attribute: mbega-mwekungu – “red colobus”, where mwekundu means red color; nyani-njano – “yellow baboon”, njanois used to describe yellow color; fisimadoa – “spotted hyena”, where fisi means hyena and madoa is used to describe spots in the animal’s body; kindi-juakijivu – Gambian sun squirrel,
where jua means the Sun and kijivui grey color, which describes the grey and yellow shade of its fur; mbweha-dhababu is “common jackal” or “golden jackal”, where the word dhababu denotes gold color, typical for this species.

- The subgroup that combines the attributes that characterize other external peculiarities like mbweha-masikio– big-eared fox, where masikio means ears; kima-kishungi – “bearded monkey”, where kishungi means hank or crest; nguchiomokia-mweupe means white-tailed mongoose, in which the word combination mkia-mweupe means white tail; kimetameta – glowworm, the verb – meta means to glow, to shimmer, which is a distinguishing feature of this insect; komba-masikiomakubwa “the large galago with large ears”; the word combination masikiomakubwa is translated as large as [Mdee, Kiango, 2008]; pundamilia, also pundamiliameans “zebra”, where pundameans donkey, and milia means stripes; simba-milia is translated as “stripped lion”, literally, a tiger with stripes – milia.

- The subgroup, combined according to the attribute that denotes peculiarities of the body structure of some animal or insect: neli means “malachite colibri”, where neli means a pipe for smoking. Maybe Africans called this bird with this word due to peculiarities of its appearance – it has a long and straight beak, which resembles a pipe; chale– “a fish with pricks”, which received its name thanks to the meaning of chale– “a cut”. This fish cut fishermen, leaving them with gashes. The next example: nguchiro-mwembamba means “slender mongoose”, where mwembamba points at slenderness of this animal; nguchiro-vidole vine means tetra dactyl mongoose; the word vidole vine is translated as “four fingers”, which characterize this species.

3.2.2. Zoological vocabulary of the Swahili language contain nominations that define the characteristics of nomination’s object not directly, but rather impliedly:

- The subgroup that is combined according to locative attribute, i.e. to the place of inhabitation: kimburu (pakapori) – “a wild cat”, where pori stands for forest or uncultivated piece of land; kindi-vichakamilima– “the bush squirrel”, where vichakameans bushes and milimameans mountains (since tropical mountainous forests are natural habitat of these animals); nguchiro-maj– water mongoose, where maj stands for the water, since these animals live in the territories that lie in the close proximity to water basins [Mdee, Kiango, 2008].

- The subgroup that defines the character or prey item of this or that living creature: mdondoakupe is a bird species, the representatives of which peckinsects right from the animals’ bodies. This mane is derived from the word dondoa (to peck) and kupe (chigger) that is parasitic upon animals’ bodies.

- The subgroup that reflects the traits that are typical to humans: komba– “galago”, “hootcher”; kasuku – “parrot”, “blabber”; jeta– the type of periwinkle that sticks to rocks, lazy bones, good-for-nothing, the person who pulls the chestnuts out of the fire.

- The subgroup that is derivedbased on the similarity of two living organisms: swalatwiga – “giraffe gazelle”, where the word twigameans giraffe. Thus, the attention is paid to a long neck of this type of gazelle, which makes it look similar to a giraffe.

3.3. Zoological lexemes (vocabulary) reflect humans’ centuries-long observations over an appearance and habits of animals, express humans’ attributes towards them, provide information about both typical and less obvious traits of animals, which are not presented in dictionaries. Animals served people not only as a source of food and clothes but also a yardstick of many human qualities – both physical and moral ones [Mokienko, 2005]. Just like in many other languages, in the Swahili many animals have traits, typical for
humans. The symbol of the figurative meaning of such zoological lexemes is most often used for the denomination of human’s characteristics or behavior. For example, mkiawambuzi means “goat’s tail” and figuratively means “down-and-out” person. Zoological lexeme chazo – suckerfish – has a connotation of a creditor. The latter notion probably derived from the behavior of people who give loan money and who resemble suckerfish in their behavior (they do not back off until they get the loaned money back). The word dume literally mean a male, and figuratively – a brave person or a hero; in animal world, females choose strong males as a partner for coexistence and reproduction. Zoological lexeme kasuku – “a parrot” is used for describing a blabbing person.

Just like in any other world’s language, Zoological lexemes in the Swahili are used as components of phraseological units and have high connotative potential. In the Swahili, the components of phraseological units are represented by such zoological lexemes as alion, monkey, elephant, snake, dog, cat; representative of water world (fish, octopus, turtle), birds (hen, vulture, crow); insects (bugs, lice, chiggers) etc. For instance, an inopportune, intrusive or meticulous person can be compared with a chigger: Kama kupe na mkia wa ngombe. – As chigger on cow’s tail (this phraseological unit in Russian is expressed as “какбанныйлист”). The person, who pays attention to minor flaws of other people while not noticing one’s own significant vices, is compared to monkeys: Nyani haoni tundule. – The monkey can’t see its stern (this phraseological unit in Russian is expressed as “в своем глазу бревна не видеть”)

3.4 Zoological lexemes studied by us mainly refer to original the Swahili vocabulary. Borrowings in zoological vocabulary are rare and comprise about 30 words. For example, some of English borrowings are baisani – bison, dolfini – dolphin, haidra – hydra; the Swahili borrowed one word – koho –, which denotes palm-nut vulture, from the Hindi languages; maige – young locust – came from Persian language.

The names of animals and birds, which do not live at the territory of the Swahili language spread, also become targets of borrowings. As an example, there are such English borrowings as kangaruu – kangaroo and sili – seal.

Formation of the Swahili language occurred under the influence of the Arabic language, which had the most profound impact on it in terms of religious, scientific, cultural and economic aspects. Th. C. Schaderberg considers the most numerous Arabic loanwords to belong to religion and belief (47.5%), possession (41.4%) and law (41.1%) semantic fields. Other semantic groups range from 5.8% to 40.6% of all the Swahili words [Fattakhova A., Mingazova N., 2015]. Despite abundance of Arabic borrowings, Arabic zoological lexemes did not gain a widespread use. Thus, as an example, we may mention such zoological lexemes, borrowed from the Arabic, as jamali (camel), kelbu (dog) and farasi (horse). All the above-mentioned words, except for the last one, have almost passed out of use among the population of Eastern and Central Africa, and they have analogues in the Swahili: ngamia – camel, mbwa – dog. Coran, translated to the Swahili, contains 16 nominations of animals, 14 of which are translated to African language. It is interesting that in Coran the word horse is translated to it’s Arabic borrowing farasi, although the original holy sculpture the word ḫaylis used, which did not become a part of African language.

4. DISCUSSIONS

The names of the animals and their lexical and semantical meanings were subjects of numerous linguistic studies in various languages: TrubachevO.N. [1960], YusifovO.G. ogly [1985], SadykovaZ.R [1994], GuketlovaF.N. [1994], ArimenovaR.S. [2012], GimadeevaA.A. [2015] etc. As for the zoological vocabulary of African continent’s languages, at the moment the issue has not been properly presented in the scientific literature.
This study contributes into an examination of lexical and semantic groups, particularly, the zoological vocabulary of African language, which has not been studied up to now. The results of the study can be used for further developmental works in the sphere of lexicology, ethnolinguistic studies, grammar, phraseology, onomasiology, semasiology etc.

5. Conclusion

Zoological vocabulary of the Swahili forms a significant component of general the Swahili vocabulary. Zoological vocabulary of the Swahili has its peculiarities like the huge amount of names that denote living organisms, which are based on descriptive characteristics of body structure or color of this or that animal; the nominations that are combined according to sound or locative principle etc.

Zoological lexemes of the Swahili have various etymological roots. Here we may find borrowings from English, Arabic, Hindi and Persian languages. Borrowed zoological lexemes comprise a small volume of the Swahili vocabulary – about 4 per cent of the general amount of zoological lexemes of the Swahili. Percentagewise, the share of Arabic borrowings in Zoological vocabulary equals 2 per cent, while English borrowings comprise 0.9% and Persian and Hindi borrowings – 0.2%.

Zoological lexemes of the Swahili language are characterized by connotative potential. In most cases, connotation is of a negative character.

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SEMANTIC DERIVATION IN ECONOMIC TERMINOLOGY
FORMATION IN THE GERMAN, RUSSIAN AND TATAR LANGUAGES

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ABSTRACT
This article is devoted to the analysis of productivity of the semantic method of economic terminology formation of the German, Russian and Tatar languages. The following methods were used to determine the productivity degree:
- comparative method, which revealed the typological characteristics of the test units;
- statistical method as qualitative and quantitative analysis of the terms in the comparable languages in order to identify the most productive models, as well as their general and specific structuring.

Most linguists are inclined to believe that most of the terms are formed due to the means of the common-literary language. "It is used for all the variability of language material (terminologization of common language words, multi-sectoral borrowings, re-terminologization) [1,10]. The analysis conducted leads to the conclusion that with the help of semantic methods of term formation there is a small number of terms – about 3%. The economic terminology of compared languages includes all kinds of semantic derivation. However, they differ in varying degrees of activity. For example, a large part of economic terminology of the Tatar language is formed by narrowing the meanings of common words due to the desire to refuse borrowings and intensify its own means. In contrast to the Tatar language, this kind of semantic transformation is non-productive in the economic terminology of the German and Russian languages. The materials of the analysis conducted may be useful in the process of teaching the German, Russian and Tatar languages and may be used in courses on comparative typology and lexicology.

Keywords: semantic derivation, term, terminology, term formation, terminologization, economic terminology, primary and secondary naming.

INTRODUCTION
As a special kind of reality the economy has its own complex and multifaceted conceptual apparatus, which reflects the development of appropriate scientific thought. With the increasing sophistication and deepening of economic knowledge the concepts transmitted by the terms become also more complicated. Each epoch relied on the predecessor terminology, and then developed its own range of concepts. For example, the political economy terms were disclosed and developed on the terms of bourgeois economy. Thus, the economic terminology is a product of historical development. It reflects all the stages of economic changes in the human society. Each stage is characterized by its terminological vocabulary, which reflects the character of production relations: primitive communal, slave, feudal, capitalist, socialist, post-socialist.
All significant changes in the economic processes take place against the background of changes in the entire social body. These new changes are reflected in the language of the society. There are keywords that characterize a specific historical stage of social development. The social changes in society have their effect on the economic terminology of any language. For the economic situation in the world, two thousandth years are characterized by such terms as: economic crisis, petrodollar, management, off shore, audit, consulting, diversification, emission, engineering.

Such words tend to make up the basic terminology and are included in the terminology as a necessary and indispensable element. On the one hand they are used by the native speakers to refer to the corresponding processes and phenomena, on the other hand, they are the means of knowledge of these processes and phenomena.

The system of economic concepts is characterized by unity, integrity, hierarchical organization of elements, which are of very non-uniform content and the role they perform.

The heterogeneity of content of the economic concepts is directly dependent on the particular place occupied by the economy as a system. The economy specificity is reflected in the economic terminology, where, along with the purely economic terms, the terms borrowed from other terminological systems (legal, historical, geographical and other) function. Thus, its position in the language (macro level) is characterized. However, the internal structure of economic terminology is not uniform in its content (micro level).

The economy specificity is reflected in the ambiguity of definition of the "economy" concept, which shows that the "economic terminology is heterogeneous and includes, along with the abstract basic terms (production relations, mode of production, productive forces, production means and others), the definitions of the specific areas of economic knowledge" [4,177]. In his paper T. Roelke identifies four sectors of the economy, in which a communication is carried out: primary (extraction of raw materials, animal husbandry, hunting, agriculture), secondary (processing of raw materials) craft, industry, energy and water supply), tertiary (service sector) trade, banks, transport, insurance) and quaternary (information processing) communication technologies, consulting, education and training). In the process of historical development certain sectors of the economy came to the forefront [12, 158].

The economy specificity is also reflected in the area of operation. Unlike other terminological systems, the economic terms are used not only in the speech of experts, but also of general public. In the conditions of economic instability and the emergence of new economic realities, the interest in economic issues is increasing in the society. The talks on economic topics have become commonplace in everyday communication. The mass media and economic literature are focused both on the professionals and the mass addressee. The economic issues and economic terminology are "present in a wide variety of communicative situations and their respective types and genres of speech" [4,213].

The term formation is a process of creating new terms of available language material in accordance with the specific structural and semantic models [11]. As it is known, it has developed its own specific word-formation system in terminology, which is formed through the language system levels. At the heart of this system is a dual understanding of the essence of the term - logos and lexis, expressed for the first time by A.A. Reformatskiy. The significance of "logos" and "lexis" factors varies depending on the methods of terms creation. One of the methods is designation of a scientific concept with a word of common language or its terminologization. A terminologization may mean the process of giving more specific or metaphorical meaning in a specialized context to the common language units [14]. In other words, under terminologization a word gets a particular meaning beyond its semantic content, which relates to a particular concept within a particular thematic field, thus gaining a term status with all its properties [13,
40]. Another method includes the word-formation processes, which differ from the usual ones by preference for certain models. The third method includes borrowing of the finished term from another language. There are their own trends in term formation in every language. The methods of term formation were studied in the Tatar language by F.S. Faseyev [8], in the German language - by L. Drodts and V. Zaybike [9]. The problems of term formation in the Russian language were studied by V.P. Danilenko [3], A.V. Superanskaya [7], S.V. Grinev-Grinevich [2], and many others.

The terminology system of the compared languages economy is formed by using semantic, morphological, syntactic and morphological and syntactic methods [2,134]. It should be noted that the productivity of a particular method of term formation is determined by the terminological system specificity and language type, in which it operates. In addition, the methods of term formation are a historical category. In different periods of development of a particular terminology the different ways of term formation, as well as their sources, came to the forefront. For example, for the current stage of development of terminological systems of the German, Russian and Tatar languages the morphological and syntactic methods are leading ones.

The semantic way, "terminologization" or "semantic derivation" shall mean a wide range of semantic transformations, primarily different types of transfers (metonymical, metaphoric, functional), change in the word semantic scope (expansion and contraction, meaning specialization), semantic loan translations. Semantic derivation refers to the so-called secondary naming, i.e. to the use of existing language naming funds in a new idiom function. The existence of primary and secondary naming is the language fact and causes no doubt. In contrast to the lexical-semantic formation of the common words, which is characterized by duration in time and culminates in the formation of homonyms, the term formation "occurs without a long-term evolution" in this manner [3, 32]. K.A. Levkovskaya therefore pointed to the lack of expressiveness and emotional coloration in a term formed in this way: "the imagery (as well as the expressiveness) of relevant terms is erased within the relevant terminology as a certain system, which could lead to the loss of imagery at all and to the disintegration of a corresponding word on the number of homonyms [6, 19].

METHODS

This article is devoted to the analysis of semantic method of economic terminology formation in the comparable languages. To determine the efficiency of this method we used the comparative and statistical methods.

RESULTS AND DISCUSSIONS

The development of the economic field of human activity means the dynamics of a relevant terminological system, as well as the development of different types of the same field is "compared semantically within different language systems, which define the new language means (terms) and their equivalents, reflecting the most appropriate meanings (definitions)" [10, 57]. Terminologization of the national language words, i.e., the transition of common words in the category of terms continues to be the traditional way of economic terminology formation in the German, Tatar and Russian languages. However, it is more productive in the economic terminology of the Tatar language. Let us separately consider each of the types of changes in the lexical unit meaning in the terminological systems of compared languages.

A special group in the terminology of the German, Russian and Tatar languages is formed by the concepts, which meaning scope is similar to the scope of their meaning in common language. These terms constitute the oldest layer in the scientific and technical vocabulary. This part of the vocabulary, according to S.V. Grinev-Grinevich, may be considered the "evidence of initial existence of specific skills
and concepts as a part of universal knowledge" [2, 130]. Among the studied terminology such words include the following terms: Preis m, Wert n, Geld n, Gewinn m, цена (price), стоимость (value), деньги (money), прибыль (profit), бəя, кыйммəт, акча, табыш.

A small group of words of common vocabulary of the German, Russian and Tatar languages has become the economy terms as a result of expansion of their meaning: Ware f, Produkt n, Verkäufer m, товар (item of goods), продукт (product), продавец (seller), азык-төлек, сатучы. These words-terms denote the phenomena of economic life and are used in their common meaning.

Let us compare their terminological and non-terminological use as an example of a few words:

The word Ware, товар (item of goods) has a meaning of the labor product in the terminology used, which is a use-value, and in common speech it is used in the plural to refer to various subjects, being the objects of purchase and sale. This meaning was acquired by the word "товар (item of goods)" as a result of meaning expansion; originally cattle was so called in the Russian language.

The semantic method of term formation, according to many terminology scientists, is reduced to narrowing and metaphorical transfer. In our study we found a small amount of the economic terms of the German and Russian languages, formed as a result of narrowing the word meaning scope: Verkehr m - оборот (circulation), Rechnung f - счет (bill), Vertrag m - договор (contract).

The term formation by specializing the meaning of existing common words is the leading type of the method under consideration in the economic terminology of the Tatar language. This fact indicates a desire to adopt new concepts by the own language means: өстенлек - преференция (preference); аерма - маржа (margin); барлык - валовой (gross).

The metaphorical translations are the common type of semantic derivation in the economic terminology formation of the German language.

A distinctive feature of metaphorization in the language of science, according to E.A. Lapinya, is that it "serves as the primary name of the object referred for the reason that it has no other name" [5, 134]. The scientific metaphor excludes a possibility of parallel existence of direct and figurative meanings. The metaphorization process begins from the term formation with the selection of a common word to denote a scientific concept.

The economic terminology analysis of the German language showed that metaphorization is involved in the formation of not only one-word, but also two-element terms: Muttergesellschaft f (общество-мать (mother company)), Tochtergesellschaft f (дочерняя компания (subsidiary company)), экономика (economy)), Überbrückungsgeld n (выходное пособие (severance pay)).

The similar terms in the Russian and Tatar languages, presented by phrases, are the result of loan translation.

CONCLUSION

The economic terminologies of the compared languages include all kinds of semantic derivation. However, they differ in varying degrees of activity. For example, a large part of economic terminology of the Tatar language is formed by narrowing the meanings of common words due to the desire to refuse of borrowings and intensify its own means. In contrast to the Tatar language, this kind of semantic transformation is non-productive in the economic terminology of the German and Russian languages.
A special group in the economic terminology of compared languages is presented by the ancestral simple terms, the meaning scope of which is equal to the scope in the common vocabulary. Despite the fact that in general their number is small, they form the core of economic terminology and are widely used for the formation of new terms by derivation, compounding and formation of phrases with the defining and qualifying words. These terms have a high frequency of use, are generic concepts for the other terms of this terminology and many of them are the names of the economic terminological groups.

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FORMATION OF PATRIOTISM IN STUDENTS OF THE FACULTY OF LAW

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ABSTRACT
The fundamentally new tasks that were posed to the educational system by the 21st century require reconsideration of applied pedagogical categories, notions, definitions, and widening of a conceptual field. While students’ upbringing in modern Russia is defined as an integrated social, pedagogic and cultural process that forms the basis of civil society and its subject – the patriot of its Motherland, the patriotic education should be considered the main component of the educational process. The aim of patriotic upbringing should be familiarization of the ideals of devotion to Motherland through self-actualization of the citizen, the feeling of interconnectedness with the past and the present times of heroic Russia.

Keywords: Patriotism, patriotic education, system of patriotic education, higher educational establishment, the problems of patriotic education

INTRODUCTION

In the process of creation of this article, general scientific research methods were used (the methods of logical analysis and synthesis, functional and sociological methods).

Analyzing the works of Russian and soviet pedagogues, scientists and state and public workers one may conclude that patriotism is the love of one’s Motherland, devotion to one’s homeland, the readiness and will to live for its good and to fulfill one’s duty to the society.

In the Government Resolution of the Russian Federation dated December 30, 2015 number 1493 “About the state program “Patriotic education of the Russian Federation’s citizens for years 2016-2020”, patriotic education is named as one of the primary directions in educational process and is defined as a formation of high patriotic consciousness in citizens, the feeling of fidelity to one’s Motherland, the readiness to fulfill civil duty and constitutional responsibilities on defense of Motherland’s interests [1].

Patriotic education of students of the Faculty of Law is an organized, multidisciplinary, well-consolidated, task-oriented and coordinated activity of all the participants of university’s scientific and educational space (administration, academic teaching staff, students and colleagues of educational establishment who occupy some status positions in corresponding structural departments of the faculty and the institution), directed at formation of high patriotic consciousness in students, the feeling of fidelity to one’s Motherland, the readiness to fulfill civil duty and constitutional responsibilities on defense of Motherland’s interests [2, p. 192].
However, a real danger may occur when such notions as “patriotism” and “nationalism” are juxtaposed, as a result of which the term ‘patriot’ obtains a pronounced negative connotation, as well as the notions that are connected with “state”, “country”, “Motherland”, “general welfare” etc. [3].

Spiritual and axiological vacuum actualizes the questions of patriotic education, requires reconsideration of domestic pedagogy’s traditions. Modern researchers E.V. Bondarevskaya, Z.T. Gasanov, V.I. Lutovinov, S.I. Kozhevnikov, G.N. Filonov et al. see the reasons for gaps in the system of youth’s patriotic education in the absence of formed nation-wide idea, in state’s disability to protect the interests of its youth, in the negative influence of massmedia and in many other factors. Nevertheless, sharing the opinion of such scientists as A.N. Vyrschikov and M.B. Kusmartsev that in modern conditions the idea of the patriotism should become the stem, around which the morale, socially significant feelings should be formed together with youth’s aspirations and beliefs, their readiness and ability to act for the benefit of their Motherland” [4], one may conclude that patriotism is manifested in the integrity of spirituality, civic consciousness and social activity of the person who realizes its integrity and inseparability with one’s Homeland.

MATERIALS AND METHODS

Since establishments of higher and secondary levels of education are the subjects of the patriotic education, they should be the places where optimal conditions are created for the formation of patriotism. However, many educational institutions experience difficulties in the development of quality upbringing concept, since during a long time higher educational establishments were serving the primary task of training professional personnel. The majority of modern educational concepts that include patriotic education refer to school education [5]. The concepts of V.A. Karakovskiy, L.I. Novikova. N.L. Selivanova, N.M. Talanchuk et al. may serve as examples in this case. These concepts may become the base for the formation of the college-level educational system, however, they require redevelopment that would consider age peculiarities and the new status of the young students, and, thus, the new tasks and aims faced by them.

Analysis of scientific literature allows detecting the range of directions (ways) of formation of patriotism in the students of the Faculty of Law, which would allow reflecting potential possibilities of faculty’s structural subdivisions. Sharing the opinion of A.K. Bykov and comparing it with the personal pedagogic experience, we should distinguish the main directions for the patriotic education of students in higher educational establishments and particularly, at the Faculty of Law [6].

.1. The use of educational and research forms of education against the background of quality renewal of the content and method of teaching academic disciplines, and, first of all, humanitarian and social-economic ones. The bases of patriotic education should be concentrated in the disciplines of the humanitarian cycle, such as philosophy, domestic history, cultural studies, sociology etc.

If we turn to patriotic education abroad, we may see a special attitude to patriotism in those countries, the new history of which includes offensive or defensive wars and which have a significant political and economic power. In this connection, it is rational to consider patriotic education in the USA, China, Germany, and Japan.

For instance, the potential for patriotic education in the USA is founded yet at the stage of elementary school: the third formers study civil education. Here the main type of the activity is represented by project lessons; disputes and games are widespread as well. As a part of the work on the project, pupils write petitions to local authorities, congressional representatives, senators, and the president, which are dedicated to the issue in question. Teachers use various role-plays in the educational process. These games touch upon political or social issues, placing the pupils into the situation that imitates legal
procedures, elections, employment etc. Although in the USA the basic program of patriotic education is absent, it is implemented at every stage of the educational system, and their subjects are represented not only by parents and pedagogues but also by military and religious institutions, social associations, mass media etc. [7,8]. As emphasized by J. Banks, currently the aims, posed by state authorities of the USA to the schools, come down to the following: upbringing of responsible citizens, helping with professional identity, recognizing the value of one’s personality, respecting the personalities of the others, patriotism, respecting the law and the government [9].

THE RESULTS

The subjects of the patriotic educational process in the higher school should be represented by the personnel of lecturing departments and directly by the pedagogues. Complications in the implementation of patriotic education in this direction are explained by the objective and subjective reasons. The recommended component for the pedagogues as long as the requirements of educational state standards are fulfilled (and the need in patriotic education is considered from this point of view in this case) is performed in the presence of pedagogue’s high motivation to fulfill this type of activity, i.e. individual needs of the pedagogue.

2. Increasing the number of implemented activities, directed at patriotic and civil education at every level. According to the results of a sociologic survey performed among the students of faculty of Law of Institute of NaberezhnyeChelny, the students suggest implementing patriotic education during the curricular and extra-curricular time. For example, it can be done not at curatorial lessons only – seminars and lections are good choices for “propaganda of patriotic ideas”, “explaining the essence of patriotism”, “provision of historic and contemporary examples of patriotism”, “giving classes in such a way that students could understand that patriotism is a good thing”. During the extra-curricular time, it is recommended to “conduct patriotic events with the students”, “conduct PR-actions, directed at the formation of patriotism in students”, “conduct meetings with people who could make a positive impact on the students and create motivation for patriotism” etc.

For example, in the Institute of NaberezhnyeChelny, military and patriotic competitions “The Shield of the Homeland” are held each year. The main purpose of these activities is improving the system of patriotic education, development of students’ will to accomplish one’s duties to their country and preliminary military training. As a part of celebration of the Victory in the Great Patriotic War, military marching, and students’ propaganda teams are organized; the latter ones visit veterans of war and home front. Also, every year, for the purpose of patriotic education, excursion programs for the students are organized, within the frameworks of which students visit the city of Kazan, Bolgar and Sviyazhsk island.

3. Recording the results of performed educational activity by means of application of effectiveness criteria (organizational and purposeful, quality and informative and resultative and activity ones) and such methods as surveying, testing, self-assessment etc.

CONCLUSIONS

Thus, modern educational concepts contain the elements of a national idea of patriotism, great power statehood, respect for labor and property and religious and national tolerance, which are being formed in the society. Since patriotic education is a component of the educational process, at every stage of formation of personality’s civil qualities, the creation of pedagogic conditions that accompany this process is of crucial importance. Among pedagogic conditions of patriotic education of the students, we may refer to the functioning of educational system of educational establishment, constant diagnostics and correction of the level of patriotic education, based on such diagnostics, pedagogic accompaniment of students’ self-governance, provision of interaction with other educational establishments, social
organizations, councils and with any other organizations, interested in the patriotic upbringing given to the youth.

Patriotic education of students is performed in the process of their introduction to the native culture. During the educational period, a significant attention should be paid to such disciplines as domestic history, cultural studies, politology etc. In the process of studying one should use both traditional and non-traditional forms of working with students: problematic seminars, business games, communication trainings, development of social projects.

The faculty of Law of the Institute of NaberezhnyeChelny (KFU branch) is the place where an experiment was conducted, dedicated to the assessment of patriotism, civil position, attitude to religion. In the course of the experiment, it was stated that the youth had quite a high level of preparedness to participation in civil and patriotic activities and positive attitude to religion. Sample survey based on S. Shekhter’s method with the participation of 60 first-year students allowed detecting their readiness to occupy an efficient position in the society. 10.2% of the surveyed people referred themselves to “viewer” category, 7.8% – to “consumer” category and 82% of respondents chose “citizen” category, which allows considering the society as a unity that helps people in their personal actualization.

With the purpose of detection of the level of patriotic feelings’ formation, “Patriot” surveying was conducted, which showed that 60% of students consider themselves patriots to the full, 25% – partially only, and the others had difficulties with a selection of an appropriate variant or did not consider themselves patriots. When offered several definitions of the notion “patriotism”, 70% of respondents agreed that patriotism is “the love of one’s own home, native town, country, fidelity to traditions”, 50% selected the variants “national self-consciousness, pride in membership in one’s nation, people”, “unconditional love for serving Homeland, readiness to self-sacrifice for the sake of its benefits or salvation”, and only one participant selected the variant that sounded like “nowadays patriotism is not a topical, actual or modern issue; this notion is not good for today’s youth.”

SUMMARY

Defining the qualities and values that should be present in patriotic personality, and assessing the level of their formation in themselves [10], 100% of the participants of the survey mentioned health, 80% – life wisdom, and 65% – activity. Less than 50% mentioned commitment and readiness to social serving among necessary qualities that a patriot should have, and they admitted that these qualities are formed weakly in them. The results of the research allow concluding that there is a need in improving educational work with the purpose of development of patriotic feelings in youth.

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HISTORY TEACHING: THE OPINION OF THE PROFESSIONAL COMMUNITY OF HISTORIANS AND TEACHERS

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ABSTRACT
The article presents the results of conference on the importance of history education and role of the teacher in the process of formation of the citizen in modern social and cultural space. The methods used when writing the article are systemic-structural approach, dialectical, general historical and logical methods allowed to identify the essential features of the problems of teaching history in Russian schools and higher educational institutions. The conference, held March 25-26, 2016 at the Institute of International Relations, History and Oriental Studies of Kazan Federal University, allowed to listen and to discuss, in total, seventy-nine performances of historians and teachers. All-Russian level of conference helped to identify specific difficulties and contradictions in the reform of higher vocational and general secondary education in Russia, in the preparation of new history teachers, and scientists from neighboring countries, have extended our knowledge about similar processes in socio-cultural space of Belarus and Kazakhstan. Young researchers participated in the conference along with the already known historians and teachers and it has already become a good tradition of scientific forums organized by the Kazan Federal University, its community of historians and social scientists. The practical application of this publication is to focus the professional community of historians and educators on the latest achievements of Russian historical thought, complex application of specific developments and recommendations by historians and educators during the conference.

Keywords: historical process, retrospective, perspective, primary source, teacher, textbook, libraries, history education, traditional (paper) book, teaching of history, historical memory.

1. INTRODUCTION
The purpose of this publication is to summarize and systematize the experience of modern historical thought, to designate problem areas and regional characteristics of the learning and teaching of both domestic and foreign history. In modern political life of Russia the question of training teachers of new generation received special significance, they have to be capable to realize the goals of modernizing the entire education system of the country that will largely depend on the level of preparation of teachers of history and social science, whose professional activity is one of the most important channels for the formation of the world look of the younger generations, value orientations of Russian citizens. Currently, the professional community of Russian historians and educators seeks to strengthen and modify its liaison and communication, to develop specific practices in response to the order of society and the state. A kind of "response" to such "request" of the state and society was All-Russian scientific conference with...
international participation "Teacher of history in socio-cultural space of Eurasia in the end of XX – beginning of XXI century" held in the year of the 140th anniversary of pedagogical education in Institute of International Relations, History and Oriental Studies of Kazan (Privolzhsky) Federal University with the support of Kazan Branch of the Russian historical society and the Russian society of intellectual history. Among the participants were representatives of such Russian cities as Moscow, Kazan, Yekaterinburg, Samara, Izhevsk, Cheboksary, Nizhny Novgorod, Bryansk, Chelyabinsk, Yoshkar-Ola, Syktyvkar, Ufa, Saratov; in the program of the conference also included presentations by scientists from Kazakhstan, Belarus and Bulgaria.

The conference had the following sections: "Historian in the coordinates of time and space", "University history teaching: the demands of society, the experiences and lessons learned", "History teacher: the preparation of modern requirements, role in the socio-cultural environment", "Development of system of Islamic education, scientific schools of Islamic studies and Oriental studies", "Features, content, and technology history education and education."

Thus, this publication provides not only a kind of digest, but the announcement of those problems which can be a further point of development and growth of the domestic historical thought. The focus of this publication was put an analysis of the most interesting and interdependent perspective of the participants of the conference, which can be roughly described as follows: "Historian- Educational and scientific text - Historical memory". The methods used in the analysis of the participants of the conference can be attributed both to humanitarian and highly specialized. The main results of the present study can help resolve a number of practical problems. Intensive reform of the domestic education at all levels, the introduction of the competence approach in the interpretation of the quality of the educational process, the practical implementation of modern teaching methods, informatization demand systematic analysis and evaluation of trends in the modernization of the education system, the world and Russian experience, the optimal ratio of traditions and innovations. The main attention during the work on this article was drawn to the historical problems of University education, its experience, lessons and the vectors of improvement in the twenty-first century, issues of training and retraining of teaching staff, functions, contents and technologies of historical and social science education. New issues arising in the study and requiring further development can be summarized as the need to further expand the research field that can be achieved by maintaining mutually beneficial contacts between Russian historians with their colleagues from near and far abroad.

2. RESEARCH METHODS

Methodology of research approaches allows you to see the basic tendencies of development of this science as a methods of teaching history, to appreciate the diverse practices of researchers-theoreticians, methodologists and practising teachers, to know the structure and level of methodological knowledge of his predecessors and contemporaries.

The conceptual provisions of scientific research in the field of studying the problems of history teaching in schools and universities were theoretical and methodological basis of research. The use of methodology and methods of existing research contributes to the methodological development of scientific thought in the practice of teaching basic historical disciplines, methods and techniques of research work in this area.

Systemic-structural approach provided the opportunity to comprehensively review the system of methods and techniques of teaching history in high school, and to choose the optimal teaching methods for teaching these disciplines for University students. Systemic-structural approach also has allowed to unite under a single methodology of teaching critical historical studies, theory and methodology of historical research.
The dialectical method has important value. It allows us to trace the mutual relations between the phenomena, characteristic for development of methodology of history teaching at the level of subject of the Russian Federation, national and global trends.

The use of general historical logic method has allowed us to build the established methodology in its continuity and consistency with internal logic connections between certain elements.

3. RESULTS

Analysis of performances of the Russian historians and educators has identified the following issues requiring urgent attention and resolution:

1. First of all, in conditions of post-industrial civilization like never preserved and is of particular importance the traditional features and values. In the case of university education and preparation of future teachers, particular importance is the traditional paper books and the library as a place, raising a "sense of power". Communication with the traditional paper book stands as humanitarian factor, which is especially important for history education. In this sense, the insights of Ekaterina Yurievna Genieva, Director of the Russian State Library of Foreign Literature named after M. I. Rudomino, who had recently died, but who left a great legacy in the study of the library as a center of intercultural communication were fair. In her words "the modern library is a microsocium, a place where people socializes where there is an active animation documentary cultural heritage based on oral communication and dialogue"[6].

2. At the present stage of Russian society development particularly important is the question of professional ethics and social responsibility of the historian, the search of answers to which requires a conscious choice of attitudes. The ability to orient in the world of historical memory, preconceived ideas about the past and historical "myths" of social consciousness is an important part of the professional culture of a modern specialist historian. Also at the present stage it is very high degree of responsibility of historians as scholars and teachers in the formation of historical memory, as a retrospective form of collective identity. Such ideas about the past are constructed, so to speak, by many factors, foremost of which is the school course of history.

3. One of the most disturbing and topical moments of Russian historians at the moment is called following the destruction of the Soviet Union had one of their consequences the collapse of a unified professional community of historians. The beginning of the 90-ies of XX century created in this environment, a state of euphoria, freeing the science of history from a long ideological pressure of the Soviet years. However, the disappearance of the annoying part, however, has become a threat not only to preserve the unity of the professional community, but the existence of science, meaningful unity of historical knowledge. Among some of the historians emerged a dangerous illusion that the disappearance of the ideological framework entails lowering of professional requirements to the content of scientific papers and its level of argumentation. The temptation of quick success eventually led to the emergence of a large number of pseudoscientific works, the main content of which was not scientific knowledge, and historical myth. Myth in the field of historical knowledge is in itself ambiguous and require deep study. No coincidence that this phenomenon has been the subject of ongoing scientific debate. It was an integral result of the formation of the national history of newly formed States in the post-soviet space. In a situation of necessity the quick formation of a new national idea in these countries, the myth is the best way to solve this problem. It allowsto set new accents in the need for the leadership of the former Soviet republics. At the same time the possibility of a successful penetration in the professional environment of the national intelligentsiawas created, who had previously, because of the rejection of the prevailing ideological model. The question of the possession of professional
knowledge, methodology of historical research in this situation, the socio-political demand for quick results has faded into the background. Eventually formed a large group of new specialists in the field of national history, who disagree with the Russian historiography. Many of them define the face of historical science in their republics, exerting direct pressure on the surrounding professional community. Especially common this phenomenon, as noted above, was in the national historical schools of young post-soviet republics. Thus, the resolution of this problem demands development of a new language of scientific dispute with colleagues from neighboring states.

4. The personal factor in history, certain educational organizations, research groups has special, irreplaceable importance. Karl Jaspers wrote: "Life of the University depends on the individuals, while the institute is only condition. And the institute will be evaluated in accordance with the fact whether it was able to attract a decent person and to create conditions for their communication, research and teaching"[1]. In relation to the modern system of Russian higher education participants at the conference diagnosed the fact of the need for greater coordination of the management of higher education institutions and faculty. As known, the local educational tradition is different from other by trinity of the functional purpose of the teacher who was simultaneously a teacher and educator, and a wise mentor. In modern conditions the challenges of the information world often put into question all that the student hears in the classroom. In this difficult situation, as ever, the role of the teacher and leadership higher education institution, able to operate in tandem and constructive dialogue is very high. In addition, a considerable role is played by the personality of the leader. Modern Russian researcher S. I. Plaksin notes: "If the rector is a bright creative personality, and even skilled, knowledgeable manager, and the university becomes the person, becomes the true center of the spiritual life. The most successful modern Russian universities were formed and developed in difficult conditions and these are largely due to their leaders"[5]

5. Thus, summarizing, we can state that the conference bears witness to the keen and genuine interest in the community of Russian historians as to the actual problems of their professional activities, and specific refraction of these activities in the minds of contemporary Russian society. Also historians and teachers diagnosed the need to continue the professional dialogue of historians and educators with their colleagues both near and far abroad.

4. DISCUSSION

This problem has been looked in the historiography, mainly in historical periodicals, materials of scientific conferences and has not yet been the subject of independent research. As experience has shown, effective, time-tested form of creative interaction between scientists of Russia in the training of history teachers of the XXI century is the scientific-practical conference, materials of which were used in the preparation of this article.

The first, "Historical science in Tatarstan: research and pedagogical traditions"(May 14-15, 1996), was dedicated to the 120th anniversary of Kazan State Pedagogical University (Historical science in Tatarstan, 1996) [2]. The other — "Teaching of history in the University: historical experience and modernity" (October 30, 2001) was carried out in the year of the 125th anniversary of Kazan State Pedagogical University. (The teaching of history in the university, 2002) [3]. In the fall of 2006 the third scientific conference "History education in the universities of Kazan" (October 20-21, 2006) was held. It was dated for the next "round" date in the history of the pedagogical University (History education in the universities of Kazan, 2006) [4].

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REVISITING THE USE OF EXPRESSIVE COLLOQUIAL LANGUAGE FOR CREATING A COMIC EFFECT (ON THE BASIS OF SHORT HUMOROUS STORIES)

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ABSTRACT
The relevance of the problem in study is caused by the activation of the substandard layers of vocabulary, not only colloquial but also in the journalistic and literary speech, as well as the need to study these new phenomena in English. The aim of this work is to study the use of expressive colloquial language for creating a comic effect on the example of short humorous stories. Leading approach to the study of this problem is the analysis, carried out on the basis of descriptive, comparative methods, the method of literary text description, involving elements of linguistic and stylistic analysis. Methodological basis became the researches in stylistics, lexicology and translation studies. The paper revealed that non-standard elements of literary language have a certain linguistic and communicative status and value, primarily as conventional expressive means of stylistically substandard speech, reflecting to some extent functional and stylistic variation in the vocabulary of the national language. Article materials may be useful for further research in this field, for understanding colloquial and familiar, everyday speech, for reading modern fiction and periodical literature, for oral and written (literary) translation activity, etc.

Keywords: non-standard vocabulary, expressive colloquial language, the comic, short humorous stories, linguistics.

1. INTRODUCTION

1.1. Background
The study of substandard subsystems of the language is a rather difficult task, as among linguists there is no single point of view in determining the nature of the uncodified vocabulary, its structure and functions, its role in the life of social groups and the whole society.

Despite the great interest of scientists to substandard and components of these phenomena, still remains the problem of choice and definitions of terms serving the signs of non-literary language formations. Traditionally, such vocabulary include "low" colloquialisms (colloquial vocabulary), a common slang, special slang (jargon and argot), and vulgarisms. Literary (standard) vocabulary is contrasted with non-literary (non-standard), which, no doubt, narrows the sphere of use the latter one. However, within the layer of nonstandard vocabulary, different levels depending on various stylistic and social functioning and purpose are singled out. Often the boundaries are strongly vague. However, it is clear that social and professional determined vocabulary "due to its attachment to the socio-conditioned variation of the national language has "narrower" usage than "low" colloquialisms and slangisms" (Belyaeva, Khomyakov, 2010).

1.2. Status of a Problem

Modern colloquial language is a sociolinguistic phenomenon, widely used in everyday speech in informal speech, in the mass media and in fiction. The study and description of this phenomenon is complicated by the problem of determining its lexical structure, which is associated primarily with different approaches to the concept of colloquial language.
Colloquial language sometimes is considered only in narrow sense as the speech of uneducated or poorly educated people, i.e. as erroneous words or forms of words (Khimik, 2000). In the broadest sense the colloquial language is not only non-literary words or forms of words, but also expressive, stylistically substandard words, means of creating "poetics of low" (Filin, 1979).

Colloquial language penetrating in the spoken language should be considered in the broadest sense, separating it from conversational speech with the help of concepts of language and communicative standard.

1.3. Thematic Justification

The relevance of the study of non-standard language, namely expressive colloquial language, was due to the fact that the development of the English lexical system is distinguished by special complexity, it is connected not only with quantitative changes, reflecting the nominative and communicative needs of society, but also with qualitative transformations that makes stylistic differentiation of language, interinfluence of various layers of vocabulary and semantic development of vocabulary.

1.4. Objectives of the Research

The aim of this work is to study the use of expressive colloquial language for creating a comic effect on the example of short humorous stories.

2. METHODOLOGICAL FRAMEWORK

2.1. Methods of the Research

The main method is contrastive-comparative sociolexicological method including delimitation of two temporary planes: synchronic and diachronic. There are the following research methods:

a) analysis as per functional-stylistic and socio-stratificational marks in the most authoritative reference source for determining the communicative status and socio-speech variation of non-standard elements;

b) analysis as per lexical entry for the opening the nomination peculiarities and semantic matter of non-standard elements in comparison with the paradigmatics of standard vocabulary;

c) a comparative analysis of the form (structural construction) of non-standard and standard elements to determine the characteristics of colloquial word formation;

d) linguostylistic analysis to identify syntagmatics of non-standard vocabulary in different contexts;

This system of techniques of contrastive-comparative sociolexicological method allows to consider an object of study as an unstable, multi-faceted and complex phenomenon in different aspects.

2.2. Factual Material of the Research

For the study of specific features of the colloquial language and stylistically substandard vocabulary, we selected short humorous stories of O. Henry, M.Twain and S.Leacock.

2.3. Basis of the Research

Socio-stylistic essence of the English colloquial language is of theoretical and practical interest as a private matter of the interconnection of national language with the social dialects, of normalized...
conversational speech with its antipode - non-standard (colloquial) speech in different communicative areas taking into account the emotional and expressive means.

3. RESULTS

3.1. Study of the Stylistic System of Language

Regulation on the existence of two main units of stylistic system of language: the functional and expressive style shall be taken as a basis in this work. The term "functional style" is understood as "a set of linguistic resources used in a particular environment of communication and with a specific purpose. However, this is a certain laws of selection and grouping of linguistic means, potentially assigned to any sphere of human activity" (Belyaeva, Khomyakov, 2010).

The expressive style is singled out on the basis of certain emotional and situational criteria and is defined as the traditional totality of the linguistic means for expressive communication level - neutral style, substandard style (Semenyuk, 1972). There are other terms. Thus, in the concept of R.G.Piotrowski (Piotrowski, 1962) we can see high styles, covering solemnly poetic and scientific use; middle styles, including literary and narrative, literary and conversational styles; low styles - low colloquial. J. Kenyon indicates two levels - standard and substandard - and two functional variants - formal and informal (Kenyon, 1958); U. Hannerz refers to the high and low, or the formal and informal styles (Hannerz, 1970); V.N.Yartseva writes that "the problems of style are closely linked to the dismemberment of bookish- written and oral-colloquial types of speech" (Yartseva, 1969); G.V. Stepanov distinguishes strata proper differentiation of language: the highest strata – the lowest strata, cultural level – uncultured level (Stepanov, 1976).

3.2. Study of the Vocabulary of the Language

On the basis of the standard-variative principle, the vocabulary of the language differentiates into three complex lexical levels, opposed to each other in view of the existence of sociolinguistic rules: 1) literary standard - the prevalence of the first level norm; 2) expressive colloquial language- parity varying standards of both levels; 3) social and professional colloquial language - the prevalence of the second level norm.

Each lexical level on the basis of the variable-stratificational principle distinguishes three lexical layers, forming the basis of verbal repertoire of corresponding communication register (situational-variative principle): 1) in the literary standard: (a) literary-bookish, including, in particular, the terminology (b) neutral, (c) literary-colloquial; 2) in the expressive colloquial language: (a) low colloquialisms, (b) common slangisms, (c) vulgarisms; 3) in the socio-professional language: (a) professional jargon, (b) corporate jargon, (c) argotic expressions (or kent expressions).

In this paper, we are mainly interested in the components of the substandard vocabulary of language, and elements opposed to them in normative-functional and conceptual plans of lexical subsystem of literary standard.

Low colloquialisms, common slangisms and vulgarisms do not have the social and professional labelling, which distinguishes them from the professional and corporate jargon and argotic expressions (kent expressions). Between themselves in expressive colloquial language, they differ in depth of ethical and stylistic substandard - the largest at vulgarisms, the lowest at low colloquialisms and transitional qualities in common slangisms.

3.3. The study of Colloquial Language
In Western linguistics, term "colloquial language" refers to a conglomeration of deviations from the "standard" language: slangisms, trendy phrases, nicknames, etc. Stylistic colouring of colloquial language makes it a mean of expression in works of fiction and in common literary language (Belyaeva, Khomyakov, 2010).

By the English lexical colloquial language is meant a complex lexical-semantic category - a specific fragment of the national structure of the language, i.e., an organized in a certain manner and having the general structure, a hierarchical entity representing the totality of socially determined lexical systems (jargon, argot) and stylistically substandard vocabulary layers ("low" colloquialisms, slangisms, vulgarisms), which are characterized by significant differences and divergences in the basic functions and sociolexicological, pragmatic, functional-semantic and stylistic aspects.

Colloquial language includes four subnotions: (1) extraliterary, (2) locally-territorial, (3) ethnical and (4) lexical colloquial language.

Extraliterary colloquial language is non-existential language form, presented by phonetic and grammatical deviations from the literary norm of the first level, typical for interdialect of illiterate or semi-literate people.

Local-territorial colloquial language includes autonomous existential forms of the national language version presented by regional and geographical dialects, and the semi-autonomous existential forms - local semi-dialects and urban parlances.

By ethnic colloquial language is meant autonomous socialized ethnic dialects and semi-autonomous unsocialized semi-dialects and parlances.

Lexical colloquial language as a set of non-autonomous existential linguistic forms is a historically constituted hierarchically structured lexical subsystem of the national language, including stylistically substandard and socially marked lexical elements.

Lexical colloquial language is subdivided into expressive and socio-professional colloquial language.

Expressive colloquial language is a component of a functional system of literary language with the norm of the second level, which includes supradialectal stylistically substandard vocabulary with the expression of ease or derogation, the well-known and commonly used in the fields of everyday speech communication and indicating everyday occurrences, features and processes. Expressive colloquial language is a mean of conventional spoken varieties of speech with emotional and evaluative meaning. Expressive colloquial language combines low colloquialisms, common slangisms and vulgarisms.

3.4. The Study of Methods of Creating Comic Effect

As is well known, colloquial language is widely used in the literary language in expressive or playfully coloured contexts, when live performance of different life events and situations. Colloquial language freely and consciously is introduced by writers in fiction and thus acquires the properties of the aesthetic category, which is typical for writers.

Our observations on the use of non-standard vocabulary as aesthetically important category in the literature give reason to speak, at least, of three main methods of creating the comic with the help of elements of lexical expressive colloquial language. At the first method, the author deliberately includes in speech characteristics of the character (characters) expressive element forming a "stylistic crash"
(Lotman, 1992), thereby, creating a sudden comic effect (satirical, ironic, humorous). Thus, stylistic crash in its classical concentration can be found in O. Henry's story "Babes in the Jungle:"

"Hello, Billy," – says Silver; "I'm glad to see you. Yes, it seemed to me that the West was accumulating a little too much wiseness. I've been saving New York for dessert. I know it's a low-down trick to take things from these people. They only know this and that and pass to and fro and think ever and anon. I'd hate for my mother to know I was skinning these weak-minded ones. She raised me better"

Here at rapid change of backgrounds - when the literary standard, performing the function of the general background in a literary text is suddenly changed in the colloquial language with its stylistically marked background - there is a stylistic crash.

The second method of creation of the comic is author's commenting of stylistically substandard words; no stylistic crashes, the comic effect entirely dependents on what the reader finds out of the speech characteristics of the characters in the author's story, or in the following remarks of the characters, commenting on some early statement with non-standard vocabulary: comic effect here as it is delayed on purpose. For example,

But I like to find myself among people that can talk, not among a pack of numbskulls. What I like is good general conversation, about things worth talking about. But among a crowd of idiots like that what can you expect? You'd think that even society people would be interested, or pretend to be, in real things ("Every Man and his Friends. Mr. Crunch's Portrait Gallery", S.Leacock)

Here the reader's attention as it is paid on an especially substandard stylistic element. Commenting varies depending on the purpose and the author's style.

Finally, the third method of creating the comic is "subjective-comic." Subjective-comic is the most evident in verbal duels of characters. "While such duel lasts, there is a comic tension different from the comic effect by the length in time" (Belyaeva, Khomyakov, 2010). Particularly in M.Twain's story "The Capitoline Venus:"

"Oh, John, friend of my boyhood, I am the unhappiest of men "

"You're a simpleton "!

"I have nothing left to love but my poor statue of America – and see, even she has no sympathy for me in her cold marble countenance – so beautiful and so heartless "!

"You're a dummy "!

"Oh, John "!

"Oh, fudge! Didn't you say you had six months to raise the money in "?

"Don't deride my agony, John. If I had six centuries what good would it do? How could it help a poor wretch without name, capital, or friends "?

"Idiot! Coward! Baby! Six months to raise the money in – and five will do "!

"Are you insane?" ("The Capitoline Venus", M.Twain)
Elements of expressive colloquial language are commonly used in characters' dialogues when informal, easy and generally familiar communicating. Emotionally expressive non-standard vocabulary, the role of which involves ethical and stylistic substandard, adds typical features of a live conversation to dialogues.

4.DISCUSIONS


5. CONCLUSION

The point to be emphasized is that the non-standard elements of literary language have a certain linguistic and communicative status and value, primarily as conventional expressive means of stylistically reduced speech, reflecting to some extent functional and stylistic variation in the vocabulary of the national language. However, they have all the features of colloquiality, reflecting the psychology of the medium native speaker and situations of everyday life, have spontaneous type of expression, and are characterized by emotivity, imagery, familiarity.

ACKNOWLEDGMENTS

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ASSOCIATIVE REPRESENTATION OF MENTAL STATE CONCEPTS IN THE BILINGUAL MENTAL LEXICON

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ABSTRACT
Results of the cross-cultural (German-Russian) scientific research are presented and discussed in the article; the latter has been conducted using an association test in studying a conscious component of the bilingual associative representation regarding the mental state concepts. It describes quantitative associative links among mental states of joy (in German: Freude), nervousness (in German: Nervosität), doubt (in German: Zweifel), hatred (in German: Hass), love (in German: Liebe), fear (in German: Angst). The study found that in most cases the associative links of the mental state concepts are similar in the foreign and native language. A more expressed language-based quantitative difference and differentiation in associative proximity between the mental state links is typical for the Russian group of probands. Based on the obtained empirical data, it was concluded that the associative structure of the bilingual mental lexicon is built on the native language’s associative structure. Foreign words form certain subnets in the existing word networks of the native language and represent some concepts that have emerged during mastering the native language.

Keywords: bilingual associative representation, mental lexicon, mental states, associative experiment

INTRODUCTION
In the modern linguistics, more studies are conducted that are addressed to exploring a human influence on the language and language functioning in a person. They are carried out under the so-called anthropocentric paradigm, which consists in "switching researcher’s interests from the knowledge objects on the subject, i.e. a person in the language and language in a person are analyzed" [1, p. 6].

A person him/herself is seen as a carrier of a certain world view, a substance of individual values and senses, as a linguistic individual. The linguistic world view is understood as a model of integral knowledge about conceptual system of the concepts represented by a language. The linguistic world view is assumed to be different from a conceptual or cognitive world view, which is the basis for a linguistic embodiment, verbal conceptualization of the combined human knowledge about the world [2, p.46].

Studying a world view of a linguistic individual is one of the most pressing problems of not only the modern linguistics, but also a number of other sciences. In general, implementation of linguistic studies under the culturological anthropological paradigm is very interesting and relevant, but there is a shortage of empirical and experimental works to date.

On the other hand, the cognitive science has been actively studied representations in the last decades. Representations are used when the original is not available [3]. As a rule, mental and linguistic representations are distinguished.

Mental representations can be understood both as a process of imaging and as a result of such imaging. Procedurally, studying the mental representations is not easy due to methodological limitations. Therefore, in the Russian cognitive science an approach is the most common, in which mental
representation is viewed as internal structures, which are formed in the course of a human life, in which an established view of the world, society and him/herself is represented [4]. Such understanding significantly brings together, on one hand, mental and linguistic representations, on the other hand, representations and knowledge, and it gives rise to the assumption that representations may acquire a hierarchical structure, and associative, evaluation, conceptual and figurative components can be identified and described therein.

Studying a representation of the human inner, mental life, his/her emotional states has a special place, and it is made with the help of verbal means in appealing to their reflexive aspects. In psychology, studies were conducted; they were dedicated to formation of a mental state model, mental representations and images of emotions, emotion knowledge structures and organization, emotion representation at different levels of consciousness [5, 6].

In the Russian linguistics, psycholinguistics, psychosemantics, the emotional sphere of an individual has been studied relatively recently. The psycholinguistic approach to the study of the linguistic individual’s emotional sphere allows to determine linguistic consciousness as a basic one for the psycholinguistic mechanism of emotion expression and to highlight its derivative mechanisms: emotiveness, emotive meaning and senses [7].

Therefore, studying representations of a mental state, human inner life, states, emotions and feelings is interdisciplinary; that provides good prospects for studying the topical issues of constructing an individual system of meanings and senses.

Study of representations of bilingual’s mental states and emotions is the most relevant. In the works [8, 9], the basic definitions of bilingualism as a phenomenon and modern theoretical positions on the issue of bilingual mental lexicon and structure were considered. In the work [10], it is noted that the results of the conducted association experiments do not allow to assert unequivocally that the bilingual’s reaction is less figurative than native speaker’s answers. However, among the bilingual’s answers a greater number of repetitive reactions was reported, they were often included in the lexical-semantic field represented by a stimulus word.

The present work is devoted to studying an associative component of the mental states’ representation using psychosemantic means.

**METHODS OF STUDY**

Our study was aimed at identifying patterns of associative links relating to concepts of the semantic field – the bilingual’s "mental states."

The study was focused on the native German speakers knowing Russian as a foreign language at the B1-B2 level of the European classification, and the native Russian speakers proficient in German as a foreign language at the B1-B2 level. 49 Germans aged between 18 and 25 and 55 Russians aged 18 to 22 took part in the experiment. The probands made test and control groups. The probands’ statistical data and language of the experiments are shown in Table 1.

**Table 1.** Probands’ statistical data and language of experiments

<table>
<thead>
<tr>
<th>Status</th>
<th>Quantity</th>
<th>Native language</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Native language</td>
</tr>
</tbody>
</table>

Language of experiment and presented stimulus words
Students of the German University (test group) | 19 | German | Russian
---|---|---|---
Students of the German University (control group) | 30 | German | German
Students of the Russian University (test group) | 26 | Russian | German
Students of the Russian University (control group) | 29 | Russian | Russian

In the test groups, the study was conducted in two stages: first, a task was performed in a proband’s foreign language (i.e. Russian or German), then (2-3 weeks later) the same task was performed, but in the native language (i.e. German or Russian). In the control groups, the proband’s task was to perform the tasks only in the native language (i.e. German), so the experiment was conducted in a single step. The control groups’ empirical data were needed to confirm the data reliability of such groups.

The study was conducted using a scale-based target-specific association test. It was necessary to assess the associative proximity between the given words – mental state concepts – using a three-point scale. Below are the proband’s instructions:

Are the words mentioned below associatively proximal? The assessment scale:

1. Associative proximity between concepts is low.
2. Associative proximity between concepts is medium.
3. Associative proximity between concepts is high.

The quantitative and qualitative manifestation of an associative component relating to the meaning of words that denote mental states was hypothesized. It was assumed that the associative proximity between the words reflects associative proximity between the concepts beyond the words. Concepts of six words joy, nervousness, doubt, hatred, love, fear and associations between them were studied. A total of 15 specified association links of the mentioned concepts were studied.

RESULTS AND DISCUSSION

In the proband’s test groups (German and Russian) the results were obtained showing that the Russian and German words joy (Freude), nervousness (Nervosität), doubt (Zweifel), hatred (Hass), love (Liebe), fear (Angst) indicating a mental (emotional) state are characterized by associative links between them.

In general, in the German and Russian proband’s control groups the results were obtained that were similar to the results in both test groups. This suggests that the test groups’ results considered in the future are reliable.

Figure 1 and Table 2 show the results relating to the test group of German probands performing scaling of the associative proximity between the pair links of mental states. Figure 1 depicts pair links of mental
states, which quantitative associative proximity differs in Russian (foreign language for probands) and German (native language for probands).

**Figure 1.** Average values of associative proximity between pair links of mental states in Russian (foreign language for probands) and German (native language for probands). Pair links of mental states: 1 – joy-nervousness, 2 – Freude-Nervosität, 3 – joy-satisfaction, 4 – Freude-Zufriedenheit, 5 – joy-fear, 6 – Freude-Angst, 7 – nervousness-fear, 8 – Nervosität-Angst, 9 – doubt-fear, 10 – Zweifel-Angst

Figure 1 indicates that the greatest difference is observed between the links doubt-fear and Zweifel-Angst (associative proximity of 2.36 and 2.68, respectively, difference – 0.32) and between links joy-fear and Freude-Angst (associative proximity of 1.21 and 1.52, respectively, difference – 0.31).

Table 2 presents data of associative proximity between pair links of mental states, in which difference appeared insignificant in Russian (foreign language for probands) and German (native language for probands).

**Table 2.** Average values of associative proximity between pair links of mental states in Russian (foreign language for probands) and German (native language for probands)

<table>
<thead>
<tr>
<th>No.</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Joy</td>
<td>Doubt</td>
<td>Freude</td>
<td>Zweifel</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
</tr>
<tr>
<td>1</td>
<td>Joy</td>
<td>Doubt</td>
<td>Freude</td>
<td>Zweifel</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
</tr>
<tr>
<td>2</td>
<td>Nervousness</td>
<td>Nervosität</td>
<td>Nervosität-Zufriedenheit</td>
<td>Nervosität-Angst</td>
<td>Nervosität-Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
</tr>
<tr>
<td>3</td>
<td>Joy</td>
<td>Doubt</td>
<td>Freude</td>
<td>Zweifel</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
</tr>
<tr>
<td>4</td>
<td>Satisfaction</td>
<td>Zufriedenheit</td>
<td>Zufriedenheit-Angst</td>
<td>Zufriedenheit-Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
</tr>
<tr>
<td>5</td>
<td>Fear</td>
<td>Anxiety</td>
<td>Angst</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
</tr>
<tr>
<td>6</td>
<td>Love</td>
<td>Love</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
<td>Liebe</td>
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It follows from Table 2 that in the course of the experiment in Russian (foreign language for probands) and German (native language for probands), the smallest associative difference has been found between the links of joy-doubt and Freude-Zweifel, joy-love and Freude-Liebe, doubt-satisfaction and Zweifel-Zufriedenheit, doubt-love and Zweifel-Liebe, satisfaction-love and Zufriedenheit-Liebe, satisfaction-fear and Zufriedenheit-Angst (in all cases, the associative difference of 0.05). The experiment did not reveal any differences in the links of love-fear and Liebe-Angst (associative proximity in both languages of 1.94).

In general, in the German proband’s test group the lowest proximity between the Russian words was found in the link of satisfaction-fear (value of 1.05), while the highest – in the link of joy-love (value of 2.94). The link of Zufriedenheit-Angst (value of 1.1) showed the lowest proximity between the German words, and the link of Freude-Zufriedenheit (value of 2.94) – the highest proximity.

An important result of the conducted association experiments is a possibility of reconstructing the associative links of individual words denoting the mental states (joy, nervousness, doubt, hatred, love, fear) and underlying concepts in the mental lexicon of bilingual probands. Scheme 1 presents associative links of the Russian word joy detected in the German proband’s group (Scheme 1).

![Scheme 1. Associative links of the word joy (German proband's group)](image)

![Scheme 2. Associative links of the German word Freude (German proband’s group)](image)

Thus, based on the represented schemes, associative links of the Russian word joy and those of the German word Freude look similar in the German proband’s group. The existing minor quantitative differences do not seem relevant.
After a more detailed review of the empirical data obtained by the German proband’s test group, it was decided to divide the probands into two groups.

The first subgroup included the results representing the same associative links between the words in the first part of the experiment (tasks were performed in Russian) and the second part of the experiment (tasks were performed in German). In this subgroup, the intensity of associative links between the words is equal in two parts of the experiment, and it does not depend on a language the task was performed.

The second subgroup contained the results representing various associative links between the words in the first and second part of the experiment. In this subgroup, the intensity of associative links between the words is not equal in two parts of the empirical experiment, and it depends on a language the task was performed.

Analysis of the empirical data showed that the associative links of the words in two parts of the study (in Russian (foreign) and native (German) languages) are similar in the most cases (up to 84% of the probands), i.e. the associative links of the concepts beyond the words are completely consistent in both languages. This may indicate that in performing the set task in a foreign (Russian) and native (German) language the majority of probands used the same concepts beyond the words, namely the concepts already formed in mastering their native language.

Figure 2 and Table 3 show the results relating to the test group of German probands performing scaling of the associative proximity between the pair links of mental states. Figure 2 depicts pair links of mental states, which quantitative associative proximity differs in German (foreign language for probands) and Russian (native language for probands).

![Figure 2. Average values of associative proximity between pair links of mental states in German (foreign language for probands) and Russian (native language for probands). Pair links of mental states: 1 – Freude-Zweifel, 2 – joy-doubt, 3 – Freude-Liebe, 4 – joy-love, 5 – Nervosität-Zufriedenheit, 6 – nervousness-satisfaction](image-url)
of Freude-Liebe and love-joy, Nervosität-Zufriedenheit and nervousness-satisfaction (associative proximity of 2.62 and 2.92, 1.42 and 1.12, respectively, difference of 0.30.)

Table 3 presents data of the associative proximity between pair links of mental states, in which difference appeared less expressed in German (foreign language for probands) and Russian (native language for probands).

Table 3. Average values of associative proximity between pair links of mental states in German (foreign language for probands) and Russian (native language for probands)

<table>
<thead>
<tr>
<th>No.</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associative links</td>
<td>Zweifel-Zufriedenheit</td>
<td>Zweifel-Liebe</td>
<td>Zweifel-Angst</td>
<td>Zufriedenheit-Liebe</td>
<td>Zufriedenheit-Angst</td>
<td>Liebe-Angst</td>
</tr>
<tr>
<td>∑</td>
<td>1.31</td>
<td>1.19</td>
<td>1.92</td>
<td>2.04</td>
<td>2.31</td>
<td>2.69</td>
</tr>
</tbody>
</table>

It follows from Table 3 that in the course of the experiment in German (foreign language for probands) and Russian (native language for probands), the smallest associative difference has been found between the links of Nervosität-Liebe and nervousness-love (0.03), Freude-Liebe and joy-fear (0.04), Nervosität-Zweifel and nervousness-doubt (0.07). Associative difference in other links ranges from 0.12 to 0.27.

In the Russian proband’s test group, the links of Freude-Angst and Zweifel-Zufriedenheit (value of 1.31) showed the lowest proximity between the German words, and the highest – in the links of Freude-Zufriedenheit and joy-love (value of 2.65). The link of nervousness-satisfaction (value of 1.12) revealed the lowest proximity between the Russian words, and the link of joy-love and joy-satisfaction (value of 2.92) – the highest proximity.

In general, it can be noted that a more expressed language-based quantitative difference and differentiation in associative proximity between the mental state links is typical for the Russian group of probands.

CONCLUSIONS

In most cases, associative links of the mental state concepts are similar to each other in the foreign and native languages. These results confirm the statement that an associative structure of the bilingual mental lexicon is built based on the native language’s associative structure. Foreign words form certain subnets in the existing word networks of the native language and represent some concepts that have emerged during mastering the native language.

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COLOR NAMING IN FRENCH AND TATAR

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ABSTRACT
The relevance of the problem under study is relevant due to the significance of problems in modern linguistics, which connected with different ways of Russian, Tatar and European people’s color perception. The aim of the paper is to prove a greater affinity of the Tatar language to the French than to Russian as an example of the concept of blue color, also an absence of special lexeme in both languages, which determines the concept “kind”. The principal method to the research of this problem was comparative method of typologically different languages like analytical French and agglutinative Tatar. During the conducted study the authors obtained results, which are indicative of congeniality of the concept “blue color” in Tatar and French and the absence of dichotomy “dark blue – blue” in both languages. Matters of this paper can be useful at further studies within a frame of typology of unrelated languages, phraseology and lexicography.

Keywords: linguistics, reception of cultural heritage, color naming, typology of French and Tatar, dark blue color, blue color.

1. INTRODUCTION

1.1 Background

Color perception is one of the most important characteristics of human vision with the help of which we have a good sense of direction in the environment and know its common factors [1, p. 198]. Color naming of one or another language is a sign of culture, creative manner, it plays a very important role in the system of public ritual symbolism and has a distinct communicative beginning. Our color vision and perception are reflected in the language as in a mirror [2, p. 19]. Phraseology is the branch of linguistics, in which the national-cultural identity of language’s color perception is clearly reflected, as it is closely related with the culture, history and life of the people. Its spirit, character and way of thinking are embodied in the phraseology. Thus, one is white crow, another is black bone, the third is “red” maiden [3, p. 165]. In nature the color is an objective reality independent of people.

1.2. Status of a Problem

However colors are matchlessly perceived in different languages. As noted by V.G. Gak “color is differently reflected in different languages, color names is a complicated system in each language, and systems of different languages reveal indicative divergences” [4, p. 97]. Thus there are languages, which distinguish seven colors of the rainbow, for example, Russian and Slavic; the most other European languages distinguish only six colors [5, p. 20]. This is due to the fact that such region of the spectrum, in which the Russians see two colors - blue and dark blue are denoted by one lexeme in English and German.
- Eng. blue, Ger. blau, Fr. bleu. They even sound the same, despite the fact that they belong to different groups of languages.

1.3. The Research Hypothesis

It is worthy of note that Tatar is close to European languages, as it doesn’t distinguish “blue” and “dark blue” determining that region of the spectrum as “za’nga’r”. Nominally, sure enough, there is a denomination of dark blue - “ku’k” in Tatar under an areal influence of Russian language, but it is rarely used because it is not an adjective, the first meaning of it – “sky”. Consequently this word would be more accurately translated not as a "dark blue", but as "sky-blue ."

2. EXPERIMENTAL (MATERIALS AND METHODS)

In support of given postulate it is possible to operate with fact that there is one song "Ku’k ku’ga’rchen" (Blue Dove) which is related with "Za’nga’r ku’lma’k" (blue dress) and "Za’nga’r to’jma’" (blue button), not to mention figural expression "Za’nga’r sha’il" (blue scarf). These color namings are often synonyms in Tatar. So “ku’k/ za’nga’r so’i'” – skim milk – lait dégraissé (milk from which the fat has been removed), “ku’k ku’zle” – blue-eyed; “ku’k yalu’k” – blue (dark blue) kerchief; “ku’k jilak” – blueberry; “ku’k ku’ba’la’k” – wanderer; “za’nga’r/ ku’k cha’cha’k” – blue cornflower, flower which is also not a pure blue color. As we can see Tatar is distinguish from Russian language in the determination of this flower and coincides with French – bleuet, which can be translated as "bluish." Interestingly that “bluish” in Tatar as well as “bluey” also mean two different concepts with analyzed bases in this paper: “ku’k sel” and “za’nga’rsu”, it again proves that difference between them is conditional. There is no indication of color in the notation of blueberry and copper-butterfly in French: “airelle des marais” (heathberry) and “lycéne”. But there is a figural expression in Russian and French – “oiseau bleu” - whistling thrush, symbol of the unattainable ideal. Furthermore sometimes this adjective shows a completely different color, for example, “ku’k agach” means not dark blue tree, but horn-beech, “le charme” in French. “Cu’k ala sakal” means grizzled beard, i.e., of gray color, “ku’k ala at” - gray horse in bright “apples”, “ku’k at” means “trooper”. Nevertheless paints of horses are diverse and remain unheralded now, therefore we would like to inscribe a particular paper to their typological research. It is of interest to note that grey beard translates as “barbe fleurie” in French, i.e., “exuberant” or “argentée”, i.e., “silver”, often “barbe grise” or “blanche” without any allusion! Barbe bleue means “any man alleged to have murdered a number of his wives or other women”. This fairy-tale character is familiar to Russian-speaking readers, but absolutely unknown to the Tatar folklore, as the Tatar people is far more humane, including toward a woman. But there is an idiom in French, which is close to Tatar – “menton bleu” (literally: dark blue chin) – old man. There is one case when the color vision of the Tatars is closer to the Russians within this concept: “ku’k talaq ita’rga”, literally: to make blue brilliant green – to beat black-and-blue, than to the French, who also have this idiom, but it takes darker tones: “être noir de coups”, literally: “be black from blows”. The French are apparently more cruel, they even don’t have a word – kind, for this epithet they use another word – “bon”, i.e. “good”. Interestingly that among the Russians the words “kind” and “good” were anciently synonyms. Since the number of kind Russians increased, this trait of character needed special determinant. Nominally there is lexeme in Tatar, which means “kind”-“igelekle”, but it is rarely used in practice, than “a’jba’t”, that is an absolute synonym of the concept “yakhshy- good”. In view of this it is possible to advance a hypothesis that at present this concept in the Tatar language is at that stage where in the Russian language a few centuries ago. Correspondingly if the number of kind Tatars will increase, it would be logical to move the word form of a word “a’jbat” from that legal doubletto the concept “kind”. Basically an interlinguistic alternation observed in this case “dark blue- black” exists in Tatar language: “ku’k/ kara bo’rlega’n” (dark blue and black bramble), i.e. blackberry, “mûron” in French. And, finally we managed to find a rare case when lexical naming units are close in all three languages under consideration in the given semantic field: blue fox – “za’nga’r/ ku’k to’lke” in Tatar and “renard bleu” in French. Notably there is a similarity between two latter languages...
rather than with Russian, as this animal is named “fox” in both languages. Concerning the more widespread color naming “za’nga’r” in Tatar, its detailed typological research confirms thesis about great affinity of French to Tatar than to Russian, which we postulate. “Za’nga’r tash” that literally means “blue stone” – “lasurite”, le laps in French. In actual fact this stone is not blue, but dark blue. The time between night and morning the Tatar call “za’nga’r tan” that is again translated as “dark blue” not “blue dawn”. It is significant that the French see this predawn in dark blue color: “heure bleue”. And only in the case of the blue dream there is complete unanimity in all three languages: “za’nga’r khyal” and “rêve bleu” because the logical continuation of this idiom is “za’nga’r khyalga batyrqa” (literally: “to sink in a blue dream”), another evidence of great affinity between the French and the Tatar, who as opposed to the Russian, “aren’t in the clouds”, but “nagent dans le bleu”, i.e. “to sink in the blueness” that characterizes them as more down to earth people. There is an evident international idiom “see through rose-coloured glasses” – “regarder à travers des lunettes roses”, but there suddenly appears blue color in Tatar: “za’nga’r / al kuzlek asha kararga”. The amazing fact: there is also synonymous phraseological unit in French “voir tout en bleu/ rose” – “see everything, not only in rose, but also in blue. “Heart-rending voice” – “des cris d'orfraie” (literally: the sea eagle’s note), the Tatar also see in color: “za’nga’rle-yashelle tavshy” that brings to mind the fact that the verge between blue and green in Tatar is vague, but this phenomenon requires a separate analysis in the next paper. And, finally the Tatar after the Russian call “gays” as “za’nga’rla’r” that would be surprise for the French, as for them “les bleus” are players from the national team, and they use the word “la pédale” of feminine gender, which means “pedal” as in Russian in order to determine homosexual men. The word “bleu” of the singular means “first-timer” or “reruit”, apparently, because their uniform is still new and doesn’t lose dark blue color. However, we managed to find an idiom in French as “ballets bleus” (literally: blue balet) – an orgy with boys. According to Michel Pastoureau, French historian, the attention to dark blue color of the French was being changed in course of time. Noteworthy is that this color didn’t mention in the medieval literature before XII [6, p. 15]. The French associated dark blue color with some negative emotions, even one on the meanings of this noun was “bruise”. For example, “avoir du bleu au coeur” (literally: “have a bruise on the heart”), i.e. “to feel sad” – “yaman sularga” in Tatar; “une peur bleue” (literally: blue fear) – panic fear (“bik nyk kurku” i.e. simply “very strong fear” in Tatar); “une colère bleue” – “absolutely anger” (“bik nyk achu kifu” in Tatar); “en être bleu” – (literally: “to be dark blue from something”), i.e. to be stunned (“avyr kichereshta bulyrga” in Tatar); “n’y voir que du bleu” (literally: “see in something only dark blue color”) – don’t understand anything (“berna’rsa’ da’ anlamaska”) in Tatar); “passer au bleu” (literally: “go to the blue”) – conceal (“ser itep totarga” in Tatar (literally: keep a secret); “bas bleu” - “bluestocking” (so’jkemsez khatyn in Tatar (literally: unattractive woman); “bète bleue” (literally: blue cattle) – fleabag (aryk at – i.e. literally “tired horse” in Tatar); “bleu comme la poule à Simon” (literally: blue, like chicken Simon) 1) strayed (“adashkan” in Tatar 2) frightened, in panic (“bik nyk kyrukkan” in Tatar) 3) conservative (“kadiimche” in Tatar) and correlating with latter meaning Chambre “bleu horizon” – Blue Chamber ( reactionary Chamber of Deputies in France, elected in 1919, so named for the color of the officer's greatcoat); the French compare an amourette with “fleur bleue”, i.e. with “dark blue flower” (“ma’ha’bba’t ma’kere” in Tatar); “cultiver la petite fleur bleue”- sentimentalize (“tojgylarga bilelerga” in Tatar, that literally means “yield to feelings”); “coup bleu” (literally “dark blue hit”) polysemic word: 1) shot in the air (“yukka aty”, i.e. that literally means “dry shot” in Tatar); 2) lost labor (“fajdasyzga ko’ch tu’gu”, i.e. literally “useless waste of energy” in Tatar); “papier bleu” (literally “dark blue paper”) - request for summons – “sudka chakyru” in Tatar; “vin bleu” (literally “dark blue wine”) - bouse – “nachar kyzyl sha’rab” in Tatar; “zone bleue” – restrictive parking-place; “ne pas être bleu de rire” (literally: “don’t be dark blue from the laugh” – don’t have a wish to laugh, but the Tatar would say: “ko’lu’da’n kyp kyzyl bulmaska” (literally: “don’t be red from the laugh”); “conte bleu” (literally: “dark blue fairy-tale” - old wives' tales – “a’bila’r a’kiyate” or “yuk-bar suz” in Tatar, literally: “the word, which means yes or no”); elle est bleue, celle-là” (literally: “this is dark blue”) – “ujdyrma” in Tatar – “tale”! And finally “les diables bleus”, i.e. that literally means “dark blue devils”- yearning. Interestingly that the Russian visualize an yearning in a different color, namely “green” (“yashel sagysh” in Tatar, but color perception of the Tatar’s yearning is more saturated: “ak sagysh” is like “easy” sadness, “za’nga’r
sagysh” – something of unrealizable, “arya-sagysh” as an analogue of spleen, and eventually – “kara-sagysh” is like an outside limit of despair.

Only in exceptional cases, this color has positive connotations in French. In the Renaissance, in the eye of M. Pastoureau, the dark blue color was “royal” and very prestigious. This explains origin of the phraseological unit - “blue blood”, but “ak so’yak” in Tatar, that means “white bone”; the word “cordon bleu” has three meanings: “blue ribbon of the Order of the Holy Spirit”, i.e. “person with great services” – “zur keshe” in Tatar and “an adept cook” – “a’jba’t peshuruçe” in Tatar; “ruban bleu” – ribbon of orders – “orden tasmasy”; “dentelle bleue” 1) English laces (fabricated in Conventry) – “ingliz chelta’r” in Tatar; 2) woman in blue – “za’nga’r kiemle khatyn-kyz” in Tatar; “col bleu” (literally: blue collar worker) – 1) naval mariner – “ha’rbi dingezhe” 2) worker – “eshche”; “bibliothèque bleue” – romances for children from 4 to 8 years; “bifteck bleu” – rare steak – “kanly bifshteks”; “le ciel est bleu partout” – literally: “sky is dark blue everywhere” - there are plenty more fish in the sea – “do’nya king/ irken”, literally: “the world is spacious” or “kaida da ber koyash”, literally : “the same Sun is everywhere”. Since France is bounded by seas from three sides of the world, there is widespread concept “houille bleue” (tidal power) – blue coal. Moreover there is a set expression in Russian “blue flame natural gas” – “za’nga’r yağulyk” in Tatar. Since there is no a gas field in France, they don’t have this expression. M. Pastoureau confirms that the dark blue is the most favorite color in modern west society, because it symbolizes calmness and tranquility, hence an idiom “casques bleus” – blue helmets – “za’nga’r kaskalar” is originated.

3. RESULTS

As we can see the world vision in color is very much different in languages under study, with the exception of modern derivations, when some expression, appeared in one language in the process of globalization is quickly calked by other languages. Color naming is included in ritual symbols, denotes an integral part of our everyday consciousness, has different communicative intentions. It is also a culture’s sign of historical era. We study the color as certain visual angle on the “worldview”, reflected in each separately taken language through the perception of the world by a native speaker. Ancient Greek philosophers used the color to describe a characteristic of voice, state of mind and other intrinsic properties of human. It was figurative translation from one language to another system of signs, when obscurity is revealed by known concepts [7, p. 53]. The study of phraseology concerns sphere of folklife culture. The phraseological units with color naming are the major figure in contemporary studies, because they reflect features of the mentality, convictions, traditions, system of values of some people.

Set phrases, comprising color naming represent symbols, stereotypes of cultural world view. The study of color naming as a part of phraseology reflects national specifics of French, other European languages and Tatar, their originality. We clearly demonstrated that the dichotomy “dark blue – blue” is irrelevant to the majority of European nations. It is worthy of note that there is an adjective in Russian “medium-blue”, for example, “expansion”, in which cohesion of both concepts exists in all primary European languages, that we analyzed in this paper. Unfortunately, it is uncommon in virtue of unhandiness.

4. CONCLUSIONS

The vast historical experience of the people is chased in color meanings. The idea of labor activity, way of life and culture of the people are reflected in them. Right and appropriate use of color meanings gives an identity, a special expressiveness, an accuracy, a figurativeness to a speech. Therefore research results of the color meanings have practical significance – they are important for the successful teaching of French and Tatar as well as in the branch of lexicology and phraseology.
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FUNCTIONING OF CIVIC/CITIZEN JOURNALISM IN THE MEDIA SPACE OF THE REPUBLIC OF TATARSTAN

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ABSTRACT
This article is dedicated to analyzing the main factors of formation and development of the citizen journalism system and functioning specifics in the current social and economic conditions. The article analyzes the interpretation features of the term "citizen journalism", its similarities and differences with the concepts of "grassroots journalism" and "participatory journalism". The regional journalism in Tatarstan was studied from the standpoint of manifestation of the citizen journalism specifics. Today, the national media are going through a transformation process that is associated with the globalization conditions and their forced presence in the network space, which imposes special responsibility on manifestation of the author’s citizen position. According to the authors, the leading citizen journalism edition is "Tatarstan yashlere" in the Tatar newspaper periodicals.

Keywords: journalism, Russia, Tatarstan, newspaper, magazine, typology.

1. INTRODUCTION
In the nineties of XX century, the Russian journalism was intensively losing the readers’ trust. Information wars led to the fact that people began to perceive journalists not as their defenders but as mercenaries. Search for a way of this situation caused emergence of a new Russian mass media direction - citizen journalism. It is not aimed at informing the masses in order to have some commercial benefit, agitating or propagandizing for mind management; its purpose is a joint (with the audience) solution of socially significant problems of the society.

2. MATERIALS AND METHODS
The authors used such empirical and general scientific methods like observation, comparison, analysis, as well as a specific method for the study of mass media texts - content analysis. The study is based on scientific works of the citizen journalism theorists. Problems of citizen journalism formation and development in the world and Russia were studied in a number of publications and monographs of A. Bolkunov [1], S. Ogandzhanyan [2], N. Khlebnikova [3], E. Miller [4], I. Dzyaloshinskiy [5], S. Shaykhdirdinova [6] and others.

3. RESULTS
One of the fundamental citizen journalism principles is the principle of social partnership with all those who are interested in improving the lives of people - public, business and governmental structures. But first of all - with readers, ordinary citizens. In this case, a journalist is not psychologically "above" the
audience (as common in Soviet times), "close" to it (as traditional in the reconstruction epoch), but "within" it - as one of many components [1].

Using the term "citizen journalism", the Russian scientists mean different phenomena. Quite often this is a designation of processes occurring in the foreign media. For example, S. Ogandzhanyan notes that each registered user of the America’s National Public Radio (NPR) can upload his/her own video clip there [2, p.117]. Thus, the media editorial office does not only save on obtaining video, it also supports the citizen journalism. The author explains that citizen journalism means deliberate actions of citizens and non-professional journalists playing an active role in collecting, transmitting, analyzing and disseminating information [2, p. 117].

Both meanings that the "citizen journalism" concept bears came into the international journalism from the US, where they established themselves in various lexical units: one is “civic journalism” and the other – “citizen journalism.”

The “civic journalism” appeared in the pre-Internet era, and it means professional journalism aimed at developing the readers’ civic engagement and involvement in public life. The “citizen journalism” implies non-professional authors’ activities carried out in the Internet - blogs, social networks, through microblogging, as well as on the traditional media services.

If the basis for comparison includes the criteria adopted in the Russian journalism typology, it is obvious that the ‘civic’ and ‘citizen’ may vary by their topic, audience composition, as well as their goals. But the main difference is a factor that emerged in recent years and changes not only the traditional approaches to the typology, but also journalism as a social institution. This is the subject of journalistic activity. The "civic journalism" sees in a reader more than a source of information and its recipient, but a partner, nonetheless, a professional journalist is the main subject of this area of journalistic activity.

The “citizen journalism” clearly indicates that citizens are engaged in journalism. It is no accident that the "citizen journalists" term occurs more frequently that allows however to distinguish the first journalism from the second.

The name of “civic journalism” is not limited to any historical period in the journalism development of only one country. The concept went beyond the USA, and it is often used in practice to refer to contemporary processes. So, in December 2010, 50 European journalists adopted a resolution on the need to promote social and citizen journalism [3]. As indicated in the resolution, the reasons for this initiative were an economic crisis and a necessity to involve citizens in public activities and strengthening the united Europe. It is noteworthy that there are different models of citizen participation through mass media in Europe, Asia, Oceania and South America [7].

In Russia, the “civic journalism” concept came with the book “The Charlotte Project: Helping Citizens Take Back Democracy” [4]. References are made to it as an example of a new approach to the interaction with readers, journalist’s social responsibility, media participation in the civil society development. The book has contributed to the fact that today the "civic journalism" is found even more frequently than the "public" among the Russian media analysts.

In Russia over the last decades, the civic journalism was not a widespread phenomenon. It was more interesting to scientists. The practice was mostly gained in grant projects, and it did not become a mass one [5, p. 31]. As a result, the concept did not go outside a narrow circle of specialists, and it was little known to the traditional media journalists.
The most well-known analogue of the "citizen journalism" term in Russian is the "participatory journalism", a term proposed by I.M. Dzyaloshinskiy. The scientist believes that the "direct use" of the "citizen journalism" concept is not quite correct. In the Russian consciousness, the "citizen" word has a slightly different meaning than in the American mentality. Our citizen does not mean an average person. It is a repository of public virtues. The phrase "citizen journalism" immediately causes bad associations with the "party press" in the professional consciousness [ibid]. The term "participatory journalism" is actively used by other scientists, but they do not refuse the "citizen journalism" concept either. Moreover, the author of the term "participatory journalism" refers again to the definition "citizen journalism", when he considers it from a new angle in the system of "citizen communications" and "media matrices" [8, p. 136].

In Runet the civic journalism has been partially used since the beginning of the 2000s. The turning point occurred in 2007 when there was a mass access to the blogosphere in Russia, more precisely, to the Live Journal service. The term "citizen journalism" became familiar in the Internet, then the traditional professional journalism mastered it as well.

Professional journalists have recently started to regard the citizen journalists as additional information providers close to the "reporter" concept. According to this view, the traditional media journalists, as well as scientists, lose the concept of social and civic/citizen initiative, which is the essence of the civic and citizen journalism. When identifying themselves, the citizen journalists act differently. A smaller part finds its roots in the civic journalism, such as the Youth Human Rights Movement, which defines the essence of civic journalism as promotion of human rights and freedoms in the media space [9]. There are enough examples that bloggers vaguely their represent civic position as can be seen from the manifesto of the Civil Journalism Center in Yekaterinburg [10].

Manifestation of the citizen journalism can be found in the pages of many printed media published in the Republic of Tatarstan. But still a leader in this area is the "Tatarstan yashlere" (Youth of Tatarstan) newspaper. During the Soviet period, the newspaper's circulation reached 200 thousand copies, today this figure is much lower. Unlike all Tatar editions, the "Tatarstan yashlere" mainly publishes readers’ materials. The skill of some of them grew so that they can compete with professional journalists. For example, in the first issue of the newspaper of 2016, one of the regular authors Raushaniya Shayakhmetova recounts in her article "I will not return to Ukraine" about her conversation with a Ukrainian named Danila. The author pushes one of the most urgent public issues of the present time. Articles on this subject are written every day, but Mrs. Shayakhmetova could find a form interesting and warm for the general reader. She tells about the events in Ukraine through the prism of maternal feelings.

Going back to the citizen journalism division in types, then this article, however, as all materials published in the "Tatarstan yashlere" can be attributed to the citizen journalism. It implies the non-professional authors’ activities not only in the Internet, but also in the traditional media services. And all newspaper articles are published on the edition site.

Another edition author - Milyausha Khairullina - also pushes a very relevant issue of our time - mass migration from the South in the article "What do they want?". The author writes about the situation with migrant workers who do not undergo registration. During an inspection, it became known that 32 people are registered in an abandoned village house of 36 square meters. Milyausha was asked in every possible way not to write about it. The migrant workers who are considered to be cheap labor cost less to an employer without undergoing formal procedures. But now, for obvious reasons, the same management is trumpeting: "Be careful with migrant workers". And where is the logic? The author draws a parallel with Germany and France, which folded in their arms millions of migrants. Not every journalist can argue on such global themes and even in such an accessible manner. The article pushes the major pressing issues of the society: international policy, social issues (pension, security), tolerance. The author is not concerned
about herself, she speaks on behalf of the people and pushes an issue of not a single person, but the general public. Therefore, there is no doubt that Khairullina is a prominent representative of the citizen journalism.

Such popular editions as "Akcharlak" (Seagull) and "Beznen gezhit" (Our Newspaper) actively apply to the citizen journalists’ creativity. It is explained, firstly, by the fact that, as private editions, they are forced to have a small editorial staff in order to save money, and secondly, in the competition for their audience, they have to "feel the pulse" constantly being interested in the audience’s daily requests through active authors from many readers.

Through the efforts of active readers of these editions as Madina Safina, Nail Vakhitov, Rafael Salmushev, Nurisa Gabdullina, Dinar Valiev, Alsu Nurgatina, Rafis Zagidullin and others, in recent years the Republic’s most actual social issues have been pushed. It happens very often that after the media exposure by a freelance reporter in the edition a problem is not solved immediately. In this case, subsequent materials appear, which involve special newspaper correspondents. In many Republic’s rural areas these efforts resulted in new roads, gas heating systems and electric power, resumed operation of closed health facilities, identification of corruption facts among officials; many readers obtained specific assistance in the form of legal advice.

If styles of professional and citizen journalists are compared, it often turns out that the citizen journalists’ articles are much more sincere. This is, firstly, associated with the professional approach, that is, gushing emotions is not particularly typical for journalists. And, secondly, the "Tatarstan yashlere" authors, as well as the readers are people of middle and older generation, who have a decent luggage of experience under their belt. The citizen authors push not only local issues, but often argue on such global issues as development of the world policy and economy, discuss the country's social issues (pensions, security, tolerance, etc.). First of all, the author are not concerned about themselves; speaking on behalf of the people, they pushes an issue of not a single person, but the general public. Therefore, there is no doubt that many freelance authors of these editions are prominent representatives of the citizen journalism.

4. CONCLUSIONS

Today, the national media are going through a transformation process that is associated with the globalization conditions and their forced presence in the network space, which imposes special responsibility on manifestation of the author’s citizen position. According to the authors, the leading citizen journalism edition is "Tatarstan yashlere" in the Tatar newspaper periodicals.

5. SUMMARY

Since 2007, when there was a mass access to the blogosphere in Russia, more precisely, to the Live Journal service, the citizen journalism phenomenon has become familiar in the Internet. The traditional professional journalism mastered gradually its methods and techniques. However, unlike many professional journalists, the citizen journalism representatives manage to convey their thoughts and views on one or another social issue more effectively in terms of affordability and emotional presentation. Today, the task is relevant to build a strong system of the Tatar citizen journalism using all possibilities of newspapers, magazines, TV and radio channels, Internet resources and audiovisual media of information delivery, development of incentive mechanisms for its activities.

CONFlict OF INTERESTS

The author confirms that the provided data do not contain any conflict of interests.
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THE ROLE OF ELECTRONIC EDUCATIONAL RESOURCES TO INCREASE EFFICIENCY OF EDUCATIONAL ACTIVITY OF STUDENTS IN MATHEMATICAL DISCIPLINES

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ABSTRACT
The urgency of the problem under investigation due to the need to find new tools and techniques to improve the efficiency of educational activity of students. Electronic educational resources help to strengthen and expand the range of students' independent work, as well as improve the quality of their educational activities. The article studies the effectiveness of a combination of distance learning technologies, and traditional forms of education, in addition revealed the dignity of the use of electronic educational resources in the learning activities of students. The effectiveness of the combination of e-learning and traditional forms of learning grounded on the analysis of the semester students' progress and results of the examination on the subject "Mathematical analysis" application $\chi^2$ criterion, calculating the Yule statistical factor. Electronic educational resources to develop students' ability to self-rule their own teaching and learning activities for high school teachers article materials may serve as a basis for a decision in favor of the use of electronic educational resources in teaching.

Keywords: activation of independent work of students, electronic educational resources, mathematical analysis, the effectiveness of training activities, the criterion $\chi^2$, Yule coefficient of association.

INTRODUCTION
Currently, one of the main tasks of higher education is to prepare specialist, striving for continuous self-education and self-development. The solution to this problem lies not only in the transmission from teacher to students ready knowledge and skills, but also in the development of their preparedness to continuous learning, skills for independent search and use the information obtained. Therefore, students' independent work is a necessary foundation of the educational process.

In the study of mathematical disciplines most of the independent work is given to the solution of problems for each topic to consolidate the acquired knowledge and skills. It is clear that systematic self-study student is able to have an impact on the quality of its training activities.

Teaching experience shows that the independent work of students with textbooks is difficult because of the dryness of presentation of language, lack of control of mastering the knowledge and inability to work with literature. It is therefore necessary to find other forms of further education designed to bring students' independent work to a new level of development.
One of such forms of training is e-learning. Electronic educational resources (ERR) are the backbone of e-learning. Electronic educational resources - an educational resource designed and implemented based on the computer technology.

Improving the quality and efficiency of educational activity of students is the aim of the introduction of e-learning. It determined the purpose of the study: how e-learning is able to activate the students' independent work, and, as a consequence, increase the effectiveness of their learning activities.

The problem of the use of electronic educational systems close to both domestic and foreign authors. In the works of A.V. Osin, T.V. Dorofeeva, L.M. Osadchaya, G.A. Bordovskikh, I.B. Gotskya, V. L. Vorontsova O. V. Druzhinina, O. N. Masina [1,2,3,4,5,6] notes the role of electronic educational resources in the educational process. There is a study on the positive experience of the use of electronic educational resources in order to develop the students' persistence in learning activities [7]. The scientific works of foreign colleagues can become familiar with new technical opportunities offered at e-learning, such as remote laboratories and remote experiments [8,9]. The need to strengthen distance learning in small rural US schools has been investigated in the works of De La Varre C, Keane, J., Irvin, M.J. [10]. There are a number of studies with a comparative analysis of the effectiveness of two types of learning (traditional and virtual) in high school [11,12]. In contrast to the foreign colleagues, in our study, a comparative analysis is performed between the traditional education and a combination of traditional and e-learning. Moreover, mathematical basis for the differences obtained in this study are used other statistical criteria and values. In our study analyzes the semester students' progress and the results of the examination on the subject "Mathematical Analysis". With the Yule coefficient Association installed a noticeable link between academic performance and type of training. The results obtained using $\chi^2$ criterion show significant differences of student performance after forming experiment by 95%.

**THEORY**

Currently, one of the most common forms of e-learning is a learning management system LMS Moodle. This is a freeware web application that allows each teacher to create their own e-learning courses on subjects and manage through the learning process. The peculiarity of applying the ESM is that due to the additional opportunities offered by it allows you to enhance and expand the range of students' independent work.

According to the research aims to study the increase of efficiency of educational activity at students with e-learning, at the Institute of Economics and Finance K(P)FU conducted formative experiment. The experimental base totaled 152 students (76 students in the experimental and control group), the first course of general economic department studying on a contract basis.

In the traditional form of "a lecture and practical session" learning activity carried out in the control groups. Traditional forms of education combined with e-learning in the experimental groups. In the first semester in the first year students of the department of general economic study discipline "Mathematical Analysis."

Titled "Mathematical analysis" electronic course has been created in this connection. This electronic course is divided into training modules, provides a complete interactive multimedia product aimed at acquiring specific educational topics. Electronic course contains in each module all the necessary training, support, control materials and methodical instructions.

In the study of discipline "Mathematical analysis" according to the curriculum, students are allocated 144 hours. Of these, 36 hours of lectures, 36 hours practical classes and 72 hours of independent work. Lectures and practical classes are held once a week. After each traversed theme, the students in the
control group was given the job on their own and decide to give them a lecture to read and do certain exercises in a notebook. The students of the experimental group, in addition to the above, it was necessary to solve control tasks and take tests on the topic in the electronic educational resources. Students could once again browse the lectures materials, acquainted with analyzed examples, discuss on the forum solving tasks, ask a questions to the teacher on the educational resource.

In the control groups checking the students assimilation of the material was carried out by the form of surveys, solving examples at the blackboard and rare verification and tests. The experimental groups were evaluated and taken into account in the current ranking of academic performance results of the work carried out on the ESR. The current rating put down marks for the most complex tests, the remaining work was taken into account only, and if the job was not decided for a certain period, the rating stamped score zero. To encourage students to actively use e-learning home control tasks and assignments verification class works were similar. Through chats and forums conducted monitoring frequency and length of stay to students online, the number of actions made by them, online monitoring homework.

During the semester, students can gain from 0 to 60 points on a given academic discipline, of which 44 points are reserved to control classroom and independent work. Throughout the study, 16 verification and examinations works were carried out. In our study we shall consider only the results. A ordinal scale with four gradations is used to measure performance: low (0 to 11 points), medium (12 to 22 points), above average (from 22 to 33 points), and high performance levels (from 34 to 44 points). To justify incidental or consequential performance differences in the control and experimental group used statistical criterion x2. To establish the connection between the academic performance of students and the kind of learning rate was calculated Yule criterion.

RESULTS

During the year, we conducted formative experiment, after which a repeated measurement of the studied trait. All data obtained before and after the experiment in the control and experimental groups are shown in Table 1.

<table>
<thead>
<tr>
<th>The level of students' progress</th>
<th>The control group before the experiment</th>
<th>The experimental group before the experiment</th>
<th>The control group after the experiment</th>
<th>The experimental group after the experiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>low</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>average</td>
<td>25</td>
<td>23</td>
<td>31</td>
<td>41</td>
</tr>
<tr>
<td>above average</td>
<td>29</td>
<td>30</td>
<td>26</td>
<td>15</td>
</tr>
<tr>
<td>high</td>
<td>12</td>
<td>11</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Sum</td>
<td>M=76</td>
<td>N=76</td>
<td>M=76</td>
<td>N=76</td>
</tr>
</tbody>
</table>
Visual analysis of comparative control and experimental groups before and after the experiment can be carried out using the graphs, bar graphs, diagrams, percentages. According to Table 1, it was revealed that before the experiment performance of the experimental group was assessed as follows: "low" - 14.47% of the students, "average" - 39.47% "above average" - 30.26% , "above average" - 15.8% people.

In the control groups, respectively: "low" - 15.79%, "average" - 38.16%, "above average" - 32.89%, and "above average" - 13.16% of the total number of students.

When comparing data re-educational assessment on the results of the formative experiment revealed a positive trend on the achievement of students in the experimental group, as shown in table 2. In the experimental groups, the number of students with a "low" achievers decreased by 14.47% and amounted to 0%, with the "average" academic performance has decreased by 19.73% and amounted to 19.74%, with achievers "above average" increased by 23.69 % and amounted to 53.95%, with a "high" level of performance has increased by 10.52% and amounted to 26.32%, respectively, of the total number of people. In control groups, whose performance level was assessed as "low" decreased by 9.21% and amounted to 6.58%, with the "average" academic performance decreased by 3.95% and amounted to 34.21%, with achievers "above average" increased by 7.9% and amounted to 40.79%, with a "high" level of performance has increased by 5.26% and amounted to 18.42%, respectively.

In general, the total number of students with "high" and "above average" academic performance was 80.27% in the experimental group and in the control group - 60.21%. Visual analysis does not allow to draw a conclusion about the significance of differences in rates of the control and experimental groups. In turn, the statistical methods of data processing make it possible to quantify the educational phenomenon and conclude incidental or consequential of these differences after the pedagogical experiment. Checking the statistical significance is based on the use of $\chi^2$ criterion at a significance level $\alpha = 0.05$.

Empirical (observed) value of $\chi^2$ criterion for each case is calculated as follows:

$$
\chi^2_{\text{smn}} = N \cdot M \cdot \sum_{i=1}^{K} \frac{(n_i - m_i)^2}{n_i + m_i}
$$

Where $n_i$ - the number of students of the experimental group, having the i-th feature, $m_i$ - the number of students in the control group, having i-th characteristic. N and M - the total number of students of experimental and control group in the study.

In this example, we choose a significance level $\alpha = 0.05$, that is, the possibility of error is 5%. Since the number of levels $K = 4$ (marked with four levels of achievement - "low", "medium", "above average" and "high"), therefore, the number of degrees of freedom of $S = K - 1 = 3$. From the statistical tables to get $\alpha = 0.05$ and $S = 3$ critical $\chi^2$ crit.=$7.8$.

According to the formula (1) calculate all possible pairwise comparisons of the data of the experimental and control groups. So empirical value of observed criterion before the experiment of the control and experimental groups according to the formula (1) is as follows.
Comparing the empirical and the observed values of criterion $\chi^2$, we find that the $\chi^2_{emp} < \chi^2_{crit}$ as $0.312 < 7.8$. Thus, students progress before the forming experiment is about the same.

We calculate the value of empirical criteria for the control and the experimental group after the conduct of the experiment. $\chi^2_{emp} > \chi^2_{crit}$, as $9,424 > 7.8$. The reliability of differences of student performance after forming experiment is 95%. Thus, the researcher applied a pedagogical effect on the experimental group of students improved their performance on a subject as compared to academic performance of control groups of students.

Similarly, we can calculate the value of empirical criterion after the experiment to control and before it is held for the experimental group. In this case, $\chi^2_{emp} = 3,832$, $\chi^2_{emp} < \chi^2_{crit}$, pedagogical influence was applied to a group of students, and therefore achievement of all students is about the same. The empirical value of the criterion to the experiment for the control and after to the experimental groups will $\chi^2_{emp} = 23,667$. $\chi^2_{emp} > \chi^2_{crit}$, так как $23,667 > 7.8$, that is achievement of students of experimental and control groups are different.

To complete the study set the closeness of the relationship between student performance and the type of training. After a performance analysis for all 16 performed works, 2x2 contingency table was created. (Table 2). The first line of n11 - is the number of students of the experimental group, whose performance improved during the semester, n12 - those students who have a positive trend in performance is not revealed. The second line n21 - number of students in the control group with the positive dynamics in progress, n22 - without dynamics. For Table 2 Yule Association coefficient $K_a$ was calculated as follows:

$$K_a = \frac{n_{11} \cdot n_{22} - n_{12} \cdot n_{21}}{n_{11} \cdot n_{22} + n_{12} \cdot n_{21}}$$

(2)

Table 2
THE RATIO OF THE NUMBER OF STUDENTS WITH POSITIVE PROGRESS DYNAMICS AND WITHOUT DYNAMICS

<table>
<thead>
<tr>
<th>Event</th>
<th>The resulting event</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>There are a</td>
<td></td>
</tr>
<tr>
<td></td>
<td>dynamic</td>
<td></td>
</tr>
<tr>
<td></td>
<td>There are not a</td>
<td></td>
</tr>
<tr>
<td></td>
<td>dynamic</td>
<td></td>
</tr>
<tr>
<td>Traditional and</td>
<td>32</td>
<td>76</td>
</tr>
<tr>
<td>electronic learning</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td>Traditional learning</td>
<td>12</td>
<td>76</td>
</tr>
<tr>
<td>Sum</td>
<td>44</td>
<td>108</td>
</tr>
</tbody>
</table>
Yule association coefficient and in this case is

\[ K_a = \frac{32 \cdot 64 - 44 \cdot 12}{32 \cdot 64 + 44 \cdot 12} = \frac{1520}{2576} \approx 0.6 \]

On a Cheddok scale get that link of the selected form of student achievement of learning and the dynamics of the discipline "Mathematical analysis" remarkable.

At the same time the observed value \( \chi^2 \) : \( \chi^2_{\text{emp}} = N \times K_{2a} = 152 \times 0.36 = 95.76 \). From the statistical tables find the critical importance \( \chi^2_{\text{crit}} (\alpha, 1) = \chi^2_{\text{crit}}(0.05, 1) = 3.8 \). Since \( \chi^2_{\text{emp}} > \chi^2_{\text{crit}} \), the value of the coefficient of association \( K_a \) is reliable and there is a relationship between the form of teaching and student performance.

CONCLUSION

In high school, great emphasis is placed on independent work, but freshmen until have not the skills and self-management of their time. Only with a systematic supervision of the teacher organization of independent work of first-year students is effective. Electronic learning capabilities allow to realize it. Purposeful character of tasks organized system of control and self-knowledge, the possibility of building individual educational trajectories of students, student orientation to the achievement of the final positive results allow to strengthen the independent work of students and improve the quality and effectiveness of learning activities. Indeed, in the experimental group with a total number of students "high" and "above average" academic performance was 80.27%, and in control group - 60.21%. Thus, the qualitative indicator of progress in experimental group up to 20.06%.

As a result of the winter exam session on the subject "Mathematical analysis" in the control groups of 10 students were in the exam evaluation "excellent" and 25 students - evaluation "good", that is 46% of the total. In the experimental groups, respectively, 15 people were in the exam evaluation "excellent" and 34 - "good", that is 64.5% of the total. Thus, the qualitative indicator of mastering the material of the course "Mathematical Analysis" in experimental group up to 18.5%.

Performance level before the start of the experiment in the experimental and control groups is the same, but differ with reliability of 0.95% after the end of the experiment. Therefore, it can be concluded that the effect of the changes on the performance of the subject matter for the students of the experimental group was due to the use of experimental methods of teaching.

The calculated association coefficient \( K_a \) has established a significant link between the optimal chosen combination of traditional forms of learning and distance learning technologies, and academic performance of students on the subject "Mathematical Analysis."

ACKNOWLEDGEMENTS

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LEXICAL OBJECTIVATION MEANS FOR THE EMOTIONAL CONCEPT “FEAR” IN GERMAN PUBLICISTIC DISCOURSE

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ABSTRACT
This article analyzes lexical verbalization means for the emotional concept “fear” in German publicistic texts. In our opinion, it is an emotive text that, as opposed to the dictionary definition, can convey nuances of the emotive word semantics as full and vivid as possible. In other words, text is a communicative unit that has an emotional component, which, in turn, regulates the relationship with the human factors of an individual: emotional, mental states, etc.

Keywords: emotional concept, fear, emotion, publicistic discourse, emotive text, word semantics, text corpus, prepositional phrase.

1. INTRODUCTION
Selecting the analysis of lexical verbalization means of the emotional concept "fear" using German publicistic texts can be explained by the fact that these are the texts containing emotive components that can convey nuances of the emotive word semantics as vivid and full as possible. According to V.I. Shakhovskiy, “only speech is informative, and language is a code to be actuated, and the speech and text reveal more and more new implicit expressive language powers and nominative potentialities” [1]. In the linguistic science, emotions are designated and expressed in units of different language levels. However, according to L.G. Babenko, it is the lexicon that has the largest variety of emotional nuances: “The semantic category of emotions should be specified first of all in considering the lexicon qualifying emotions, because its emotive meanings are explicit, more resistant and stable. These words are direct signs of emotions” [2].

2. METHODS
We applied the method for semantic component analysis, as well as cognitive linguistic approach to the study of language. Such recognized German text corpus as LIMAS served as the material for study.

3. GOALS
This study is aimed at analyzing lexical objectification means of the considered concept in German followed by identification of the ethno-specific characteristics of the emotion of fear.

4. RESULTS
Analysis of actual material showed that different parts of speech appear to be verbalization means for the emotional state of fear in German. These are nouns, verbs and adjectives.

Previously, we have already considered synonyms of the word "fear", and by analyzing the lexicographical sources, a great number of the emotion of fear nominees was identified. However, it should be noted that not all nominees can be found in the texts of publicistic discourse. The most frequent are the synonyms constituting the core of the concept of Angst, namely: Angst, Furcht, Entsetzen, Erschrecken.

The analyzed corpora include prepositional phrases, in which a preposition (Präposition + Angst) precedes the "Angst" lexeme. The preposition in is the most frequently used:

Die Leute wagten sich kaum noch vor die Tür und leben in Angst [Die Zeit, 21.10.2013, Nr. 42] [3]

Frau Egli kam wieder so in Angst [Die Zeit, 16.09.2013, Nr. 38] [3]

…liess er mir keine Ruhe und schnürte mein Herz so zusammen in Angst [Die Zeit, 16.09.2013, Nr. 38] [3]

Jawohl, auch, andauernd in Spannung, ja in Angst leben [Die Zeit, 16.09.2013, Nr. 38] [3]

Das, was aber die ganze Bevölkerung am meisten in Angst und Entsetzen jagte [Die Zeit, 28.08.2013 (online)] [3]

Schädling versetzt auch die Walliser Birnenproduzenten in Angst [Die Zeit, 14.08.2013, Nr. 28] [3]

Wir wollten Arbens, aber auch die Soldaten in Angst und Schrecken versetzen so wie die deutschen Stukas zu Beginn des Zweiten Weltkriegs in Holland, Belgien und Polen [Die Zeit, 31.07.2013, Nr. 32] [3]

Die Lehre daraus heißt: Deutschland muss nicht in Angst und Verzagtheit versinken. Das Land kann sich selbst helfen, wenn es solidarisch handelt [Die Zeit, 31.07.2013, Nr. 23] [3]

Strengthening a feeling of fear is due to growth of the component (Angst und Entsetzen/fear and horror, Spannung und Angst/tension and fear, Angst und Schrecken/fear and horror, fright) in the presented examples. The used growth of the component, as well as listing the nominees of emotion (Angst und Verzagtheit/fear and shyness, depression) direct the "occasional" semes on the semantics of the word Angst, which leads to the strongest and most emotionally expressed manifestation of the state of fear.

Set expressions with the lexeme "Angst" are actively used, for example, "…liess er mir keine Ruhe und schnürte mein Herz so zusammen in Angst" [4]. In this example, the expression "schnürte mein Herz in Angst" is metaphorical. In the contemporary Digital Dictionary of the German Language DWDS, the set expression "etw. schnürt jmdn." is defined as follows: ‘etw. ist so fest um jmdn. gebunden, dass es schmerzhaft ins Fleisch schneidet’ [5], which means 'something tightens so strongly as if cuts into pieces with pain'. The combination has a figurative nuance "Angst, Ärger, Ekel, Mitleid schnürt ihm die Kehle, das Herz, den Atem bildlich" [5], that only emphasizes the emotional state.

In the example "Schädling versetzt auch die Walliser Birnenproduzenten in Angst", the prepositional phrase "in Angst versetzen" is a set expression. This expression is given in the dictionary edited by Duden, and it means "ängstigen", i.e. 'to scare, to frighten, to keep in awe; to worry' [6].
As mentioned above, we were not limited to considering only one lexeme "fear" in our analysis. Synonyms for the word "Angst" were also studied. Here are some examples of their use in publicistic texts.

In contrast to Angst, its synonym Furcht is a particular object, towards which a person feels fear: Dietl benennt vieles von dem, was Menschen mit einer Krebsdiagnose umtreibt: die Furcht etwa, in eine gnadenlose Medizinmaschinerie hineinzugeraten, die den Patienten bis zum Ende mit Strahlen, Zellgiften und Operationen traktiere [Die Zeit, 16.12.2013, Nr. 50] [3]. This refers to an incurable disease - cancer that reaves a man of restand leads to a state of fear, because it represents a real threat to life.

Erschrecken is the opposite of Angst and Furcht. This emotional state is characterized by short duration, unexpectedness and dramatic change in the situation: Über Twitter rief der Sender zur Ruhe auf: „Es war bloß ein Schrecken“. Der Erdbebendienst der chilenischen Seestreitkräfte bestätigte, dass ein Tsunami drohe [7]. Information that tsunami is near hit people like a ton of bricks and caused consternation.

In addition to the nouns illustrating the emotional state of fear, adjectives are also embodied in German publicistic texts.

Attributive adjectives can be viewed from different points of view, from lexical and semantic position.

1.1) In the analyzed text corpora, the expressions are often found, which consist of the lexeme "Angst", as well as an adjective in the function of an attribute indicating a state of fear, for example, furchtbar (awful), ungeheuerlich (monstrous), schrecklich (terrible), fürchterlich (dreadful, horrible) u.a. Combined with the lexeme “Angst”, these adjectives indicate the highest degree of manifestation of one of the strongest emotion.

Pat hat schreckliche Angst (terrible fear) vor Schlangen [Die Zeit, 24.12.2013, Nr. 52] [3]

…im Volke herrschende furchtbare Angst (terrible fear) vor den Pilzen [Die Zeit, 16.12.2013, Nr. 50] [3]

Eine ungeheuerliche Angst (monstrous fear), wie er sie noch nie erlebt hatte [Die Zeit, 11.12.2013, Nr. 50] [3]

…wenn auch verschiedene der Diskussionsredner und Rednerinnen, die dem Lande angehören, gerade vor diesem letzteren eine heillose Angst (horrible, dreadful fear) zu haben scheinen [Die Zeit, 11.12.2013, Nr. 50] [3]

Er hatte mit einemmal fürchterliche Angst (horrible, dreadful fear) davor [Die Zeit, 13.12.2013, Nr. 51] [3].

1.2) Adjectives are used in various forms of comparison: positive (Positiv), comparative (Komparativ) and superlative (Superlativ). The superlative form of adjectives is applicable for the maximum amplification, impact of this emotion.

…und erschreckte es hinterrücks, um es in größere Angst (in greater fear) zu versetzen – comparative form of the adjective (Komparativ) [Die Zeit, 09.12.2013, Nr. 49] [3]

In höchster Angst (in the highest fear) streckte es Kopf und Arme nach seiner Mutter schreiend aus dem Wagen – superlative form of the adjective (Superlativ) [Die Zeit, 06.01.2014, Nr. 1] [3]
1.3. The attributive adjectives that accompany "Angst" are highly diverse in their content and semantic form. These adjectives give different nuances to the emotion of fear; as a result, Angst can acquire the following characteristics:

Angst has an impact on the internal mental state: neurotisch (neurotic), psychotisch (psychotic), bedrückend (heavy, burdensome), inner (internal).

...geht diese unbewusst vor sich, so sprechen wir von neurotischer Angst (neurotic fear) [Die Zeit, 07.10.2013, Nr. 40] [3]

...und ihre eigene, innere Angst (internal fear), den Geliebten über kurz oder lang zu verlieren [Die Zeit, 28.10.2013, Nr. 43] [3]

Zu den Vorgängen, die ungezählte Herzen mit bedrückender Angst (heavy, burdensome fear) und mit Trauer erfüllen [Die Zeit, 09.09.2013, Nr. 36] [3]

Psychophormaka vor allem bei der Vitalangst und bei der psychotischen Angst (psychotic fear) indiziert [Die Zeit, 26.12.2013, Nr. 52] [3]

Angst is a pathetic, useless, insignificant, meaningless emotion: erbärmlich (pathetic, miserable), unnötig (useless), sinnlos (meaningless), jämmerlich (insignificant).

Wissend, dass er für uns einsteht, dürften wir nicht die erbärmliche Angst (pathetic fear) haben [Die Zeit, 06.06.2013, Nr. 23] [3]

...damit nur Karl keine unnötige Angst (superfluous, unnecessary fear) habe [Die Zeit, 02.09.2013, Nr. 35] [3]

sie trotz aller innerlichen Gegenwehr bei jeder Heimkehr solchen grundlosen Anfallen unsinniger und lächerlicher Angst (comical, amusing fear) [Die Zeit, 17.06.2013, Nr. 11] [3]

Als Frau Irene die Treppe von der Wohnung ihres Geliebten hinabstieg, packte sie mit einem Male wieder jene sinnlose Angst (meaningless fear) [Die Zeit, 02.12.2013, Nr. 48] [3]

...eine ganz jämmelche Angst (insignificant fear), du versuchst mich durch Lügen einzufangen [Die Zeit, 15.06.2013, Nr. 24] [3]

Angst is an understandable, credible, absolutely ordinary, widespread emotion: gewiß (indispensable, definite), verbreitet (widespread), verständlich (understandable).

...Frauen etwa misstraut, eine gewisse Angst (indispensable, definite fear) vor ihrem Verrat empfindet [Die Zeit, 15.06.2013, Nr. 24] [3]

...emotional sehr verständliche Angst (understandable fear) vor der stetig wachsenden technischen Komplizierung [Die Zeit, 07.05.2013, Nr. 19] [3]

...in der allgemein verbreiteten Angst (widespread fear) vor der Hegemonie Lübecks [Die Zeit, 10.10.2013, Nr. 42] [3]

Angst can be abrupt and unexpected: jäh (abrupt), plötzlich (unexpected, abrupt).
Die jähe Angst (abrupt fear) um Besitz und Eigentum äußerte sich unter anderem auch...[Die Zeit, 10.10.2013, Nr. 42] [3]

Da das Geräusch immer näher und näher kam, raffte er in plötzlicher Angst die Effekten mit beiden Armen zusammen...[Die Zeit, 06.10.2013, Nr. 41] [3]

Angst indicates a degree, scope and depth of the experienced emotion: laut (loud), leise (quiet), voll (full), groß (great).

...der voller Angst (fearful) und Entsetzen schrie...[Die Zeit, 16.12.2013, Nr. 50] [3]

...er schaute nach den hellen Augen des Mädchens, die in großer Angst (in great fear) zitterten...[Die Zeit, 16.12.2013, Nr. 50] [3]

...und der andere vor lauter Angst (besause of loud fear) runde Schultern kriegt, wie sie langsam von ganz außen nach innen...[Die Zeit, 16.12.2013, Nr. 50] [3].

Vor lauter Angst (besause of loud fear), es könnten noch sentimentalere Sätze folgen...[Die Zeit, 16.12.2013, Nr. 50] [3]

Da und dort meldet sich eine leise Angst (quiet fear) zurück, die Angst, die aus der Erfahrung kommt [Die Zeit, 17.09.2013, Nr.38] [3]

Angst stands as a hidden, implicit or direct, immediate emotion: heimlich (secret, hidden), direkt (direct, immediate), flüchtig (fugitive, fleeting)

Direkte Angst (direct, immediate emotion) um ihren Job hat sie nicht [Die Zeit, 16.08.2013, Nr. 34] [3]

...eine heimliche Angst (hidden fear) und Entsetzen ob diesem sinnbetäubenden Lärm...[Die Zeit, 16.08.2013, Nr. 34] [3]

flüchtiges Angstgefühl (superficial, fleeting feeling of fear) überflog sie nur in der ersten Sekunde [Die Zeit, 08.05.2013, Nr. 20] [8]

One of the methods for verbalization of the emotional state of fear are verbal constructions in the German publicistic texts. From the standpoint of semantic content, two types of verbal constructions can be distinguished: 1) the source of fear is an object, which causes a negative emotional feeling in a subject. For instance: in einem Sommer zur ganzen Größe des furchtbaren Raubtieres, zur fetten Kreuzspinne, wie sie selbst dich erschreckt [Die Zeit, 18.12.2013, Nr. 44] [3]. The expression “Angst machen“ is rarely used: Der Weg war sehr holprig, unsere Autos gerieten auf halber Höhe in eine ziemliche Seitenlage, was mir Angst machte [Die Zeit, 17.12.2013, Nr. 43] [3];

2)verbs indicating that a subject him/herself feels fear. In German, the reflexive pronoun sich expresses such state: Jeder fürchtet sich in erster Linie vor dem, was man von ihm sagen werde [Die Zeit, 02.01.2014, Nr. 2] [3]. The construction „Angst“ + verb (Angst haben, Angst bekommen, Angst kriegen) is also often used: Wer Angst davor hat, sich lächerlich zu machen, kann ihm nicht tanzen, schwärmt der Journalist Hans Siemsen und träumt [Die Zeit, 31.12.2013, Nr. 51] [3]; Da habe ich ein bisschen Angst gekriegt [Die Zeit, 23.12.2013, Nr. 51] [3],

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5. CONCLUSIONS

As a result of analyzing the German publicistic texts, it can be concluded that the representation means for the emotional state of fear are, in the German language, a prepositional phrase with “Angst” in postposition, set expressions with the “Angst” lexeme, synonyms for the word "Angst", as well as adjectives in an attribute function that express the greatest intensity and expressiveness of the emotional state.

6. SUMMARY

Thus, the analysis conducted as part of the cognitive linguistic approach to the study of language allowed to specify the functioning mechanisms for the emotional concept “fear” in its linguistic verbalization in the publicistic discourse texts. It should be mentioned that a text is a communicative unit that has an emotional component, which, in turn, regulates the relationship with the human factors of an individual [9]. Publicistic text filled with the emotive lexicon actualizes the analyzed emotional state causing the corresponding positive or negative audience reactions. The examples with the lexeme "fear" considered above add a certain emotive tone and emotive tonality creating in such way a specific setting on the emotional text impact.

ACKNOWLEDGEMENTS

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SPECIAL FEATURES OF ADAPTATION OF YOUNG SPECIALISTS AT THE ENTERPRISES OF THE ENERGY SECTOR: EMPIRICAL RESULTS

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ABSTRACT
In this article the adaptation of young specialists is studied mainly as a system of adaptation to factors of enterprise’s environment, and the abilities to use social and professional competences formed during the high school period. To study the characteristics of socio-professional adaptation of young specialists in industrial companies, in particular in energy sector, quantitative and qualitative methods of data collection were used – mass survey of young professionals and a structured expert interview with managers of energy sector’s companies. The main results of the author's study presented quantitative data that describe the features of the process of adaptation. Based on these data, it is determined that adaptation, professional development and self-realization of a young specialist is associated, firstly, with the development of professional identity, introduction to professional role and status, with getting employable knowledge and skills. The obtained results can be used in the personnel policy of industrial enterprises of the power sector, as well as training professionals according to the updated educational standards in educational institutions of higher education.

Keywords: young professional, socio-professional adaptation, adaptation factors, education, professional socialization, and the energy industry

INTRODUCTION
The degree of effectiveness of social-professional adaptation should be evaluated through the success of the assimilation and reproduction of professional values and skills, of professional capital at the empirical level by young specialists. The problem of using of professional capital [1,2], is also raised at present in the context of the formation of personality, including a young specialist [3,4]. The level of social and professional socialization of this group occurs in the real conditions of the professional environment. In this regard, the need to increase professional knowledge, gaining skills and basic competencies [5], their implementation in professional conditions by young specialists is constantly increasing.

The problem of optimization of professional training, adaptation and socialization of the young specialist still stays urgent now, especially because their bases are formed in the process of training specialty, which level of learning subsequently reflects its projection on the directive of the socio-professional behaviour of the young specialist in general [6-8].

METHODS
In this regard, in 2012 the author's sociological research was held through questioning of young professionals of the power industry, with the aim of identifying special features of adaptation of young specialists. A representative quota sample consisted of 796 people with an acceptable sampling error of 5%. Also for a full empirical picture in the same year a structured expert interviews with CEOs and middle managers, experts of personnel services of the enterprises of power industry of the Republic of Tatarstan was held (n=15 people).

RESULTS

The results obtained on the basis of empirical data are the following: the special features of young specialists’ adaptation have been determined, including the factors that create the main problem in the process of adjusting to a new place of work (see Pic.1).

1. скорее психологические - psychological
2. не было трудностей в адаптации - were no difficulties in accustoming
3. скорее квалификационные - skilled
4. затрудняюсь - ответить - difficult to answer

Pic.1. Assessment by respondents of the reasons creating the main difficulty in the course of accustoming to the new place of work, % to the interrogated respondents

It was revealed that for 49% of respondents the main difficulty in the adaptation process has been the level of qualifications, 32% had faced psychological difficulties. Only 6% of the interviewed young specialists had no difficulties in the adaptation process.

It is known that professional knowledge and skills contribute to the formation of a high degree of adaptation of young specialists. Based on these data, it follows that the professional competence of young specialists is not enough, that may significantly hinder the process of their professional socialization in the future, including the skills of teamwork, self-organization, etc.

Due to the high percentage (62%) of lack of knowledge, one of the solutions could be the invitation of staff of departments of the University to conduct classes with the aim of increasing the skills of enterprise’s employees (see Pic.2).
1. да, приходилось сталкиваться - yes, the problem existed
2. нет, не сталкивались - no, the problem didn’t exist

**Pic.2.** Assessment of respondents of shortage of knowledge at the beginning of professional activity, % to the interrogated respondents

Thus, 44% of respondents consider it appropriate to conduct specialized lectures and practical classes (see table. 1).

**Table.1.** Opinion of respondents on need of the invitation of staff of departments for carrying out profile occupations for the purpose of professional development of young specialists of the enterprises, % to the interrogated respondents

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>I consider it necessary</td>
<td>44</td>
</tr>
<tr>
<td>I think that it would be nice to held a series of classes</td>
<td>33</td>
</tr>
<tr>
<td>don't see the need for</td>
<td>18</td>
</tr>
<tr>
<td>difficult to answer</td>
<td>5</td>
</tr>
<tr>
<td>total</td>
<td>100</td>
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However, the increasing of social and professional adaptation of young specialists is not just the work of the specialists themselves, but also the enterprises – customers of the industry. According to young specialists, management of adaptation in the organization must be vested by (see Pic.3:(

1. supervisor – 32%;
2. staff Manager – 31%;
3. a special Department for adaptation managing – 26%.
The results of the secondary analysis of data of sociological research, devoted to the evaluation of factors of adaptation of young specialists at production enterprises serving energy and other powers in JSC "RZD", consistent with the results of the research. Among respondents - young professionals- 70% are not satisfied with the salary, 25% are not satisfied with the prospect of professional growth, 71% of whom did not know about it. Satisfaction with salary, awareness of the prospects for growth are important indicators in the structure of factors of adaptation, and, consequently, socio-professional socialization. Therefore, these data perform the need of implementation of measures to familiarize the young professionals with opportunities for professional growth and fulfillment, and to stimulate mechanisms of vocational motivation.

The presence of a tutor plays a significant role in the process of professional adaptation. According to secondary research, the importance of the influence of a tutor on the process of adaptation is mentioned by 91% of young professionals. We should pay attention to the fact that 50% of young professionals who do not have a tutor, are deprived of assistance in adaptation. In addition, the presence of the tutor affects the satisfaction of professional growth. So, 53% of young professionals with tutors, are satisfied with the prospect of professional growth, and among those working without a mentor, only 29% are satisfied with it. The staffing of the enterprises of power industry should not only increase the quantitative structure, but also include qualitative growth in human potential, since the period of industrial practice of future
specialists. Improving the quality of practical training during the professional training of students is an urgent challenge for higher education in general and of the higher education institutions in particular [9].

The increasing of social and professional adaptation of young specialists is not just the work of the specialists themselves, but also the enterprises – customers of the industry. Formation of personnel should be not only in increasing of the quantitative structure, but also in qualitative increases in human potential, since the period of industrial practice of future specialists. "...Today a young specialist should have a high level of general cultural development with an active lifestyle, interested in professional development, fast learner" (transcript of interview.(

The interviewed experts mention the following values, to which young professionals should be oriented in the enterprise:

1. sense of belonging to the company and the team;
2. following the rules of the enterprise;
3. respect for basic human values, aspirations, and correct behaviour;
4. building relationships based on decency and honesty.

Analysis of research results allows to conclude that the management of professional adaptation of young specialists can be implemented at the following levels:

1. the level of higher education (educational stage),
2. the level of professional and labor environment of the enterprise industry.

The direction of improvement of professional adaptation at the level of the professional and labor environment is encouraged to adjust the program "Management of adaptation of young specialists". The activities of this program are in line with the real needs of young professionals in the workplace. The system of attracting young people to the enterprise can be divided into three stages:

1. to interest the young specialist;
2. to keep him in the enterprise;
3. to motivate for good work.

According to experts, the interest to professional activity begins with an introduction of young professionals with clear and understandable personnel policies at any level, with a system of professional career growth. The authorities of the enterprises unanimously adhere to the positions, according to which the successful development of power plant is possible in the conditions of continuously development of personnel within the professional and personal growth - internships, targeted recruitment, creation of specialty’s passport, etc.

However, taking into account the limited financial resources of the enterprise, the system of motivation of young specialists and creation of conditions for their productive activities becomes a problem. On this basis, in addition to economic motivation, it is necessary to implement of the system of non-economic motivation, which will allow the young specialist to identify their work with the professional activities in which he engaged, and so to direct all their strength, knowledge, and skills for the benefit of the
organization, that is so necessary in modern conditions of functioning of the enterprises of power industry.

Attaching young professionals to new job places must, according to the authors, be accompanied not only by economic but also by social and psychological support. Looking by enterprises’ authorities for the means to support young employees should be targeted, thus achieving long-term goals in solving the problem of young skilled personnel. Today special benefits for young professionals are not set at the Federal level, and the system of benefits and lump sum payments for young professionals is not widespread in all regions of the Russian Federation, and not at all enterprises of the power sector, which puts young professionals in a socially vulnerable position. Some regions of the Russian Federation have programs to support young professionals: housing, material, social etc., but the implementation and awareness among the professionals about the availability of such programs is quite low.

Analysis of problems of training and lack of young professionals in energy sector today determines the need for modeling the medium- and long-term personnel motivation activities. As for young specialists who are sent to the regions, according to the so-called distribution system, so in accordance with the Housing code of the Russian Federation they are provided with housing out of turn [10]. Thus, in AO "Mosenergo" the draft mortgage program is set up to attract and retain young professionals, which provides for the gradual improvement of their housing conditions with the following output on the mortgage [11]. The analogue of such program, implemented with the participation of Department of housing policy of the Republic of Tatarstan, jointly with the enterprises of the power sector will allow to carry out performing and coordinating functions in support of young professionals in housing providing. However, such an extensive practice of support of young specialists exists within only few enterprises, that deprives a young specialists’ opportunities to use these or those social benefits and guarantees more.

It is impossible to oblige the commercial sector for adopting of such regulations “on material stimulation of young specialists”, however, elaborating of a number of recommendations may strongly affect the decision of the personnel services of the enterprises of commercial sector in the implementation of similar projects. The lack of an adequate level of social security due to the low level of the compensation package, lack of housing leads to lower social attractiveness of technical specialties.

An example of corporate policy in the field of personnel management, sourcing, adaptation and career management for young specialists at the enterprises of the power sector is the social policy of JSC "Concern Rosenergoatom". In the framework of corporate program "Youth policy" JSC "Concern Rosenergoatom"is actively working on cooperation with the primary trade Union organizations and youth public associations of nuclear power plants. Corporate meetings on social and labor and personnel matters are held quarterly on which a wide range of participants discuss and take decisions on all the current social problems. Questions of social partnership are examined quarterly at the extended meetings of the Association of trade Union organizations of nuclear power plants of Russia [12].

Analysis of the statements of experts about the existing system of accounting for staff turnover in the company confirms the need to create automated email programs to work with staff, including young specialists. Such programs, according to the authors, can contain data about the dynamics of training of the specialist, the level of his leadership qualities and evaluation of creative potential, individual work plan for a young specialist. Individual plan includes data of the adaptation and qualification cards, the introduction of which is suitable for young professionals and is an innovation for many companies in the industry. At the end of the adaptation and the internship period supervisor shall make a report at each of its employees, from the number of young professionals with the provision of the final reference for the employee. The latter, in his turn, while preparing of the report on the work done during the entire period of staying at the new company, according to the determined time, also prepares the report to summarize the results of the internship by the authorities and staff of the Training Department.
Introduction of the adaptation cards during not only the adaptation period but during the period of reaching by young professionals age maximum threshold value (35 years), will allow the young specialist to adapt to the requirements of labor discipline and to increase independence when performing duties. The lack of such information may, under certain conditions, inhibit the career development of a young specialist, neutralize his professional and socio-economic motivation. We believe that the establishment of a united accounting system, including documenting of complete information about the condition of development of the young specialist in the organization will positively affect his career in the future, optimize the personnel work of the enterprise.

The Foundation of positive motivation to job, as part of the program "Management of adaptation of young specialists", founded by Universities, together with the power enterprises, will enhance the human potential of competitive young professionals on the labour market, who are one of the main resource providers of power enterprises [13].

INFERENCES

Thus, basing on the results of the expert survey of heads of enterprises, identifying the problems of social and professional socialization to the professional work conditions, it is advisable to implement the following activities in the framework of the direction on "Management of social and professional socialization of young specialists" taking into account specific of companies of the industry:

1. creating "Rules of corporate behavior and corporate standards" that must have references with the necessary information about the company, organizational culture, rules of behavior, conditions of career growth, system of reasons and penalties, etc.;

2. possibility of access to inner resources of a private WEB-site of the enterprise;

3. development of methods of managing the professional career of young specialists within the company. Today in companies must be, in addition to the transition to decent compensation and benefits package, job training opportunities and exchange of experience with specialists in foreign enterprises, which provides broad opportunities for young and ambitious professionals to make a serious career for a short period of time;

4. promotion and support of career and professional growth of young employees of the enterprises of branch;

5. control of adaptation to external and internal factors of the professional environment;

6. bringing the system the assessment criteria of young specialists’ training in the energy sector in accordance with international standards, the development of relevant programs should influence the level of services provided in energy sector.

CONCLUSION

Overall, the proposed directions, programs, and models of improvement of social-professional adaptation of young specialists can be used in the personnel policy of the power industry enterprises, in training of specialists as part of the updated educational standards, taken into account in the activities of educational institutions of higher professional education in the development of programs of practical training for engineering personnel.

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REFERENCES
PLANETARY SOLIDARITY AS AN ALTERNATIVE PROJECT OF MODERNITY

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ABSTRACT
The article deals with the problem of solidarity in the context of contemporary globalization processes. The political and economic crises in all the continents of the last decades reveal to us the necessity of universal unity, universal rallying in a previously unimaginable scale. Note that under the universal solidarity is necessary to understand not only the ability to operate effectively in certain existing international unions, but also the willingness of the international community to commit themselves to work towards settling planetary justice. Only by combining their efforts people will be able to see their common destiny in the future.

Keywords: planetary solidarity, globalization, integration project, modernity, consolidation, crisis.

INTRODUCTION
The emergence in modern conditions common to the world global economic and information system, under which originate new unique political and cultural forms of human interaction is truly staggering consciousness. The result of the global communication of individuals, social groups, organizations, carried out across borders, it is a new format of political and economic solidarity.

PURPOSE OF THE STUDY
The main purpose of this study is the possible ways of planetary solidarity in socio-cultural and political context. Analysis of the key components of the elements of this process in terms of transnationalization as inhomogeneous nonlinear and unstable modern living environment of mankind.

MATERIALS AND METHODS
The study built on the basis of the analysis of relations in general and the particular variety of forms of culture and politics in the context of globalization. General methodological basis of the study is the classical dialectic.

Note that the idea of a transcontinental unification of the peoples of the earth gave rise to a variety of ancient scale integration projects, such as an attempt to recall the first globalist Alexander the Great. Empire Charles the Great, Genghis Khan, Napoleon also very revealing. However, the idea that all people are equal, have the general right to happiness, absolutely all deserve to live in peace and joy became apparent dominant of western intellectual space during the Enlightenment [1]. Modern humanity, having gone through the dramatic events of the XX century, the scientific and technological revolution today and in the ideological and institutional dimensions as never approached the new frontiers of universal.

The term "solidarity" in the ancient Roman right «in solidum» (per whole) means a joint contractual obligation of all of the debtor to repay the debt as a whole. It is believed that its first use of Pierre Leroux borrowed this term from medieval right of lawyers to use in philosophy [2].

Solidarity is referred to as a form of social instinct. It finds expression in the empathic relation to any member of the "foreign" people, as human beings, originally kindred ourselves. Such important social values like solidarity and mutual assistance emerged as a result of globalization primary solidarity, which is gradually applied in intra-solidarity, as a result of the marker "own" was extended to all the larger community, covering eventually the whole of humanity [3].

Solidarity can be defined as a reflection of normative ontological essence of human life in society, their initial, internal unity. This is the principle that determines the social communication between individuals, social actors in small and large groups of people, based on kinship, neighborhood, labor community, interests, etc.

Solidarity is and emotional, value-motivational characteristics of every community where a key aspect of individual activities in favor of its integration into the team to ensure its integrity and viability. It is a certain psychological, positive attitude in relation to each other, based on the feeling that there is something within each of us (a significant component of the typical human being) resonating in the presence of the same in the other of which there is an understanding of accessories all to a special status "we". As a principle constitutive social relationship between people solidarity acting with all social communities and can be a criterion of cultural and historical eras.

The future of the planet is determined by the strength of solidarity today. Without rallying around shared values and there is no force that could protect the world in the face of current and impending internal and external threats. Note, however, that the quest for global solidarity is actively exposed to criticism of national priorities adherents. They fiercely criticized the cosmopolitan spirit of the modern global trends, but unable to stop a looming "locomotive of history." It is important to note that in fact it is not about any national, ethical and ideological construction. They do not exist! After all, the nature of our worldview and behavior is unique at all national nuances. In everyday life and everyday people are measured based on their personal needs. In the process of life each of us to creatively adapt national, cultural norms to its unique merits and any value can be subjected to total criticism. However, we note that the universal values is a subjective generalization really real existential basis and include both aesthetic and ethical components understandable to everyone. Any national, state value of secondary and in specific cases they are generally ignored .

The political and economic crises in all the continents of the last decades reveal to us the necessity of universal unity, universal rallying in a previously unimaginable scale. Note that under the universal solidarity is necessary to understand not only the ability to operate effectively in certain existing
international unions, but also the willingness of the international community to commit themselves to work towards settling planetary justice. Only by combining their efforts people will be able to see their common destiny in the future. Therefore, solidarity has been and remains the main driver of planetary unification. It should be fixed in intergovernmental agreements aimed at implementing the principle of mutual assistance.

It is important to note that in the becoming complicated conditions of globalization solidarisation can not take place only at the initiative of the political elites. Quite naturally that the main springs in the first phase of globalization processes could be the economic feasibility at the level of inter-state relations. Introduction of uniform standards of production and consumption activities within the framework of common economic union, the settlement of disputes on the scale of the global market all this is still in the hands of the highest political circles.

What do people of advanced countries? They tacitly supports these processes, hoping that it will reduce the possibility of major international wars. Especially that occurs worldwide integration creates favorable prospects for freedom of movement around the planet and increase the well-being of the countries of outsiders who are on the economic periphery.

At the same time, globalization does not pass easily, periodically there are crises. Enhance the cultural, political and economic risks that exceed the potential benefits. Moving large numbers of people across the planet from different cultural and historical enclaves increases conflict. A striking example is the interaction of Islamic and Western world.

Against this background, there is a crisis of confidence in the political manifestos that are not able to anticipate all the possible costs for the integration. The way out of this situation, the international community seems not only to consolidate around the economic or political purposes are important for the States, but also around the values of self-determination of individuals. It is important to emphasize that in this situation, when the country's international integration of the participants in a situation of "every man for himself" all countries in varying degrees are hostages of globalization risks associated with the dominance of the big players in this process.

Fears of strengthen the centralization of power at the time of the adoption of political decisions under the pressure of international organizations are offset by expectations that the State of the Union will be able to protect citizens from possible global risks. At the same time the real power of unifying processes can be activated only under conditions of a global, human solidarity.

However, the question arises how to do it? What tools and mechanisms of solidarity should be used? How to unite humanity without prejudice to the rights of certain peoples or certain countries, without violating political transparency?

Integration situation where individual nations or individuals excluded from the real solution of urgent problems, and the possible costs of the adoption of ineffective or erroneous political decision impose a burden on the shoulders of ordinary people is not viable today. In the coming decades the world community to go through a profound transformation in the way of global political integration. To do this, is necessary to create an environment of open dialogue and open discussion of the goals and objectives of the new planetary union.

In the context of this vector is the question of unification should be solved not only through the development of narrow tactical economic plans, but also strategic, long-term perspective, revealing the direction in which will move the whole of humanity, to achieve what goals it is important to approach.
Planetary solidarity begins with the creation of non-governmental organizations. On the basis of non-coercive, non-governmental social mobilization will occur a group of people that can awaken a massive civil activity, focusing not on the search for enemies, but on the spiritual movement for cultural, peaceful, human solidarity, able to put all the state of the planet under the control of an ethical society.

Educational meetings, lectures, open scientific and religious discussions, conferences, symposia gradually open the way to this nascent movement. New humanistic wave of people, based on the concept of an open society and the idea of solidarity unity of mankind, will become the center of alternative modernization focuses on cultural diversity which recognizes the source of its legal personality, economic and social sovereignty [4].

As a result of global geopolitical transformations of the state in its familiar form, with its extremely high safety standards, aggressive unions, significant military expenditure, territorial claims will be gradually eroded. It is known that at the time of social instability occur simply a social community and connection to them that give strength to the society [5].

At the stage of risk maximization simple ways of the organization of social life are an adequate response to the challenges of reality and help to preserve the viability of the team in an emergency situation. In modern conditions the survival of humanity has developed the state's ability to follow the lead of the local goals, defined in a narrow range of national, does not help, but hinders the implementation of life-support tasks in a particular region, so on a global scale.

However, to abandon the state in a moment it would be disastrous for the whole of humanity. In the beginning at the level of the state structures should be strengthened the activities of intergovernmental organizations, the key position should belong to a supranational consolidated financial foundation. It need to create in order to support the emerging political and economic infrastructure of the new planetary institutions. This planetary Solidarity Fund should provide financial assistance to all participants of a planetary federation to eliminate economic backwardness, the effects of environmental, humanitarian or man-made disasters.

It is important to understand that solidarity has a diverse nature. There is solidarity in political, military or economic unions. There are spontaneous solidarity, which arises as a country response to extraordinary situations. t this level of integration of the entire world community is already in a state unselfishly provide all necessary assistance [6]. A striking example is to overcome the consequences of the recent earthquake in Haiti.

There is another type of solidarity. It arises from an inner awareness of unity professed by cultural, religious, ethical values. Exactly this last type is the key to long-term development of integration processes in the coming decades. Humanity is not only in the face of its separate progressive representatives, represented by intellectual and political elites, humanity represented by every living person on the planet should realize once and feel the organic connection of all with all. In other words, the idea that all people are part of a single socio-cultural organism must establish itself among the masses.

With regard to specific activities strengthening the worldwide unity is important to note the need to create conditions for the prevent financial and political risks. In the development of planetary relations in the early stages will inevitably be problems between the developed regions of the donor and the regions lagging behind in development and receives subsidies.

The solution of this important economic issue is possible only when the subsidized regions will be called to responsibility for the conduct of their domestic economic policies. Together they must accept certain obligations to make their contribution to the overall business of planetary development.
Workable format of relations within the emerging community must be based on mutual commitments and mutual consistency of their actions. In addition it should include sanctions conditions that can be applied to obligations violators. An important mechanism for ensuring long-term results of this format is the enhanced control on the part of a single planetary convention.

Topical focus in the development of the integration process is a new ecological movement, aimed at providing added value in all countries through the full implementation of innovative environmental technologies and the promotion of volunteerism. Social and environmental aspects of progress must be a central part of what is happening in the integration process.

Integration of social systems on a global scale it is important to conduct from phase of alignment of existing social standards (salaries, scholarships, pensions, social benefits). Existing inequalities in social security at this stage will require the reform of the health system, social care, eradication, poverty alleviation.

Taking into account the nuances of the planetary situation in the field of demography all issues of social protection must be addressed in the context of sex and age equality. In this regard, the future planetary union will require a full-scale effort to guarantee equal rights and equal opportunities for all inhabitants of the planet. Acute status of environmental and energy issues to the world community open additional opportunities for development.

Environmental and energy security can be guaranteed to residents of all regions of the world only with the full transition to renewables. This allows you to control the level of energy prices to ensure a stable energy supply and reduce environmental risks. All of this should be an important impetus to the movement to the system integration of the planet. Agricultural development united humanity should be aimed at the conservation of agricultural diversity in all parts of the world. It is necessary in all regions of the world to ensure a sufficient amount of food and at the same time rational use of natural resources, conservation of biological diversity to ensure humane animal safety and climate. Another important aspect of integration cooperation within the global system of international relations should be a set of measures, aimed at preventing armed conflicts, wherever they may occur. The development and implementation of information and educational programs aimed at promoting the idea of non-violence, postulating humane treatment, not only to people but to all living organisms on Earth can be attributed to the activities of this direction. Total ban on the use of violence between States should be a key step towards the creation of a planetary Federation.

RESULTS

The emerging economic and socio-cultural basis of common humanity clearly outstrips political reality and at the same time makes it innovative components which catalyze the improvement of relevant forms of social life. Modern, urbanized humanity today has no experience stateless and conflict-free existence. However, apart from the ideas of anarchism and its individual social projects there is a huge precedent for effective and widespread civil strife of the population with the state, associated with the name of Mahatma Gandhi [7]. Looking at past experience of Gandhism, we can say that, at the appropriate ideological - information and organizational preparation of the transformation of modern statesat first in federation, and then in the universal brotherhood is entirely feasible.

CONCLUSION

All this does not mean that the old system of world order will hand over their positions without a fight, there is a lot of anxiety decades, a lot of work on the formation of the planetary consciousness of
humanity and social cohesion. Let these plans today seem wishful thinking, but because without a dream, where will come mankind?

REFERENCES
SOME OF THE MORPHOLOGICAL FEATURES OF NOUNS IN SCIENTIFIC PROSE

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ABSTRACT
A rapid development of science and a constantly growing interest in the processes occurring in the international arena cause the necessity to study scientific papers, of both domestic and foreign scientists and scholars, as well as the need for sharing their experience in research activities. In this regard, there is an actual tendency to translate scientific works into a foreign language with the aim of publication in leading international scientific journals. This article discusses some morphological peculiarities of nouns enclosed in scientific texts in English and Russian. The role of study of the above units is significant and immense in the process of translation with the further dissemination of knowledge throughout the world. There is an attempt to find and characterize identical and similar features in the morphological structure of nouns. A number of identical and heterogeneous features were found in the English and Russian languages within the framework of this research. We attempted to make up a spreadsheet giving a visual representation to the morphological peculiarities of nouns for the successful formation of knowledge about the linguistic peculiarities of scientific prose texts.

Keywords: scientific prose; text; morphological feature; noun; category; case, number

INTRODUCTION
There is a tendency to spread and publish the results of scientific studies in leading international scientific journals. However, many scientists find it impossible to perform this action. It should be noted that this refers not only to free of charge, but also to commercial scientific journals. One believes that this happens due to political disputes and tendencies to the exclude Russia from the international arena in all spheres. Others accuse Russian researchers of incompetence in a foreign language (particularly English) which prevents publications abroad. The fallacy of both assumptions can be justified, taking into account the fact that even some university teachers fail to succeed in publishing the results of their studies in foreign journals.

The main reason of weak publication activity of Russian specialists abroad are rooted in the lack of competence in the field of knowledge concerning the linguistic features of the texts in scientific style, both in source and target languages.

The aim of this work is the study of some morphological features in scientific prose texts.

Morphological features of scientific texts should be considered as an integral to functional-stylistic forms along with vocabulary and syntax.
In this regard M. N. Kozhina turns out to be right judging that specific features of the text of a particular functional style are comprised of both lexical and grammatical means, as well as the analysis of grammatical forms’ functioning [Kozhina, 1972].

METHODS

In the course of our work the following methods were used: descriptive method and comparative analysis.

The usage of these methods let us think that the basis of the scientific texts are, first and foremost, nouns, and secondly, adjectives, and verbs, occupying the third position in this hierarchy. Russian linguists often refer to a nominative character of scientific texts [Kotyurova, 2008].

However it should be mentioned that not all linguists agree with this point of view [Korotkina, 2014; Lynn, 2010]. I. B. Korotkina believes that such nominalization complicates the perception of information from scientific text. The proof relies on the statement by John Bin, who believes that an educated person must express thoughts through verbs, as it is the most effective method of expressing actions [Cherniavsky, 2010].

RESULTS

The category of connectivity inherent in scientific texts leads to the increase in the use of conjunctions and prepositions in both languages. This provides logical structure of the text. The number of auxiliaries is constantly growing due to the conversion processes peculiar to significant parts of speech.

One of the connecting means in scientific prose texts is the system of cases. However the number of cases in both languages does not coincide. The Russian category of cases consists of six cases: Nominative, Genitive, Dative, Accusative, Ablative (Instrumental) and Prepositional one while there are only two cases in English: Common and Possessive. The relationship between words in a sentence represented by Nominative, Accusative, and Dative cases is expressed in English with the help of Common case. English word order serves those objectives. For example, indirect object follows the direct one. Nevertheless this order could be easily destroyed by adding particle “to” after the direct object.

Nouns in phrases that express attributive relations in the Russian scientific texts are often performed in the form of the Genitive case (the Pythagorean Theorem). Possession in English is expressed with the help of Possessive casewhich is formed by adding “apostrophe s” to the nouns in the singular and just an apostrophe to the nouns in plural [Kolesnikova, 2010; Cherniavsky, 2010].

A.L. Pumpyanskiy emphasizes the idea that possessive forms (’s) in English scientific and technical literature are mostly used with nouns, denoting the time or the author of the discovery [Pumpyansky, 1965].

Currently the noun phrases in scientific texts, performing attributive relations (especially the authors’ names), consist of nouns functioning as an attribute in the Common case instead of the Possessive one (the Hofmann reaction). Besides, the use of the definite article is necessary in this context.

Furthermore, passive constructions in Russian are presented by the Instrumental case while in English the passivity is expressed by prepositions “by” and “with” + Noun in the Common case [9].

Another morphological characteristic of the texts in scientific prose to be considered is the category of number. Considering Russian scientific texts we should pay attention to the use of uncountable nouns in the singular which get the plural form in scientific texts but do not exist in common language (maslo-
masla (oil), stal’-stali (steel) [Mitrofanova, 1985; Razinkina, 1978]. There is an English counterpart of this morphological feature. Therefore, some uncountable nouns used only in the singular turn into countable ones if we are referring to individual atoms of the substances and take their plural forms (iron, copper etc).

English scientific literature contains a number of words of Latin and Greek origin ending with -is, -ies, -ics, -us, -um, -non in the singular. These words, as well as some borrowings from Greek and Latin, have retained the plural form of the source languages (analysis—analyses, phenomenon phenomena etc). Due to the processes of simplification many of the above mentioned nouns have parallel plural formed according to the norms of modern English language (formula – formulae – formulas). Nevertheless scientific texts adopt the old forms. However, some modern forms are presented in scientific prose (formulas).

The norms of scientific communication in all languages lead to the selection of stylistically neutral words, which are the basis of scientific texts. In accordance with this tendency, researchers use words with international prefixes, roots and suffixes (inter-, macro-, anti-, micro -, etc) in both languages.

**CONCLUSION**

All the above mentioned peculiarities could be presented structurally in the Table1.

<table>
<thead>
<tr>
<th>Morphological feature</th>
<th>English</th>
<th>Russian</th>
<th>Identity</th>
</tr>
</thead>
<tbody>
<tr>
<td>the category of connectivity</td>
<td>conjunctions and prepositions</td>
<td>conjunctions and prepositions</td>
<td>common</td>
</tr>
<tr>
<td>the category of case</td>
<td>nominative, genitive, dative, accusative, ablative (instrumental) and prepositional</td>
<td>common and possessive</td>
<td>heterogeneous</td>
</tr>
<tr>
<td>the category of number</td>
<td>singular, plural</td>
<td>singular, plural</td>
<td>common with distinguishing features</td>
</tr>
<tr>
<td>word formation</td>
<td>international prefixes, roots and suffixes</td>
<td>international prefixes, roots and suffixes</td>
<td>common</td>
</tr>
</tbody>
</table>

The study of morphological features of nouns peculiar to scientific texts let us make up a spreadsheet of their morphological similarities and differences. It is obvious from the spreadsheet that word formation is a coherent feature in both languages. This fact could be clarified in the sense that the selection of stylistically neutral words is the privilege of scientific prose style in all languages. Another common feature is the category of connectivity, which implies logical presentation of the material that is natural since the purpose of each scientific work is to convey certain information and logical structure helps to reach this aim. Differences in the categories of number and case are rooted in a long complicated history of both languages but nevertheless require thorough study and careful usage during the translation. Thus, it becomes obvious that the morphology of the texts of the scientific style requires thorough selection of word forms, parts of speech and categories. Therefore the study of linguistic peculiarities becomes a perspective direction in the process of knowledge dissemination throughout the world.

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HUMANITARIAN COMMUNICATION IN THE SYSTEM OF RUSSIAN-CHINESE RELATIONS: RESULTS OF RESEARCH WORK

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ABSTRACT
The relevance of the research problem is as follows: modern Russian-Chinese relations in the field of culture and education are developing rapidly and unprecedented number of joint projects are realized. The aim of this article is to reflect the results of a poll about the relationship between Russia and China in the humanitarian sphere. Leading approach to the study of this problem is the descriptive method; analytical method; comparative and historical-comparative methods, which allowed to fully disclose and analyze the responses and make appropriate conclusions. After the pull the following conclusions were made: despite the successes, there is a certain imbalance in the partnership between Russia and China in the humanitarian sphere, as well as a lack of data about the culture and language of neighboring states. The article may be useful for specialists engaged in the study of international relations, history and politics of Russia and China, academics and teachers of humanitarian disciplines of the universities.

Keywords: humanitarian communication, Russian-Chinese relations, Confucius Institute, Chinese culture, Chinese language, Chinese Language Year in Russia, Year of China in Russia.

INTRODUCTION
Since the second half of the 1990s, Russian-Chinese cooperation goes to a qualitatively new level – starts the implementation of specific large-scale projects: the annual festival of cultures, national languages, close cooperation in the field of sport, tourism, theater and music arts, open centers for the study of Chinese and Russian languages [Kremlin, 2015]. All the activities implemented in the framework of intergovernmental agreements had a political and socio-cultural effect, change the attitudes of nations to each other, increased the quantity and quality of information about the countries that have a positive impact on the image of the states [Ten, 2012]. After the Year of Russia in China and Year of China in Russia the tourist flow and the number of Russians studying in China, and the Chinese receiving education in Russia have significantly increased [Xu, 2011]. Despite the fairly positive official estimates, the Russian and Chinese experts [Davyidov, 2007; Zhou, 2007; Tikhvinskyi, 2008; Galenovich, 2010], the researchers acknowledge that the peoples of the two countries are cautiously to each other. Thus, the situation when “the top is hot, bottom is cold”, i.e. at the government level, relations are developing in a positive direction, but at the level of citizens, the direct participants involved in the process, the relationship is far from clear. The aim of this study was to analyze the results of Russian-Chinese relations in the cultural and educational fields in recent years. To determine the effect of large-scale events held in the framework of the National years of cultures, languages the popularity of the Chinese language in Russia, the image of China.

METHODS
Internet questioning and traditional questioning among residents of Russia and Kazan in particular were conducted to achieve the goals. Students, scientists, and everyone regardless of whether they are studying the Chinese language or not took part in questioning.

THE STRUCTURAL CHARACTERISTICS OF THE QUESTIONING

The questioning “China. Chinese language and culture” was based on a free platform Survio.com the address of questionnaire http://www.survio.com/survey/d/L5T5X7K2Q4T6L9L7S [Survio, 2016], everybody can fill it. In addition, students and hearers of evening courses of the Confucius Institute of the University of Kazan filled questionnaires in the traditional paper version.

We analyzed the results of the 356 questionnaires. Age of respondents: 13 – 78 years, the bulk of respondents aged 19 – 36 years. The geography of questioning: central part of Russia, Volga Federal District, Ural, Siberia, Far East, almost the entire territory of the Russian Federation. Gender characteristics: questions were answered by 73% of the female population and 27% of the male population of the country. Among the respondents, more than 60% studying Chinese more than one year on a regular basis and they have sufficient level level to give reliable characteristics of Chinese language and culture.

The questionnaire, written in Russian language, has 38 questions consisting of 3 blocks: the influence of Chinese language and culture on the lives of respondents, the activities of the Confucius Institute [Hanban, 2015] and projects in the framework of Russian-Chinese relations. In this study we show as the main problem the results of the survey on Russian-Chinese relations in the humanitarian sphere.

THE RESULTS OF THE STUDY

To the question about what motivated you to study Chinese language and culture, we received answers given in table 1.

Table №1.
What motivated you to study Chinese language and culture?

<table>
<thead>
<tr>
<th>Что тебя мотивирует изучать китайский язык и культуру?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Другое (впишите свой ответ)</td>
</tr>
<tr>
<td>Влияние медиа (книги, пресса, ТВ, радио)</td>
</tr>
<tr>
<td>Входит в школьную программу</td>
</tr>
<tr>
<td>Учитель/одноклассник/родственник/друзья</td>
</tr>
<tr>
<td>По собственному желанию</td>
</tr>
</tbody>
</table>
In "other" respondents answered most often "territorial proximity" and "trip/travel to China". Thus, we can assume that the influence of the media, organization of international events at the state level, the decision on the study of Chinese language is minimal. The majority of survey participants chose a foreign language spontaneously, guided only by such concepts as "fashionable" "cool" "interesting" "characters.”

Discussion also the results of a questioning on Chinese culture. For example, the question "What is known to the Chinese of these you know?" received the following results: almost all know Confucius and Mao Zedong, least of all know the iconic Chinese Director Zhang Yimou and the Last Emperor of the Qing Dynasty Pu Yi. Also it could be noted that the percentage among the respondents who know the actor Jacky Chan more than currently President of China Xi Jinping. Also, if a separate questioning of Humanities students of Kazan (Volga Region) Federal University (68 of 356) are only two know Pu Yi and five Zhang Yimou, what certifies about low awareness of students about prominent personalities of China. In this case, you can talk about the insufficiently effective work of the Confucius Institute at KFU, which is currently one of the key organizations promoting Chinese culture to the masses. In recent years, there were not organized film festivals or screenings, discussions of iconic Chinese premiers. In addition, students are well aware of the outstanding personalities of ancient and medieval China, but much less known characters of modern history. Accordingly, the department should strengthen the training of students in this direction, knowledge of Chinese history and historical figures is the key to the whole Chinese direction.

To the question "Give the full name of China, 90% of respondents answered correctly, but 7% said "Chinese People's Democratic Republic". Supposedly, 7% were those who have not yet started to learn Chinese language and culture. Beijing was called the capital of China by 99% of the respondents.

Among the respondents the most loved chinese are chinese tea (78%), chinese calligraphy (70%) and chinese cuisine (70%); the least popular were the chinese opera (38%) and chinese poetry (27%), probably due to their unavailability and the complexity of understanding and perception. In order to try chinese tea or kitchen, to admire the art of calligraphy it is not necessary to go to China, these elements of Chinese culture are widely represented in Russia. But to see, to understand and appreciate Chinese Opera, and especially poetry, you need a deep knowledge of the Chinese language and culture.

Consider the results of the questioning on the Confucius Institutes in Russia. The answers to two questions on the activities of the Confucius Institute are also quite informative and revealing. To the question "Is it necessary to increase the number of Confucius Institutes in your city?" received the following answers: "Yes, please" and 27% "No, this is not necessary" – 33.5%, "No answer" – 35% [see: Renmin Ribao, 2006]. Several respondents chose "other" by writing in the comments that there is no need to open additional CI and KK there, but need to improve already created [Liu, 2012.]

The second question related to the activity of the CI was: "How has your attitude change to China, Chinese language and culture after the opening of the CI/KK in your city?". Half of the respondents said that their attitude changed for the better, over 40% of respondents believe that nothing has changed. In the comments to this question reveal two trends: first, that in some cities, the republics and regions of Russia there is not only Confucius Institutes, but no Chinese areas in universities. So, for example, are referred to the city of Ufa, Sterlitamak (Bashkiriya); Pyatigorsk (Stavropol District); Chelyabinsk (Chelyabinsk District) and other large settlements. Really functioning IR in these regions there, and the next are far enough away. For example, to pass international examinations in the Chinese language HSK (汉语水平考试) those who will be forced to go to other cities, and a lot of financial costs. The second trend is a negative reaction towards the IR. Someone thinks that the Confucian institutes is a committed nonprofit organization, someone accuses them of gathering information in the interests of China, some argue that the management of Confucius Institutes pre-allocates all competition places and awards first place its candidates, gives them expensive gifts.
The next set of questions refers to the Russian-Chinese relations in the humanitarian sphere at the present stage. In the framework of the national years, years of national cultures, youth exchanges, etc. the majority of respondents visited the festivals of cultures, traditional celebrations and contests (photo, song, calligraphy). 15% of respondents didn't visit because of their employment or have not heard anything about such events. This statistic suggests that 15% of the respondents belong to the category, which is not studied Chinese language and has little interest in Chinese culture.

To the question "How did your attitude change towards China after the national years, years of cross-cultures, youth exchanges, etc.?" 30% of respondents said that they received a lot of new, useful information and attitude changed for the better, 60% responded that activities were not enough, new information is also not enough, the attitude has not changed. More than half of respondents were dissatisfied with the results of large-scale Russian-Chinese events held with the support of the governments of the two countries, which gives reason to once again review the forms and mechanisms of realization of bilateral relations in the humanitarian sphere.

The next question consisted of a sentence with an open ending "Russian-Chinese relations in the humanitarian sphere...", which had to be added one of the suggested phrases. So, 42% of respondents answered "now continue to develop," 36% of respondents see "huge potential" in bilateral humanitarian relations, a quarter of the participants believe that Russian-Chinese relations in the humanitarian sphere are not sufficiently developed. Only 4% of the respondents indicated that the humanitarian component is of no great interest to the bilateral partnership, and 1% that has reached its maximum.

Quite a discussion the last question was, which was asked to characterize modern Russian-Chinese relations. A large number of comments indicate that our citizens are interested in international cooperation and foreign policy as the relations with China, determine the nature of the entire foreign policy situation in the region. Many, regardless of whether they are studying the Chinese language or not, watch and keep track of new information related to politics and economy of China. In addition, the main role of mediator played by the media, as any news release does not shy away from the Chinese direction. Politics, Economics, business, energy, security, the visits of the heads of the government – only a short list of the main subjects covered in the news. Thus, the citizens of the Russian Federation regardless of age and status become unwitting observers of the development of Russian-Chinese relations at the present stage.

In addition, this section should reflect the answers in the "other" category with the aim of understanding the relationship of respondents to the partnership of Russia and China. Most left comments believe that today China uses natural, intellectual, human and other resources of Russia in their strategic goals, and speaking about strategic partnership, it is one-sided. Part of the review describes bilateral relations as "forced symbiosis" or "forced partnership" and "relationship in which benefit only China." As we see from the questioning results, 6% of the participants characterize the relations of Russia and China as "the relationship of the younger brother to the older, but reviews indicate that today the role of the younger brother went to Russia. Despite the officially recognized status of the modern Russian-Chinese relations as "strategic partnership", the respondents find this phrase a negative connotation, there are the patriotic sentiments and the desire to see Russia as a leader in bilateral relations.

SUMMARY

Thus, examining the key results of the survey on Russian-Chinese cooperation in the humanitarian sphere, it is necessary to summarize the results and offer recommendations for improvement in the field of culture and education.

1. To involve for work of Russian teachers of Chinese language and culture.
2. To increase the transparency of the preparation and implementation of annual joint programs, as well as individual activities related to Chinese culture and language.

3. To develop clear criteria for the selection of students on grant programs of the Government of the Russian Federation and China, Confucius Institutes, competitions and Olympiads held on the definition of knowledge of Chinese language and culture.

4. To intensify efforts to translate modern literature from Russian into Chinese and vice versa, to create a joint Russian-Chinese projects in the field of cinema and other art forms [Smirnova, 2014].

5. To actively engage regional leaders in organizing exhibitions, festivals, competitions and other events

6. To respect mutual interests in research activities and educational field.

7. Federal and regional media need to pay more attention to the coverage of cultural events to acquaint the citizens of our country with traditional and modern culture, history of China.

DISCUSSIONS

Questioning is one of the key methods in the study of public opinion, besides giving an independent assessment, which is important for scientific research. It must be emphasized that domestic and foreign [Dai, 2013; Wu, 2013] researchers have repeatedly appealed in his works to the problems of mutual perception of citizens of Russia and China, to the cultural component of their lives. Of a number of works firstly we should pay attention to the monograph [Larin, 2006; Kuznetsov, 2013], article [Alagueva&Vasilyeva, 2007; Baykov, 1999] and dissertation research [Bokova, 2011], which reveals the state of public opinion of citizens of Russia and China, and focuses mainly on the views typical for the Russian citizens living in the Far East [Vladimirova, 2003].

CONCLUSIONS

This study and the obtained results may not reflect the full picture of the Russian-Chinese cooperation in the humanitarian sphere, but reflect the ratio of direct participants to certain aspects of bilateral cooperation in the field of culture and education. In addition, the questioning does reveal a discrepancy with the official policy of Russia in relation to China and the imbalance in Russian-Chinese partnership in the study area. Thus, it is necessary to take into account the above disadvantages in the further development of Russian-Chinese relations, including the humanitarian sphere and to create favorable conditions for effective cooperation in the field of culture and education.

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CONFUCIUS INSTITUTES: HISTORIOGRAPHICAL ASPECT

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ABSTRACT
The relevance of the problem under study is as follows: The Confucius Institute became one of the key projects that contribute to the China's outside exit, promotion of Chinese culture and language abroad, accumulation of governmental soft power. This article is aimed at a detailed analysis of domestic and foreign historiography on the activities of the Confucius Institutes worldwide. The descriptive method; analytical method; comparative benchmarking and comparative-historical method became a leading approach to the study of this issue; they allowed to fully disclose and analyze both external and internal factors of Chinese centers’ operation. The study resulted in scrutinizing and analyzing scientific material on the relevant issue, some of which were first introduced into scientific circulation. The article materials can be useful to specialists involved in the study of international relations, history and politics of Russia and China, researchers and higher education institution teachers of humanitarian disciplines.

Keywords: Confucius Institute, Chinese language, Chinese culture, cultural diplomacy, soft power, educational integration

1. INTRODUCTION
The first Confucius Institutes (hereinafter referred to as the “CI”) have been opened relatively recently [Hanban, 2006], but, despite this, interest in their activities is growing every day. An important factor is the active foreign policy pursued by the leadership of the PRC [York, 2005]. The set tasks of an "outside exit", building a harmonious world, promotion of the Chinese culture and language, traditional Confucian ideals and ideologies push China to more open and active actions in the humanitarian field [Chey, 2007]. For a long time this sphere has not been a priority for the national foreign policy, and it has become a central following a relative reorganization [Lin, 2011]. In connection with this, interest of the China’s scientific community increased to the activities of the Confucius Institute. In the last few years, a number of articles and monographs [Alikberova, 2013] associated with the CI operation both in Russia and other countries were published.

2. METHODOLOGICAL BASIS.

The methodological basis of the presented work are the principles of historicism and scientific objectivity, systematization, description and analysis of specific situations, international projects, their explanation, comparison and generalization. Analyzing the relationship among domestic and foreign policy, economic and social factors that influence the CI activities and further operation, allows to present
an objective scientific picture of development of the network of Chinese cultural and educational centers around the world.

3. RESULTS.

3.1. Chinese historiography. Below are the works to be highlighted. One of the most noteworthy monographs is the work of the Shanghai scientist Dai Zhun (戴蓉) Confucius Institute: Chinese Language and Cultural Diplomacy (孔子学院与中国语言文化外交) [Dai, 2013]. In the first part of his work, the author gives theoretical justification for his study and appeals such concepts as cultural and linguistic diplomacy. The second part of the work is practical and the most informative. In addition to the history of CI creation and establishment in global educational institutions, it includes the CI advantages over other similar network institutions, and having analyzed a considerable amount of material (according to the bibliographic list), it indicates some drawbacks and sometimes threats in the CI operation.

Professor of Shanghai University of Foreign Languages Wu Ying (吴瑛) conducted an interesting study. In his monograph Confucius Institute and Spread of Chinese Language Abroad (孔子学院与汉语文化传播), the author presents results of a survey among 565 respondents, the Confucius Institutes’ students in different countries: USA, Russia, Japan, Thailand. The survey was conducted from 2008 to 2011 at 16 Confucius Institutes [Wu, 2013]. The survey questions cover such aspects as the quality of teaching and knowledge of the Chinese culture as a result of training at the CI. The study results are given both in whole and separately for each country. The survey data allow the authors to suggest that, despite the great material and personnel investments in the Confucius Institutes’ development, the performance is not high, and a large integration of CI in educational structures overseas and a better understanding of the foreign country’s mentality and culture are needed.

The monograph of Professor Liang Daxiang (连大祥) Economic Efficiency of Confucius Institutes (孔子学院的经贸效果) is especially noteworthy [Liang, 2015]. This work is rather related to the economy, but it is interesting to us to better understand the Confucius Institutes’ financing. Using complex economic calculations and mathematical formulas, the author considers, in his study, the economic effect of CI activities in different spheres: for the country's GDP, tourism industry, export and import. In general, the author gives a positive assessment to the CI activities proving that in spite of high investments in establishing and developing the CI network, finally the Chinese economy gets more from other areas. The Confucius Institutes’ opening and operation influences the spread of the Chinese language and culture, thereby increasing the sales volume of Chinese goods and tourist flows.

Moreover, statistics mentioning the Confucius Institute in the PRC scientific database Zhongguo Zhidao (中国知道, cnki.com) [CNKI, 2015] is also indicative. So, since 2007, 100, 143 theses have been defended; in the period from 2007 to 2009, more than 6,000 works have been published on the website each year; in 2010 – 9,715, in 2011 – 11,852, in 2013-2014, more than 12,000 works each year, and only in 2015 – 4,994. Statistics in the periodic scientific journals should be also considered as an example. Between 2007 and 2016, 191,860 articles with the key word combination Confucius Institute were published; 12,000 to 16,000 articles each year. During the first few months of 2016, 3,268 articles have appeared in the scientific database. For 10 years, 10,804 articles or notes with a reference to the CI have been published in periodic newspapers and magazines. In the early years of the CI activities, 700-800, and in the period from 2010 to 2015, 1,000 publications were issued annually. In addition, the International and All-China conferences were held. They discussed the issue of the Confucius Institutes’ operation throughout the world, for the period 2007-2016, there are 721 references, in total, to such an event.
In a number of works examining the public diplomacy, policy of enhancing the "soft power", bilateral relations in the field of culture and education, the issues of the international activity and performance of the Confucius Institutes were also addressed.

3.2. English-language historiography. The Confucius Institutes’ subject is also reflected overseas, the works can be divided into three types: the first part of the works is those aimed to describe and show the CI activities as a whole, having examined the CI history, goals and objectives [Hartig, 2011]. The second part of the works is focused on studying the public diplomacy, cultural diplomacy and soft power of the Chinese People's Republic; it is these works that are a valuable theoretical source for the study of the CI activities [Hsiao, 2008; Yangzhong, 2006]. The third group of research is analytical information about the educational aspect. The issues of the CI integration in educational institutions, curricula and study programs, internal and external education strategy as a whole are reviewed [Starr, 2009]. This group of works supplies valuable practical material for further study of the CI activities overseas.

3.3. Russian historiography. In Russia, a number of specialists also deal with this issue; some publications are available. Several of them are to be highlighted. In her article China’s Language and Culture as Effective Instruments of "Soft Power" in the Implementation of the PRC Foreign Policy [Boyarkina, 2014], teacher of the Far Eastern Federal University Boyarkina A.V. gives a description of the PRC policy in relation to the spread of Chinese language, both within the country and abroad. The author believes that the country’s attractive image, the PRC leadership pays special attention to the spread of Chinese language in the world, which is an essential element of the implementation of the "soft power" concept in the PRC’s foreign policy at the present stage.

When analyzing the main approaches, mechanisms, tools, objectives and results of the "soft power" application, another representative of the Far Eastern scientific community A.M. Bobylo clearly indicates in his work National Strategies of "Soft Power" in the Foreign Policy of the USA, China and Russian Federation: Main Trends and Characteristics of the Regional Development [Bobylo, 2015] that the Confucius Institute project is one of the key in the China’s foreign policy; despite the existing weaknesses in the "soft power" strategy, China purposefully moves to implement a different strategy named The XXI Century - the Greater China’s Century.

The National Research University Higher School of Economics also conducted studies on the CI role in the China's foreign policy, so, for example, the article The Role of Education in Improving the "Soft Power" Resource as Exemplified by the PRC [Mikhnevich, 2015] examines the key aspects in the PRC’s educational policy in the context of the soft power spread. Peculiarities of foreigners’ training in the PRC and the PRC’s educational activities overseas are considered as exemplified by the Confucius Institutes. The work by S.V. Mikhnevich Panda in the Dragon's Service: The Main Directions and Mechanisms of China's Soft Power Policy [Mikhnevich, 2014] deserves particular attention, as it is a comprehensive study of the "soft power" accumulation in seven directions. The main mechanisms and tools to implement them, operation features, performance indicators and existing regulations are considered. The current achievements and difficulties in their application are specified. A key tool for spreading the Chinese language is creation of a network of specialized institutions – the Confucius Institutes.

In their joint article From Soft Power to the Cultural Power in the Russia in Global Affairs journal, the famous Russian scientists of the Institute of Far Eastern Studies of the Russian Academy of Sciences O.N. Borokh and A.V. Lomanov [Borokh & Lomanov, 2012] also explore the policy of increasing the influence of the Chinese language and culture in the world and announcement of the PRC as a new soft power center. The authors believe that the most successful soft power strategy has been the spread of the Confucius Institutes overseas despite the fact that many see it as a political interference instrument.
A.L. Arefyev, Deputy Director of the Center for Sociological Research, represented another serious analytical work Chinese in Russian Higher Education: History and Modernity [Arefyev, 2011]. The article extensively discusses the history of learning and teaching the Chinese language in the Soviet and Russian higher education institutions. The study provides specific numbers on the number of high school students and listeners of the Confucius Institute learning Chinese as the first and second foreign language. Doctoral candidate of the Heilongjiang University, fellow of the Amurskiy Humanitarian-Pedagogical State University, A.N. Zavyalova wrote a work similar in its topic Confucius Institutes: Integration or Expansion? [Zavyalova, 2010]. The author considers a form of the humanitarian cooperation being new for the Russian and Chinese relations, namely, operation of the Confucius Institutes. The article presents an attempt to analyze their basic mission, goals and to solve the CI’s main problem: are activities in the Russian Federation the integration into the global educational space or anything more? The article by A.S. Belchenko, teacher of the Peoples' Friendship University of Russia, named Confucius Institutes Activity in the Russian Federation [Belchenko, 2010] should be also noted. In her work, the scientist analyzes the specifics of teaching the Chinese language and culture in Russia as exemplified by the Confucius Institute’s operation.

Moreover, in recent years due to the increased interest in China "towering" on the world stage and to its foreign policy, a number of thesis research analyzing the PRC’s international policy and foreign policy strategy has appeared in Russia. Addressing these topics, the authors had to mention about the CI activities as well, since the network institutions are one of the key indicators of the outside exit policy, policy of openness and enhancing the state’s "soft power". As an example, the work by O.I. Bodrova, postgraduate degree seeker at the Nizhniy Novgorod State University - Humanitarian Expansion of the Chinese People's Republic [Bodrova, 2013], as well as the candidate's thesis by A.R. Alikberova Russian-Chinese Relations in the Field of Culture and Education (1990s-2000s) [Alikberova, 2014] defended within the walls of the Kazan (Volga Region) Federal University are stated.

4. DISCUSSIONS.

Having become a major player on the world stage, the Peoples Republic of China conducts the large-scale deliberate policy to promote its language and culture abroad. In order to achieve its strategic objectives, China uses all new tools and mechanisms, which are not traditional for its foreign policy. When borrowing the Western concepts and technologies, such as public diplomacy, aggregate state power, soft power, China skillfully integrates them into its traditional Confucian reality. The obtained mixture of advanced Western-Chinese ideas becomes a strong platform for implementation of the "Chinese dream", "outside exit" policy, "reforms and openness". So, the most successful and vivid example of the policy planned by the government of China is opening a network of Confucius Institutes and Confucius Classrooms across the world. Evidence of this is a growing number of publications and studies on the subject throughout the world.

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ABSTRACT
In the article the principles of the professionally-oriented reading of the Tatar-language text are revealed. Authors focus the main attention in work to the professionally-oriented informative reading of the text where the unit of learning appears as the special text in the Tatar language which is characterized by connectivity, integrity, logicality, sequence, completeness, information saturation and informativeness. The main sources of obtaining the professionally-oriented informative texts are defined. Today the primary purpose of teaching is not only the accumulation of a certain amount of knowledge, abilities and skills by a pupil but also preparation of a pupil as an independent subject of educational activity. At the heart of a modern education is the activity of both teacher and pupil which is not less important. The main objectives of modern education comply with exactly this purpose - education of creative, active personality, able to learn and self-improve.

Keywords: informative reading, subordination of reading of the professional activity, the dialogical nature of the professionally-oriented reading, the professionally-oriented reading, verbal written communication

1. INTRODUCTION
In the era of globalization, society demands transition to a new, more informative level. Society, including higher education, demands the fast, competent solution of the problem, advancing development of system of information content and a development of education based on the information technologies (Shakurova & Mirzagitov, 2014). A lot has changed in education for the last two decades. And this is no accident. The new organization of society, a new attitude toward life also imposes new requirements for school.

The introduction of computer technologies in the process of learning assumes profound change of the contents, methods and organizational forms of education. Computer technologies are the result of human intellectual activity and represent a set of data, generated by the producer and reflecting his information model. Use of Internet resources in education is understood as the process aimed at improving the quality of the content of education, conducting developments and researches, maintenance, implementation and development, replacement of traditional information technologies to a more modern, effective activities (Kharisov & Kharisova 2014). The processes occurring in the global socio-economic system, led to a change of a paradigm of education. As traditional education became outdated, new didactic forms of organization of learning in a modern education system are necessary. There was an imperative need for a fresh look at the process of learning in general, and at learning a foreign language as a main goal of today's higher education is to grow up not the prolifically with information a narrow specialist, but a multidimensional creative personality who is completely perceiving the world, capable actively work in professional and social spheres, providing a dynamic and sustainable development of mankind. And today a modern young specialist for successful professional career in a new information society needs such professional and personal qualities as ability to professionally approach to the solution of technical tasks.
and problems, to use of modern information technologies in the development of new samples of equipment, possession of graphic and computer culture, ability to reveal priority solutions of tasks taking into account moral aspects of activity, abilities to a creative professional self-development (Galiullina, 2015). Modern students strive for a self-support and independence in everything.

Considering transition of higher education institutions to two-level system of learning, new information technologies are actual today as classroom hours are reduced and the role of independent work of students considerably increases. The most important conditions of competitiveness of the modern student are first of all, his broad thinking, moral substance, professional knowledge and abilities to realize this knowledge in practice. Besides above-mentioned properties for realization of the conceived competent, well-bred speech, logic of a free statement of the thoughts is necessary. Use of the professionally-oriented text in audience leads to a desirable result as, firstly, the modified text is a basic for realization of all types of speech activity (audition, speaking, reading and writing), secondly, for realization of the set educational and communicative tasks in the process of training of students philologists.

2. MATERIAL STUDIED

In recent years the problems of improvement of educational process, especially in the lingvo cultural relation were considered in works of E. M. Vereshchagina, V. G. Kostomarova and others. They researched various aspects of organization of educational process: introduction of cultural information through phraseology, a language aphoristic and the text (Vereshchagin & Kostomarov, 1983). The professionally-oriented texts allow to solve the major problems in learning in a complex, and it gives us the right to consider all material as one of possible means of deepening of the interconnected sections of linguistics. Also methodological base of this study the provisions and principles put forward in the works of foreign scientists: R Development Core Team (2008), Engestrom, Y. (2001), Gajo, L. (2007). Scientists believe that any teaching method is enriched by integrating information technologies Borg, S. (2003), Escobar Urmeneta, C. (2004).

3. AREA DESCRIPTIONS

There is a close internal connection between texts and a grammatical structure of the language. One as it is the lever for the other. Such lever for a grammatical, lexical system is the professionally-oriented text. At the end of study in higher education institution the graduate of philological department has to possess the following competences: ability to acquire new philological knowledge, using modern educational and information technologies; ability to collect, process and interpret the text with the use of modern information technologies; to analyze the data necessary for formation of judgments on the corresponding social, scientific and ethical problems; ability to realize perspective lines of intellectual, cultural, moral, physical and professional self-development and self-improvement.

Based on this, we can say that the purpose of the modern teacher of the high school is not transmission of knowledge from the teacher to the student, but creation of the learning environment and formation at students of skills of the independent solution of arising problems, using modern information technologies. They serve not only as a source of information, and as a way of use of the basic knowledge in practice. An innovative approach to teaching allows you to organize the learning process in a way that the lesson becomes a joy and benefits for the child, not simply turned into fun or a game.

The definition of "innovation" as a pedagogical criterion is common and usually reduced to the concept of "novation", "novelty". Meanwhile, innovation in literal translation from Latin does not mean "new" but "to new". J. Botkin put that meaning into the term "innovation" in the end of the last century. He outlined the main features of the "didactic portrait" of this method, aimed at developing pupil's ability to self-improvement, independent search for solutions, to work together in a new situation.
The relevance of innovative teaching consists of the following: conformity to the concept of humanization of education; the overcoming of a formalism, authoritarian style in the system of teaching; the use of pupil-centred teaching; search of the conditions for disclosure of creative potential of a pupil; conformity to the socio-cultural needs of modern society as an independent creative activity.

The main objectives of innovative teaching are: the development of intellectual, communicative, linguistic and creative abilities of pupils; formation of personal qualities of pupils; development of skills, influencing on educational and cognitive activity and transition to the level of productive creativity; development of various types of thinking; formation of high-quality knowledge, abilities and skills.

Also the objectives of innovative teaching are defined by these purposes: optimization of teaching and educational process; creation of a cooperative environment between teacher and pupil; development of a long-term positive motivation for learning; inclusion of pupils in creative activities; careful selection of material and methods of its submission.

The basis of innovative teaching consists of the following technologies: developing teaching; problem-based teaching; development of critical thinking; differentiated approach to the teaching; the creation of a situation of success in the classroom.

The basic principles of innovative teaching are: creativity (focus on creativity); assimilation of knowledge in the system; non-conventional forms of lessons; presentation use.

The following techniques are successfully applied in studying of Tatar language with the use of innovative technologies: associative array; abstract reference; INSERT (interactive recording system for effective reading and thinking); brainstorming; group discussion; reading with stops and Bloom’s Questions; clusters; cinquain; "Advanced lecture"; essay; key terms; mixed up logical chain; media projects; didactic game; linguistic cards; linguistic allusion (hint); text study; tests; non-conventional forms of homework (Tamberg, 2012).

Let us discuss some of them. Critical thinking is the fulcrum for the human mind, it is a natural way of interaction with ideas and information. We and our pupils often face a problem of choice and choice of information. It is necessary not only master the skill of information but also critically to evaluate it, comprehend and apply. Meeting with a new information, pupils of 5-11 grades should be able to consider it thoughtfully, critically, evaluate new ideas from different perspectives, drawing conclusions regarding the accuracy and value of this information.

4. METHODS

Methodology of critical thinking development consists of three steps or stages. They are "Invocation – Comprehension – Reflection."

The first stage is the invocation. Its presence is mandatory at every class. This stage allows you to update and summarize the existing knowledge of a pupil on the subject or problem; to cause a sustained interest in the subject matter, to motivate a pupil to learning activities (Kharisov & Kharisova, 2013); to formulate questions that would get answers; encourage the pupil to work in class and at home.

The second stage is comprehension. Here are the other objectives. This stage enables the learner: to acquire new information; to comprehend it; to correlate with the existing knowledge; to look for answers to the questions that raised in the first part.
The third stage is reflection. The basic here is a holistic comprehension, a summarization of the received information; the appropriation of new knowledge, new information by the pupil; formation of own attitude of each of the pupil to the studied material.

Analysis, creative processing and interpretation of the studied information is carried out at the stage of reflection. The work is conducted individually, in pairs or groups.

In the 5th grade when studying the subject "Phonetics" the question is raised to the pupils in the beginning of the lesson: "What is phonetics?" (invocation). During the lesson, getting information from the teacher, working on the text of the paragraph and with exercises, children are in search of the answer to the question (comprehension). At the end of the lesson, pupils summarize the gathered information and conclude on the subject of the lesson – answer the raised question (reflection) (Tamberg, 2012).

Essay is a genre of criticism and journalism, free interpretation of any literary, philosophical, aesthetic, moral and social problem. Essay is a very common genre of written works in Western pedagogy. It is advisable to use it as a small writing assignment usually at the stage of reflection. If children are taught using the technology of critical thinking development, they usually have their own point of view for many questions and due to the age and psychological peculiarities may not always to exercise restraint, so there is the situation occurs during the lesson when more prepared pupils express their thoughts, ideas, suggestions, without giving the others the time to focus. Here then comes an indispensable method of essays: everyone can analyse the discussed question, think, and make an independent choice.

The main rule of a free writing is done to stop, do not re-read, do not correct. When it is difficult a comment can be written on that problem and keep writing further. Five-minute essay is usually applied at the end of the lesson to help pupils to summarize their knowledge on the studied subject. For teachers it is an opportunity to get feedback. Therefore, pupils may be offered two options:

1) to write what they learned about a new subject;

2) to ask one question that they have not received an answer to.

In the 9th grade at the end of the study of the subject "The Allied complex sentence" the pupils were assigned to write five-minute essays "Unsolved mystery in class."

5. RESULTS

Thus, innovative approaches to the teaching of Tatar language are associated primarily with the changing role of the teacher. In modern conditions it is very important that the teacher did not give pupils ready-made knowledge but pointed the way to acquire the knowledge, taught to gain the knowledge. Teaching Tatar language in modern conditions requires completely new, innovative approaches from the teachers both to the content of the lesson as well as to the choice of educational technologies, effective teaching methods, conducting diagnostics of the level of proficiency in Tatar language.

On philological department the main place is allocated for work with professionally-oriented texts presented in electronic form. In modern conditions the specialist has to be able to enhance his knowledge, to be guided in a flow of special information, to understand and most effectively to use received information for his professional purposes. Thereby professionally-oriented reading is of particular importance in the preparation of the modern linguist, the philologist. Reading and the analysis of professionally-oriented texts prepares students for their future work, being one of ways of satisfaction of professional and educational needs of the specialist. Future philologist has to be guided well in the text.
environment, understand specifics of the text and estimate from the professional point of view (style, structure, a problem, relevance and novelty of the text, etc.).

By professionally-oriented reading is understood "the verbal written communication aimed at the extraction from the text of information, new to the student, carried out by words, phrases and sentences of the complete text and coming to the end with satisfaction of professional information requirements, namely an assessment, assignment, the subsequent use of necessary information and creation of own product" (Galiullina, 2012).

Reading the professionally-oriented text has to correspond to the following principles:

1) informational content of reading (amount of information which the specific recipient is able to understand and appropriate in the course of reading this text);

2) subordination of reading professional activity (aimed at obtaining professionally significant information and its use in professional activity);

3) dependence of process of reading on the volume of the professional thesaurus of the reader;

4) The dialogical nature professionally-oriented reading (exchange of information with the author of the text).

Reading professionally-oriented text, future philologist interprets, makes comments and estimates the text according to the associations, agreeing or disagreeing with the train of thought stated in it, enhance his knowledge, joins to the achievements of development of humanity and even can generate the own text. Serova T. S. allocates three types of professionally-oriented informative reading: 1) assigned and informative reading; 2) estimated and informative reading; 3) creating informative reading.

Proceeding from the aforesaid, the main aspect of learning professionally-oriented informative reading with use of computer technologies is the special environment in which it is carried out reading process where the student learns to think, define the main thing and to plan prospect of further development.

In modern conditions of development of the Internet there was a whole group of new skills: ability to work in Internet browsers and office applications, the ability to competently and diverse formulate a request in search engines, the ability to work in online mode, the ability to use some of the most common services and Internet resources, and blogs etc. (Husnutdinov, 2013).

The researchers dealing with a problem of professionally-oriented reading texts put the different contents in this concept: involvement of pupils in independent cognitive activity; means of its logical and psychological organization; systematic reduction of the direct help of the teacher which promotes conscious and strong assimilation of the knowledge, received through modern information technologies (Nurova & Kharisov, 2015). In this case the help of the teacher plays an important role. The teacher has to direct activity of the student to the necessary course, provide conditions for the effective solution of the task set for the student, and also exercise timely control.

Reading the text presented on an electronic medium, essentially differs from the printing text. The main place in the process of reading professionally-oriented text is allocated for use of hypertext technology which connects among themselves various components of information by means of the mechanism of hyperlinks and allows the reader to move freely in a nonlinear way, giving to all process high level of interactivity (Galieva & Zamaletdinov, 2014). Visualization of text information and modeling of real situations of transition just seeing reading to another is other important property of the hypertext.
Feature of the electronically-oriented text presented in the hypertext environment, is its multimedia. Due to association of text, visual and sound representation of material possibly application of all levers on the reader that provides qualitatively new level of active perception of information.

Formation of abilities adequately to perceive, comprehend and interpret information of the professionally-oriented text is connected with a choice of strategy and tactics of reading which, in turn, depend on purpose of the text as unit of the speech created in the process of communication and realizing in it the communicative function and pragmatological properties (Zamaletdinov, 2014).

The main sources of obtaining the professionally-oriented informative texts are: 1) the electronic sites on philology, linguistics, pedagogics and a technique of teaching Tatar (foreign, Russian) language; 2) professional forums; 3) electronic versions of professional conferences and presentations; 4) periodicals; 5) video records.

6. CONCLUSION

Thus, one of the main features of this work is training students of philological department to work with professionally-oriented text and use of computer technologies in high education institution. In it a number of positive tendencies were outlined in teaching of the Tatar language: attention to development of the coherent speech of students, installation on communicativeness, an integrated approach to activation of all types of speech activity, the text analysis, the accounting of nature of influence of the native language on process of mastering by a new material (Husnutdinov, 2015).

The realization of communicative function is enabled by means of performance of a complex of the exercises which are carried out before reading, during reading and after text reading (Yusupov, 2015; Yusupova, 2013). The system of exercises for work with professionally-oriented texts includes also conditional speech exercises (lexical, grammatical and structural and composite) and speech exercises (informative and educational, communicative, creative). Cyclic repeatability of all groups of exercises in the process of learning professionally-oriented informative reading provides dynamics in development of skills and abilities of reading special texts.

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KATANOV'S SCIENTIFIC TRAVEL TO SIBERIA AND EASTERN TURKESTAN (1889 – 1892)

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ABSTRACT
Professor N.F.Katanov is one of the most prominent national scientists, representatives of the Russian science, education and culture of XIX-XXI century. His life and legacy reflected important developments and trends in the national and global oriental and Turkic studies. The N.F. Katanov’s scientific, pedagogical and enlightenment activities are an indisputable evidence of academic, scientific and educational achievements of the Russian and European Turkological science, development of the national humanitarian studies and scientific schools of XIX – beg. of XX century. Unfortunately, the phenomenon of his personality and heritage in the history of domestic and foreign oriental and Turkic studies, history of science and culture of the peoples of Russia is poorly understood and little known to the wider public, especially to young people. The N.F. Katanov’s biography and heritage present academic and in particular scientific and educational interest. His life and work should not be seen only in relation to the history of the domestic and European oriental studies. The broad socio-political and socio-cultural context of development of the oriental (Turkic) studies and the Russian society and state in the second half of XIX - first quarter of XX century should be also taken into account. The N.F. Katanov’s life and scientific activities in general and the period of study at the St. Petersburg University (1884-1888), special expedition to South Siberia and Eastern Turkestan (1889-1892) and teaching experience in Kazan (1894-1922) in particular will be linked to a comprehensive study of languages, traditional and new forms of economic and social, everyday life, folklore and spiritual life of the Turkic peoples of Sayano-Altai, Xinjiang, Volga and Ural regions. This article provides an overview and assessment of the research expedition undertaken by N.F. Katanov to Siberia and Eastern Turkestan.

Keywords: oriental studies, Turkic studies, N.F.Katanov, Siberia, Eastern Turkestan, travel

INTRODUCTION
Since the first field expeditions in 1889, he began to accumulate various linguistic, historical and ethnographic materials and to form certain scientific and methodological research principles for Turkic-speaking peoples of the Eurasian area.

After graduating from the university, N.F. Katanov decided to devote himself to the research and teaching activities. The period from May 28 to July 4, 1888 in his biography is connected with his main decisions about staying "at the University for further improvements in the Turkic dialects" [10, pp. 1-5].

An important milestone in the history of Russian Turkic studies and in the N.F. Katanov’s activities in particular became his scientific travel between 1889 and 1892 to the Southern Siberia and Eastern Turkestan in order to study languages, folklore and ethnography of the Turkic peoples; it was supported by the Russian Geographical Society, St. Petersburg Academy of Sciences and St. Petersburg University.
Making arrangements for the travel is related to discussion of the V.V. Radlov’s note about prospects of "studying the remaining Turkic tribes in the Far East" at the meeting of the Ethnography Department of the Imperial Russian Geographical Society held on December 11, 1887 and chaired by V.I. Lamanskiy. At the meeting, it was determined to present the note to the Society Council. In his note, V. Radlov expressed appreciation to N. Katanov, a 4-year student of the Department of Oriental Studies of St. Petersburg University. V.V. Radlov wrote: "He has been studying with me for three years, and he has published several articles at the Academy, which pertain to his native dialect. According to his professors and based on my own observations, I became convinced of his commitment, abilities, devotion to the science and his knowledge on the chosen subjects, so, more prepared and capable person for the above mentioned enterprise is unlikely to be found". In line with the Decree signed by Alexander III as of December 22, 1888, the candidate N.F. Katanov was sent "abroad for scientific purposes" for two years.

For the first time in March 1890, the University’s Department of Oriental Languages requested an extended "period at the university to prepare for a professorial rank" of the candidate N.F. Katanov from July 1, 1890 till July 1, 1891 "with the preservation of his scholarship of 600 rubles a year" [13, sheet 23, 23 overleaf]. I.N. Berezin, Dean of the Department, wrote to the University’s President: "Judging by the collection of materials, which has been obtained by the Imperial Russian Geographical Society and acquired by our young researcher, Mr. Katanov’s travel should be regarded as rather successful: he gathered statistics on the Turkic generations visited by him, described their customs, presented drawings of their tribal marks (tamga) and household items, attempted to compile an Uryankhay dictionary (about 1,150 words); there were hundreds of songs, riddles, fairy tales, proverbs, shamanic prayers and lamentations in the collection" [14 sheet 23].

In March 1892, an issue was re-addressed about N.F. Katanov’s stay at the university for another period from January 1, 1892 to January 1, 1893.

METHODS

This study is based on a system of various modern principles and ideas - philosophical, gnosiological and logical, which are crucial in studying regularities and an objective content of the Russian Turkic studies’ history and N.F. Katanov’s scientific heritage. A system of methods both common, characteristic of the oriental studies, and general, specific, borrowed from other social and humanitarian sciences, was used.

In general, a few key methods of historical study were applied. The historico-genetic method allowed to disclose the contents of the historical facts related to the research topic and to reveal their nature and characteristics. Using the historico-systematic method made it possible to generalize the collected facts and to interpret them from the standpoint of a unified system of the knowledge acquired in the study of this topic. The historico-typological method revealed the general and particular features in the N.F. Katanov’s scientific travel to Siberia and Eastern Turkestan. And it also enabled an assessment of its specific contribution to the history of the Russian Turkic studies and phenomenon of the social and cultural interaction between the peoples of Russia and China. The historico-comparative approach is the basis for the comparison of study activities and scientific works of the Russian specialists in Turkic languages, as well as their place and role in the global oriental studies and significance of scientific travels across the Eurasian area.

RESULTS

On importance of the general geographic, linguistic, historico-ethnographic materials, the N.F. Katanov’s scientific expedition is among the well-known travels to Central Asia, Mongolia, Siberia and Eastern Turkestan carried out in the second half of XIX – beginning of XX century.
In December 1888, Nikolai Katanov departed from St. Petersburg to Siberia. On January 19, 1889, he arrived in Krasnoyarsk and later - in Minusinsk and Askyz. He went on his first expedition to Uryankhaiskiy Krai (Tuva). From Minusinsk he left on March 7, 1889. A detailed itinerary of his travel "for the purpose to study the Uryankhay people lifestyle and language", N.F. Katanov described in his letter to V.V. Radlov [4, pp. 7-8]. About 700 miles in total were passed during the travel [4, p.8]. In this period Tuvin songs, riddles, fairy tales, beliefs and shamanic prayer were collected.

From this journey through the Central and Western Tuva, he returned to Askyz on August 27, 1889. In his letter from here dated September 15, 1889, N.F. Katanov wrote to V.V. Radlov: "In the near future, I will submit my travel diary with fairy tales, songs, riddles and shamanic prayers, with descriptions of the Uryankhay people customs, drawings of their tribal marks (tamga), pictures on household items to be printed by the Imperial Russian Geographical Society" [4, p. 10].

As early as on October 22, 1889, N.F. Katanov wrote again to V.V. Radlov in Askyz, Minusinsk District of Yeniseysk Governorate: "...I have the honor to inform to your Excellency that the diary of the travel executed by me by order of the Academy of Sciences and Geographical Society has already been sent to the Geographical Society on September 28... Texts of Uryankhay fairy tales (tol), songs (yr), riddles (tybyzyk) and shamanic prayers (kamsuzu) have already been put in order, and they will be presented shortly to the discretion of the Academy of Sciences [16, p. 1].

The main outcome of the comprehensive research in Tuva became the N.F. Katanov's manuscript "Essays on Uryankhay Land:" [1, p. 34, pp. 46-49], which is invaluable in the history of Tuva ethnography. After this expedition, being in Askyz and Minusinsk between September and December 1889, N.F. Katanov was involved in correspondence and translation of the collected Tuvin texts. In addition, he recorded fairy tales (nymak), songs (takpak) and riddles (tapchannymak) of the Minusinsk Tatars - Khakass [4, p. 18]. In determining the results and new tasks for his further work, N.F. Katanov wrote to his mentor V.V. Radlov on December 26, 1889 from Askyz: "In about three weeks, I'll leave to study the Karagas people inhabiting Kansk and Nizhneudinsk taiga; now I have collected rich material on the dialects and customs of Abakan Tatars (Sagay, Kachin and Beltir population) "[4, p. 25].

The next ethnographic expedition to Eastern Sayan Mountains was undertaken in January-February 1890 and dedicated to the linguistic field and historico-ethnographic research of Karagas (Tofalar). The main route passed through Kansk District (headwaters of the Agul River) in the direction of Nizhneudinsk [4, p. 26]. From the upper reaches of the Biryusa River of Nizhneudinsk District, in his letter to V.V. Radlov dated February 18, 1890, N.F. Katanov reported on his progress: "I have already recorded a lot; among other things, names of the Karagas bones; titles of 12 months of a year; names of rivers and streams; tree names; legends about the origin of five Karagas bones; tribal customs: at birth, marriage and funeral, rite of induction into a mountain and water horse and deer spirit; about life of shamans; population of the Karagas tribe, number of their deer, and so on" [4, p. 26]. The results of this expedition period were published in the N.F. Katanov's article A Journey to the Karagas in 1890 [2, pp. 133-230].

Furthermore, in summer of 1890 N.F. Katanov visited eight Chinese centers (Hotan, Kaxgar, Aksu, Kuchar, Karahsh, Baia, Loguchen and Old Turfan), where he got acquainted with the language and ethnography of the Turkic population of Eastern Turkestan. Original assessment was made on the results of this journey: "All dialects of the Turkic inhabitants are phonetically almost similar. The difference is only in the greater or lesser number of Chinese and Mongolian words"; there were also a number of other conclusions about Turkic languages of Eastern Turkestan [4, pp. 95-107].

The "Travel Diary" of 1890 has been preserved; it presents materials of N.F. Katanov’s journey to "Dzungar region and the northern part of Eastern Turkestan" [3, 241 p.]. As noted by the traveller, he "failed during this journey to get to the town of Hami, where I could have collected interesting scientific
information both about the language and customs of the Hami oasis inhabitants, which no one professional has explored to date. In addition to the limited resources, an obstacle of this journey to this interesting oasis was our detention in Urumqi by Chinese authorities that promised to let me and my two companions through solely by getting permission from Beijing" [9, p. 1].

Currently, a research project is realized; it is associated with a complex search and publication of original archival materials on the life and work of N.F. Katanov, a Professor of Kazan University. The focus is on redaction and publication of the N.F. Katanov’s diary "Travel across Siberia, Dzungar region and Eastern Turkestan committed in 1890."

In the next travel period from February to November 1891, the N.F. Katanov’s field research centred round the Turkic-speaking peoples (Uyghurs, Kazakhs and other ethnic groups) of the Eastern Semirechye (Tarbagatay). A collected vast array of folklore materials became the most important outcome of the expeditions between 1890 and 1891: "historical stories about the wars in Eastern Turkestan, songs chanted during the main Muslim holidays, erotic songs, dream interpretation, riddles and proverbs", as well as studying the "language of Kyrgyz-Kazak being under the supervision of Tarbagatai hebei amban living in Dorbiljин... "[4, p. 63]. N.F. Katanov recorded and subsequently published original Turkic texts collected during his expedition using the recognized academic transcription of this period. N.F. Katanov was a follower of the academic tradition: he recorded the Turkic-language texts, terms, titles, names as close to the text or folk sounding as possible. In 1906, in connection with publication of the original Taranchi text of the songs collected by N.N. Pantusov in 1899-1900 Yarkent (Jarkent), Semirechensk Region and sent to N.F. Katanov, he wrote in 1904: "In order to facilitate reading of the texts, I have provided them with Russian scientific transcription adopted in the Turkic publications of our Academy of Sciences."

N.F. Katanov elected fortifications of Bakhta, Semirechensk Region as the place of his stay between journeys. In his report sent to the Russian Geographical Society, N.F. Katanov specified the generalized expedition materials collected in the eastern areas of Semirechensk Region and Chuguchak from February 24 to October 19, 1891 [6, pp. 111-122, pp. 134-137].

From May 13 to November 7, 1891, N.F. Katanov lived in Chuguchak (China) to "prepare to his travel across China" [4, pp. 62-63]. He wrote to V.V. Radlov from here: "My preparation consisted in the fact that I found, with the help of Russian subjects living in Chuguchak, several Chinese Tatars from Turfan, Loguchen, Aksu, Kuchar and Kaxgar; I am recording folk literature and, thus, perfecting myself in studying Tatar language, which I will have to deal with while traveling in Hami and Turfan "[4, pp.62-63]. It is in Chuguchak that in October 1891 N.F. Katanov rewrote the Turkic text of the lithographic Chinese book "Li" (Law). In 1902, this text was published with the support of V.R. Rosen in the "Notes of the Eastern Branch of the Russian Archaeological Society" [5, pp. 31-75].

The comprehensive studies of the major Turkic ethnic groups of Xinjiang became the longest and the most significant following the scientific expedition results.

On November 8, 1891, N.F. Katanov "left Chuguchak and travelled across Dorbiljin, Kur-Kara-Usu, Manas, Urumqi, Guchen and Tien Shan mountain range (Guo-Cheng-Daban mountain pass) in Hami, where he stayed until March 7, 1892" [6, p. 135].

This last expedition was held from November 1891 till March 1892 in Hami oasis, and it was completed between March and May 1892 in Turfan. The special passport in Chinese, Russian and Manchurian languages to travel to Hami and Turfan was received in October 1891 with the assistance of the Consul in Chuguchak M.P. Shishmarev and the Consul in Ghulja V.M. Uspenskiy.
According to the traveler, "he got to the long-desired town of Hami" on the route "Chuguchak - Kara Usu - Urumqi - Guchen - Tian Shan mountain range - Yan Tsi picket". "Here I am going to stay for 1.5-2 months," wrote N.F. Katanov in a letter dated January 8, 1892 from the town of Hami to V.V. Radlov - "and then I will go to Loguchen or Turfan, where I will stay around 1.5 months; further 1.5 months I will be among Ili Taranchis; from there I will head to the headwaters of Tom and Abakan River for a detailed study of shamanism among Kachin, Sagay, Beltir and Koybal peoples, and from there to St. Petersburg" [4, p. 69]. N.F. Katanov stayed in Hami until the middle of March 1892.

In the second half of March 1892, "I arrived on the Russian cart from Hami through Pichan in Turfan" [4, p. 73]. In this town of Eastern Turkestan, the Chinese regional management system interested N.F. Katanov. He wrote about power of Hami and Loguchen Tsung Wangs (Princes of the Second Rank): "Both Wangs squeeze dry their subordinates; their peasants work for them for three weeks, and just one week for themselves. The Wang obtains a significant portion of the crops" [4, p. 76].

Another center of N.F. Katanov’s visit in Xinjiang became the city of Ghulja, where he arrived at the end of April 1892.

N.F. Katanov completed his travel across the Chinese Eastern Turkestan, having arrived in May 1892 in the city of Jarkent, Semirechensk Region. He wrote: "I successfully finished the travel across Tarbagatay and Ili Districts, and a new Gansu-Hsing-Chien Province and gathered rich ethnographic and linguistic materials and a large collection of banknotes. I visited the following cities of northwestern China: Chuguchak (Bijar in Chinese), Dorbiljin, Kur-Kara-Usu, Manas, Chang-Chi (Sanji), Urumqi, Guchen, Hami, Pichang, Turfan, Jin-ho, Suiding, Ghulja, and neighboring towns and villages. I explored the life and language of Kyrgyz-Kazak and Chinese Tatars "[4, pp. 81-82].

The final stage of a large-scale scientific travel of N.F. Katanov became a period between June and December 1892, when he lived in Askyz and Minusinsk. At this time, N.F. Katanov traveled in Minusinsk District of Yeniseysk Governorate, studied languages and ethnography of the Turkic-speaking groups of the Minusinsk depression and foothills of the Western Sayan Mountains - Beltir, Sagay, Koybal and Kachin people. The phenomenon of Khakass shamanism was the focus of the scientist’s attention. Basically, he recorded "shamanic stories and prayers of Beltir, Kalari, Sagay and Kachin population" [4, pp. 89-95].

In general, during the travel of 1889 – 1892, the N.F. Katanov’s comprehensive studies were focused on the "Minusinsk Tatars" - Khakass. Three main periods of the specific field research related to the Khakass language and everyday life can be distinguished: September 1889 - January 1890; April-June 1890 and July-October 1892. He visited the main geographical areas of the Sagay, Kachin, Beltir, Kargin camping grounds and made unique records of their resettlement, beliefs, household, administration, ethnogenesis, missionary activities, folk literature, etc. [4, pp. 107-113]. N.F. Katanov reported in one of his letters to the Academy of Sciences from Minusinsk on April 2, 1890: "Now I am rewriting the linguistic material collected during the period from October 1889 till April 1890 (when visiting Minusinsk Tatars and Karagas). About 3,000 pages in total were accumulated [17, p. 12].

The published data and materials following the results of the Central Asia expedition dedicated to languages, history and ethnography of the Turkic peoples between 1889 and 1893 are grouped in the following areas: geographical, administrative, economic, linguistic, folkloric, historico-cultural and religious studies.

DISCUSSIONS
The main directions of the field research allowed the traveler to formulate conclusions that the Turkic and other ethnic groups had active historical-cultural interaction and mutual influence in the territory of Central Asia. For example, N.F. Katanov noted that the Uryankhay belief "in a dragon was borrowed through the Mongols from the Chinese" or, highlighting the Turks of Eastern Turkestan as followers of Sunni Islam, he writes that "the life of the Hami oasis inhabitants was influenced by China, which cast a shadow... on certain phenomena of nature and everyday life" [3, p. 522, p. 527].

In 1894-1922 in Kazan N.F. Katanov developed a classical university tradition of turkological and especially comprehensive historic-ethnographic and folkloristic studies of the Turkic peoples of Eurasia. By the beginning of teaching at the University of Kazan, he collected huge linguistic, folklore and ethnographic material.

In general, original articles and materials on the history and culture of the Eurasian Turks allow to allocate the formed research N.F. Katanov’s concept at the turn of XIX-XX century. The concept was generated under the influence of the Russian socio-political ideology, knowledge about the Turkic peoples of Eurasia and the social environment of the end of XIX-beginning of XX century.

This concept is based on the idea of unity and uniqueness of the history and culture of various Turkic peoples; focused and systematic study of the traditional Turk culture and worldview; persistent struggle against the public "opinion that foreigners are doomed to extinction"; "influence of the Russian population on the Tatars, their language, way of life, household", etc.

The linguistic, folkloric and ethnographic materials gathered by N.F. Katanov introduced readers to the diverse world of the Turkic folk rituals, customs, songs, legends and tales. Particular attention was paid to the shamanic rites of the Turks of Central Asia.

N.F. Katanov played a crucial role in studying the cultural heritage of the peoples of Siberia, Eastern Turkistan, Volga and Ural regions. During the field research, he used a method for comparative study of various historical and cultural heritage of the Turkic, Finno-Ugric and Slavic peoples. Throughout his creative activity, the historico-ethnographic, linguistic and folklore studies of the Professor of Kazan University were based on the original expeditionary, textual and museum material of the author and his predecessors.

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DEVELOPMENT OF THE STUDENTS’ CROSS-LANGUAGE COMMUNICATION COMPETENCE IN THE FEDERAL UNIVERSITY EDUCATIONAL SPACE BASED ON THE REGIONAL CULTURAL APPROACH

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ABSTRACT
The relevance of the studied issue related to development of the university students’ cross-language communication competence stems from the fact that a future competitive specialist is much-in-demand in the modern conditions as carrier of culture of interethnic and interlinguistic dialogue, mutual understanding and respect both to his/her national culture and to any other culture of the peoples of Russia and the world in general. For a country like Russia, which is characterized by expressed attributes of the multiethnicity, multiculturalism and multiconfessionalism - it is more than an urgent task. The article aims to identify a number of necessary conditions and factors that could promote enhancing status of the students’ linguistic education in the university conditions and have a stimulating effect on the students’ motivation of personal interest in achieving high levels of linguistic culture and mastering the cross-language communication skills. The leading approach to study of this issue is a regional cultural approach, which essence is that in forming the students' motivation to achieve a high level of mastering the common linguistic culture and cross-language communication competences based on knowledge of the state languages of the Republic of Tajikistan and languages of international communication, the developing capacity of regional and cultural environment, which relies on the principles of open education, is purposefully used. The main results of the article: theoretical analysis of the achievements of domestic and foreign social and humanitarian science in determining the effective models of higher school linguistic education; conducting a content analysis of regional language policy laws (as exemplified by the Republic Tatarstan); theoretical substantiation of regional and technological approach to development of the university students’ linguistic culture; scientific and methodical development of the project on the students’ linguistic culture in extracurricular activities. The article materials may be helpful for academic researcher dealing with the linguistic didactics; foreign language teachers at schools, facilitators of higher school extracurricular activities.

Keywords: cross-language communication competences, regional draft laws on linguistic policy, contemporary models and technologies of multicultural linguistic education, regional cultural approach to development of the student’s linguistic culture
1. INTRODUCTION

Today the strategic goal of reforming the higher education system becomes its focus on preparation of a future competitive specialist and active citizen of the Fatherland at the university. From year to year, the Kazan Federal University mentors introduce a student to the world of professional values that determine his/her motivation to permanent professional self-improvement. The humanitarian component should not get lost in this system of values. In this regard, consider the following words of RI. Valeev, Chairman of RT State Council Committee on Culture, Science, Education and National Issues: "It's hard to imagine that the young specialist's, and somebody's else, spirituality, humanitarianism and cultural competence form without learning the language, culture and cultural heritage of his/her nation and nations of the world. Because, in addition to the society’s functional adaptation through a young person’s profession, such young person beginning an adult life should also fit into the cultural space and learn its meaning and values" (Valeev, 2011). One of the most important tasks to implement the humanitarian component of professional training at a higher school is the development of the students' university linguistic education system. We consider the higher school students’ linguistic education as an essential condition of forming the students’ professional competence and general cultural development; at its appropriate organization, it also features special opportunities in providing prospects for career growth and success in today's labor market. Linguistic development of a personality is usually associated with a high level of speech culture and mastered communication skills in different languages: Tatar, Russian (state languages in the Republic of Tatarstan), English (language of international communication) and other languages, which are spread in the world. There is no doubt that high linguistic culture means to think clearly, to be a spiritually diverse and understanding person. The demand for linguistic education at any higher school is caused by the fact that it should be directed to forming, in the young specialist's personality, an ability to become a carrier of culture of interethnic and cross-language dialogue, mutual understanding and respect both to his/her national culture and to any other culture of the nations of Russia and the world in general. For the education system of the Russian Federation, which is characterized by expressed attributes of the multiethnicity, multiculturalism and multiconfessionalism - it is more than an urgent task. As noted by A.N. Dzhurinskiy, "...education and upbringing should take into account certain national (ethnic) differences and include a variety of types, models and pedagogical value orientations adequate to the world view and needs of different ethnic and cultural groups" (Dzhurinskiy, 2007).

Relevance of the issue of student’s personality development in familiarizing with a multipolar linguistic culture as a factor of progressive development of education can be also expressed in Professor Z.G. Nigmatov’s words: "The life insistently calls us to unity, consolidation of all forces and capabilities. However, it is impossible to unite millions of different people into a single person. The people who inhabit the Earth, our planet, are beautiful because they are many-sided and multi-colored. But the world of people has one name – the Mankind, and it is united in this name. Naturally, to understand other people who live nearby or who lived before is possible and necessary to comprehend the meaning and unity of the world civilization, which remembers the past and creates the future”(Nigmatov, 2003). In its cultural background, the language is a link that connects the past, present and future.

It should be noted regretfully that although the personality’s humanitarian education is declared at the present stage, but it is hardly recognized as high priority among other tasks of the students’ professionalization. This raises the issue of identifying a number of necessary conditions and factors that could contribute to improvement of the students’ linguistic education status in the university environment.

Solution to any emerging issue in education requires innovative approaches. In our study, as the methodological basis for the choice of pedagogical innovations we considered the trinity of their generation sources (A.A. Verbitskiy), namely: advanced pedagogical experience of teacher-practitioners; psychological and pedagogical research; administrative resource and management decisions made by government agencies (Verbitskiy 2013). In the next section, we set ourselves the task of analyzing the
development trends of the general language policy in the Republic of Tatarstan and any possible changes in the university linguistic education system.

2. METHODOLOGICAL BASIS

As rightly pointed out by A.A. Verbitskiy, a new paradigm does not appear "from anywhere", but it is a product of a rather long process from accumulation of the positive empirical experience in the practitioners’ creative work to the moment when the psychological and pedagogical science designed for theoretical understanding of this experience comes into its own right (4, p. 44). As noted above, in addition, the state represented by federal and regional education administration agencies is also involved in the processes of educational modernization. Frequently, scientists and pedagogical community who believe that certain decisions made by such agencies are monopolized, undemocratic and insufficiently substantiated give a "hostile" reception to their involvement in the processes of educational modernization. We, nevertheless, intend to start analysis of the issue raised by the article with the analysis of the role of the so-called administrative resource in its regional context (as exemplified by the Republic of Tatarstan). It is a case that involvement of the state and regional administration agencies in determining the fate of the languages of the Tatarstan peoples deserves only a positive assessment.

2.1. Content analysis of regulations in the field of linguistic policy in the Republic of Tatarstan and their role in improving the linguistic education of the studying youth.

The Republic of Tatarstan (RT) as the Volga Region as a whole within the Russian Federation is a region, which is particularly characterized by its multiculturalism and multilingualism of the citizens living in this territory. This caused the passage, in 1992, of the Law of the Republic of Tatarstan No. 1560-XII dated July 8, 1992 "On the State Languages of the Republic of Tatarstan and Other Languages in the Republic of Tatarstan" that remains in force to this day. The main directions of the linguistic policy implemented in accordance with the adopted draft law are described in detail in the sections of the State Program of the Republic of Tatarstan on Conservation, Research and Development of the State Languages of the Republic of Tatarstan and Other Languages in the Republic of Tatarstan. This document calls one of the main directions of development of the education system to improve the linguistic culture of the multinational RT people.

Undoubtedly, the starting point to achieve the set task is a general education school that purposefully familiarizes pupils with the high standards of learning a language and the culture of verbal communication. This responsible educational work successively continues in vocational education institutions. The specificity of improving the educational linguistic strategy of the Tatarstan schools and higher schools is a bilingual practice for teaching the Republic’s state languages (Russian and Tatar) by pupils and students. In this area, scientists and methodists have been working for many years: studies have been conducted, theses have been defended, textbooks and methodological aids have been published. And today, creation of the new generation curricula, search for effective methods of teaching Russian and Tatar languages at school is recognized as the main condition for ensuring quality of the pupils’ philological education.

A provision, in which a qualitative process of mastering of the Tatarstan state languages is associated with benefits for their carriers to achieve success in their professional career, deserves a special attention in the Program of Linguistic Policy of RT (Law of the Republic of Tatarstan On the State Languages of the RT..., 2005). Therefore, in the regional program to form an orientation to bilingualism (knowledge of Russian and Tatar languages having the status of state languages of RT) is also seen as a necessary condition for training specialists of high degree linguistic adaptation and competitiveness in the professional market. For the studying youth of Tatarstan, this should be an effective incentive to the serious attitude to master language education programs.
In addition, the importance to achieve a purpose of higher overall level of speech culture and cross-language tolerance during an educational process at corresponding institutions are emphasized in the State Program of Linguistic Policy implemented in Tatarstan. This provision underlines that with the Republic’s polyethnic population, it is important to ensure the general atmosphere of respect to the linguistic culture of all peoples living in it, as well as the right to freedom of choice and use of the language of communication (Law of the Republic of Tatarstan On the State Languages of the RT..., 2005).

2.2. Foreign linguistic policy compared with experience of its implementation in Russia through the prism of multiculturalism

In connection with the above analysis of the experience related to the deliberate policy of the education system development towards improving the linguistic culture of the multinational people of RT, we consider it necessary to draw a parallel with the experience in dealing with similar issues abroad.

As confirmed by foreign sources, the issues of multiculturalism and linguistic policy are discussed very actively. Among them, the following publications are of particular interest: Stuart W. A Sociolinguistic Typology for Describing National Multilingualism (Stuart W., 1968); Eggington William. The English Language Metaphors We Plan by; Language Policy. Dominant English, Pluralist Challenges (Eggington W., 1997); Ricento Thomas. Historical and Theoretical Perspectives in Language Policy and Planning (Ricento, 2000) and others.

Nevertheless, the experience of Russia itself in such issues is rather interesting to foreign researchers. And this is quite understandable: Russia’s historical experience in combining a plurality of nations and nationalities in its territory is unique and there are a lot of things here to study. We will mention as an example here a fact of profound research carried out by Sh. Khaиров, Doctor at the University of Glasgow (Scotland) and devoted to study of the linguistic bilingualism issues in Karelia. Subject of his research: The Functional Distribution of the Languages of Karelia (Russia): A Functional Approach to Language Vitality (Khaиров Sh, 1997). The author shares the position of the absolute rights of the peoples that live in the region as a subject of the Russian Federation, to the choice of languages as state ones, and he believes that in these cases it is necessary to start from the historical truth. Freedom of the will expressed by inhabitants of the region should, according to the foreign expert, also extend to the choice of graphical basis for the alphabet of any national language (Latin, Cyrillic or Arabic alphabet). In this case, we do not agree with this position. In accordance with Article 3 of the Federal Law No. 1801-1 dated October 25, 1991 «On the Languages of the Peoples of the Russian Federation", alphabet of the Tatar language as a state one is based on the Cyrillic alphabet. And this compliance was once again confirmed by the Law of the Republic of Tatarstan No. 1-ЗРТ (No. 1-ZRT) dated January 12, 2013 "On the Use of the Tatar Language as State Language of the Republic of Tatarstan". As it is known, regional laws may not contradict the federal. At the same time, it should be noted that the latter law has, in some sense, a compromise article (Article 5, Clause 2), which states that the citizens’ applications to the administration agencies issued in the Latin or Arabic script will be responded using the Tatar language based on the Cyrillic alphabet. It also says that it does not preclude an application to the answer in the Tatar language using characters of the Latin or Arabic alphabet. This should somehow appease the part of the Tatarstan population, who actively advocate for transition of the Tatar alphabet to Latin. In fact, the linguistic processes that took place in Karelia are very similar to the experience in the state linguistic self-determination in Tatarstan. It seems that studies of the cultural and linguistic structure of Russia conducted by foreign colleagues will still continue.

2.3.Methodological approaches to studying the issues of development of the university students’ cross-language communication culture
Any draft laws and adopted state programs define the common priorities and development vectors for the issues being important for citizens. A then a stage of their creative implementation follows. A field of activity opens here for the scientific community and practitioners capable of innovation. From this perspective, we want to consider the new organization approaches to the linguistic education at universities giving priority to the training, in this area, of the Kazan Federal University students enrolled at pedagogical departments. The following methodological approaches we consider as fundamental to our study: regionalization of the educational policy’s strategy in the field of professional education (Mukhametzyanova G.V., 6); multiculturalism-based professionalization of the future teacher's personality (Gabdulkhakov V.F., 14); integration of personal and competent approach in education (Verbitskiy A.A., 14); humanitarization and humanization of education (Nigmatov Z.G., Valeeva R.A., 3). In our study, we also propose to include in the methodological arsenal of an effective solution to the discussed issue the regional cultural approach to development of the student's personality linguistic culture; the principles of such approach will be disclosed in the section "Results."

With a focus on the above, it should be noted that forming a professional and value image of a higher school student of today requires special development of contemporary linguistic education models in higher schools, which involves introducing innovations in all parts of the educational process.

3. RESULTS

Implementing the linguistic education functions in relation to the category of students who are educated now at the pedagogical departments of the Kazan Federal University should occupy a special niche in the system of their professional training. Future teacher who will be primarily a moral and spiritual mentor of the younger generation should become a conductor of cultural values, including the values of the linguistic culture among children. This mission concerns not only the students - future teachers of philological specializations, but also students of any other subject specialization. In our opinion, the Federal University students’ professional training in all its departments should be strengthened towards its humanitarization, especially, with regard to improving the students’ linguistic education quality. Today it is difficult to imagine a competitive, successful business person who has no competence and ability to the cross-cultural and cross-language dialogue with his/her partners in the professional activity. Given the lack of time for implementing the Federal Professional and Educational Standards in the educational process, in solving the issues of development of the students’ linguistic culture one should take full advantage of opportunities opened up within the purposefully organized extracurricular activity of students. To this end, the thematic program Language is My Friend was tested at the pedagogical departments of the Kazan Federal University during extracurricular time. This program concept relies on the regional cultural approach, which essence is that in forming the students' motivation to achieve a high level of mastering the common linguistic culture and cross-language communication competences based on knowledge of the state languages of RT and languages of international communication, the developing capacity of regional and cultural environment based on the principles of open education is purposefully used. In implementing the program, an integral complex of various forms and methods of extracurricular activities is used: conducting department/institute and general University competitions of reciters, linguistic experts (Tatar, Russian and foreign languages) within the University; systematic coverage of the best practices of the KFU departments and institutes aimed at development of the students’ linguistic culture, in the newspaper "Kazan University" and on the KFU portal websites; development of guidelines for a cycle of curatorial hours "On Linguistic Policy in the Republic of Tatarstan in the Field of Education"; organization of the general University competition of social and cultural projects "We Are Different, But We Are Together!" within the KFU student government activities with the participation of the KFU Association of Foreign Students; conducting a scientific and practical conference on the theme "Cross-Cultural Education Technologies in Tatarstan Multinational School" for students from pedagogical departments, KFU teachers, teachers of primary schools; organization of a general University video master class competition "Multilingual Teacher"; linguodidactic workshops of cross-language
4. DISCUSSIONS

The analysis of publications dealing with the issues of linguistic culture development both in Russia and in other countries shows that this is one of the most controversial topics in the scientific community. In particular, there is much tension by A.V. Kostina around the discussed issue. The author considers the issue of the personality’s linguistic development in the light of growing threats in the globalizing world to preserve the status of national culture both in Russia and in foreign countries. In particular, the author points out negative aspects of the unified English language impact on the transformation of the national specificity of thinking and appeals, at the same time, to the opinion of some world scientists, who also confirm the existence of such a threat to the national identity [Kostina, p. 168]. In the author’s interpretation, the consequences of such a situation can be very depressing; it includes destruction of national language and national culture as a whole. The author of the article connects solutions to the issue with formation of a specific linguistic policy through education and training institutions, creation and maintenance of various forms of mass rituals and symbols, through control of the mass media, use of all other possible forms of sociocultural integration of citizens [7, pp. 169-170].

Sharing, to a certain extent, the concerns expressed by the author, at the same time we want to make our own judgments to the point of the identified issues relying on the experience of their solution in Tatarstan. First of all, we note that the government and sociocultural mechanisms for protecting and preserving the national values in our country and the Republic of Tatarstan aforementioned by A.V. Kostina have been “brought into action” for a long time. On the example of our region, we can speak of a coherent system of measures implementing the linguistic policy program characterized by us earlier. The components of this system include: Law On the State Languages of RT and Other Languages in the RT; constantly growing network of national schools where pupils are learnt not only in Tatar, but also in the languages of other peoples of Tatarstan in the areas of their compact settlement (Mari, Chuvash language); organization and carrying out of traditional national festivals of, first of all, Russian and Tatar peoples; specific national channel "NTV", which broadcasts cultural programs of linguistic, folklore, art history direction promoting the best examples of spiritual national heritage of the peoples of the Republic on a daily basis. And this is not a complete list of regional sociocultural activities, which allows to speak about Tatarstan as a territory of tolerant culture and interethnic consent.

Continuing the analysis of the issues raised by A.V. Kostina in her article, the next discussion point should be highlighted about the issues of preserving the national culture and language. Speaking about the dangers of their possible loss in the globalizing world, we should not go to other extremities. On this occasion, the following specialists’ opinion is noteworthy: "The tasks of sociocultural identification, formation of concepts about cultural diversity of the world, promoting tolerance and respect for every people’s right to maintain its cultural identity are interrelated and mutually supportive... Addressing characteristics of a certain national culture without reference to the cultural values of other ethnic groups is ineffective, features of own national culture can not be understood without Us-and-Them division. Solution to the designated issues is possible based on analysis of the cross-cultural communication, which can be viewed on the intra- and inter-level, i.e. both in the multicultural environment of Russia and the European Community" (Kostina, 2006).

Developing the ideas expressed above, we should emphasize that our movement on the civilized educational trajectory is be deprived of the identity loss fears. And the door to reasonable and efficient mastering of the best foreign experience should be open. V.F. Gabdulkhakov, KFU Professor, one of the leading experts in the field of linguodidactics development of the multicultural education, also writes on
the need to incorporate the achievements of international experience in issues of forming a linguistic personality. The author claims that this experience should be considered very valuable in the interest of improving the effective linguistic education models for higher educational institutions of Russia. The model of linguistic education in Russia proposed by the author and aimed at optimizing the ways to educate a multilingual personality of the United Europe of XXI century sets parameters for adjusting all components of the traditional system: methodical thinking of foreign language teachers, development of new curricula, methodological principles and used learning technologies. In this system, the teacher’s effective activities require a certain set of his/her competencies, which is considered in the first place, with regard to the peculiarities of the regional and educational space of Tatarstan (Gabdulkhakov, 2012).

Despite great interest in development of a linguistic personality from the domestic and foreign researchers and the results already achieved in this area, we believe that some opportunities are being missed in this process. In particular, it concerns updating the potential of the regional and cultural environment in the personality’s linguistic development. In this case, we consider the regional cultural approach as a system-forming one, and as a scientific and methodological result – the developed project that is designed for extracurricular activities and, we believe, it is especially important for students of the KFU pedagogical departments.

CONCLUSION

In conclusion, we note that the solution to the tasks of quality assurance of the studying youth’s linguistic education certainly requires a lot of rearrangements in the traditionally established linguistic education system at school and higher school, but this is a thing we cannot do without if we really want to see in our children and students culturally educated, happy and prosperous people.

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ST. RADEGUND AND ST. OLAV:
MEDIEVAL CULTS OF RULERS IN THE SYSTEM OF PERCEPTIONS
OF AUTHORITY

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ABSTRACT
The cults of the saints rulers occupy a special place among the medieval cults. They were linked with the objectives of the political ideology and the sacralization of power. The connection between kingship and sainthood was common in Europe at the period VI-XI cc. In the research we focused our analysis on two medieval saints – Radegund, Frankish queen-nun, and Olav II, king of Norway. We used two types of sources, which reflect category of sainthood from different approaches: hagiographic (Vitae sanctae Radegundis) and literary (Saga of st. Olav). The analysis of these sources identifies the existence of two ideological traits: one, and more dominant, is tied up with the system of Christian religious conceptions, the other reflects both Christian and traditional Viking’s observances. The image of a holy woman reproduced the traditional model of holiness and reflected more negative assessment of secular authority by the church consciousness. At the same time the Lives of st. Radegund represented her as a model of Christian ruler. The contrast between “secular” and “spiritual” in the image of St. Olav is less obvious. The Norwegian king is depicted not only as a carrier of the Christian virtues, but as a mighty and valiant ruler. So, the cults of the Saint rulers reflect different dominant social perceptions of authority.

Keywords: Sainthood, holiness, Middle Ages, hagiography, Radegund, Fortunatus, Baudonivia, Olav, Saga, conversion

INTRODUCTION

The phenomenon of Holiness is not only typical of medieval religiosity, but also the quintessence of socio-cultural and spiritual life of this era. The study of the cults of Christian saints is today the area of focus for historians, since it contributes to a better understanding of General patterns of social and cultural development of society. Consideration of the cults of saints in terms of a broad historical and cultural context avoids theological and philological reductionism, and presents the phenomenon as an important aspect of the medieval world picture.

In the framework of this subject the study of the cults of Holy rulers is a separate aspect. The Holy kings were secular princes canonized due to their actions or lifestyle. As M. Y. Paramonova writes, "...the Holy kings ...is a relatively abundant group in the Pantheon of European medieval saints in the VI-XIV centuries" [1, p. 478].

RESEARCH METHODS.

In this paper, we compare two of the cults of rulers: Frankish Queen-nun Radegund (VI c.) and Norwegian king Olaf II (XI c.). We use historical-comparative and historical-typological methods. Both
of these methods are based on comparison, which allows to identify the similarity of the phenomena and processes to understand and explain them. The cults of Holy rulers had arisen as a result of the interaction of Christianity and traditional cultures. The comparison of these cults can provide valuable material for understanding the ways of formation of perceptions of power and their rooting in the Christian discourse.

Today the study of political consciousness and political practices of the middle Ages became one of the most urgent problems of modern medieval studies. The medieval cult of saint rulers represent an important source for the study of political practices and ideas about authority. A systematic comparison of various Royal cults, which arose in different regions, is one of the ways to study the mechanisms of formation of religious discourses of power and their influence on practice of domination.

DISCUSSION

Despite the fact that the saints kings were canonized and revered, as well as other Catholic saints, peculiarities of the formation of their cults were linked with the hallmarks of the life of the secular ruler. In accordance with them a particular image of the Saint was formed. In Western European practice, it is possible to note that, "...the Holy ruler, even if he was a typical figure, not so much as the embodiment of power and its charisma, but as the ideal of a Christian ruler and a personalized norm of a truly religious behavior..." [2, p.10].

It can be traced on the example of one of the famous and revered figures in the history of Merovingian Gaul – St. Radegund (between 518 and 521-587). She was the wife of the Frankish king Clotaire I, the patroness of the city of Poitiers, and founded one of the first convents in it. In the mid 50-ies of VI she left her husband and devoted herself to the service of God. Governing successfully the convent, which was founded with the funds, provided by her former spouse, she has achieved its prosperity. She managed to bring to her abode valuable Christian relics. The most significant of them was part of the tree of the Holy Cross, in honor of which her convent got its name of the Holy Cross [3, pp. 60-65].

Several works, written in the late VI – early VII centuries narrate about her life and deeds. Two Lives, written by contemporaries of Radegund, are of special interest to us [4, p. 447-449]. The first of them, created presumably in 595, (1) authored by Venantius Fortunatus (Venantius Fortunatus, between 530 and 540 is about 600 years) – a Bishop, a poet from the “Last of the Romans”, a spiritual advisor and a close friend of Radegund (F.). The second Life of Radegund was written in the beginning of VII century by Baudonovia (Baudonivia, dates of life are unknown), a nun of the convent of the Holy cross (B).

Fortunatus drew attention to austerity, charity, and piety of her character. Being the Queen, she avoided any of the attributes of royalty (f, 3, p. 366; 9, p. 368), (2) giving alms to the poor and made rich offerings to various monasteries. In addition, she saved from death those condemned to death by her husband or fussed about the release of prisoners from prison (F., 10, p. 368; 11, p. 368). Here Fortunatus puts the motive of mercy from the course of social philanthropy, to the course of discussing social practices, typical for the ruler. These include generosity in donations and protection.

Fortunatus, describing the economic activities of the heroine in the convent, turns the influential Queen to the humble servant (F., 24, p. 372). This is done in order to diminish her high status in the civil life, which could prevent the perception of his heroine as an exemplary Saint. Baudonivia, the author of the second Life of Radegund, on the contrary, emphasizes the noble origin of his character, telling us in the first Chapter that Radegund is of “Royal descent, and inherited the nobility” (“...regalis vel origo dignitas” (B., 1, p. 379)). For Baudonivia nobility is an important component in a person's ability to rule. In this you can see the contrast with the text of Venantius Fortunatus, for whom the high status of Radegund was more an obstacle to the attainment of Holiness. However, for Baudonivia there is no contradiction between
Christian faith and the exercising of authority in the mortal world. Piety of Radegund is consistent with her social status as the Queen.

The Saint, of course, has to be an owner of religious merits and virtues. So Radegund in Baudonivvia’s writing embodies not only the “nobility of blood”, but the religious perfection that, in general, is typical of the hagiography of that time (B., 5, pp. 381-382). Baudonivia also concludes that the inherent nobility of Radegund revealed more clearly because of her faith in the Christian God (B. 10, p. 385). Being the Christian Queen, she strongly contributes to the eradication of paganism and spreading of Christianity in the Kingdom (topos care about the Church and the clergy) (B., 2, p. 380). Thus, Baudonivia in her Life creates the image of a righteous ruler, emphasizing pastoral duties of Radegund.

It can be concluded that the image of a Holy ruler was idealized and was subordinated to the Christian notions of morality and righteousness. Was it typical for other areas of Europe, for the peripheral regions? Studying issues relating to Christianity and the Church, for example, in the countries of Northern Europe, particularly in Scandinavia, you should always consider some special aspects of their historical development. The main factor is, of course, a later time of the adoption of Christianity, due to the geographical remoteness of these regions and the peculiarities of political development. This circumstance could not fail to influence the process of formation the cults of Holy rulers in this part of Europe.

In remote parts of Europe, which are the Scandinavian countries, a special type of the king, the Holy, was formed, which was widely spread in the Anglo-Saxon tradition too: "...in the early period of the Anglo-Saxon tradition of veneration of saints the emergence of a new model reveals – the Holy king, martyred in battle with the Gentiles..." [2, p. 36]. The image of St. Olav in Norway is partly an example of this type of a Holy king, but at the same time it is necessary to mind, that he died from the hands of his political opponents.

Olav Haraldsson (Olaf II Haraldsson, 995-1030) was a prominent figure in Norwegian history, his reign accounts for 1014-1028 years. This period of Norwegian history was marked by the struggle for the unification of the country and the centralization of power and by decisive measures for the Christianization of the population of the whole country. However, the efforts made by Olav, were not successful, he was killed in the battle at Stiklestad, and Norway came under the rule of Danish kings. The death of Olav dates back to 1030. Soon there appears a tendency to his canonization, after which Olav becomes not just a Saint, but a King - a Patron of Norway: "...after that day both royal and religious power in Norway began to be defined around the royal martyr, St Olaf..." [5, p. 67].

The first sources that contain information about the life of Olav, his politics, and the events that followed his death, are sagas and skaldic poetry. Among these sources, the main and the most informative is the "Saga of Saint Olav's" (C.4.

As it is noted by T. Jackson, "...the institution of the cult of St Olav entailed not only the creation of a local liturgical texts... but also the emergence of the Life (Vita) of St. Olav, and collections of his miracles (miracula)..." [6, p. 231]. Their texts are the most important to the study of the cult of St Olav. Thus, the sources on this issue can be divided into two groups:

1. Secular works – works of skaldic and the Sagas; (3)

2. The Church works - hagiographic literature and writings about the miracles of St. Olav.
Taking into account the fact that sagas are secular literature, and, therefore, more accessible to wide layers of the population, we can assume that they will embody the ideal of a Holy king more tailored to the values of Northern society.

During the study of the text of the Saga it becomes clear that there are two trends in it: on the one hand, St. Olav appears as a classic Scandinavian king, a brave warrior, without mercy; on the other hand, he is presented as a King - Missionary who is doing a lot of efforts for the Christianization of the country, and as a generous ruler, possessing the gift of healing.

Initial characteristics of the Olav as a whole corresponds to how the Sagas usually describe their characters: "...Olav, Harald 's son was short, stocky and strong... His look was sharp and it was scary to look in his eyes when he was angry. Olav had many skills: shot with bow well, perfectly possessed the spear, was a good swimmer. He was skilled in all sorts of crafts and taught others..." (P, III) in this passage Olav corresponds to the masculine ideal of the Scandinavian society; in the sagas one can find many similar descriptions.

The character of Olav is a weave of traditional Scandinavian traits, and qualities, appreciated by the Christian community. In some passages Olav acts like a brave soldier, fighting with the Vikings, seizing their property and so, partly being a Viking himself: "...in autumn in Swedish skerries at Skerries at SOTI Olav was first in the battle. There he battled with the Vikings..." (P, VI); "...Olav konung sailed East to Sweden. He entered Lag and began to plunder on both banks..." (P, VII).

At the same time we see the king as a good Christian. Konung devoted a lot of time to prayers and often hoped for the help of God. "...Usually the king would get up early in the morning, dressed, and washed his hands and then went to Church for the morning service." (P., LVIII), "...on the day of ascension Olav went to mass. The Bishop at the head of the procession circumvented the Church, and the king followed him. When they returned to the Church, the Bishop led the king to his place to the North from the door in the altar..." (P., LXXXIV). In addition, from the Saga, you can see that the construction of new chambers for the king was usually accompanied by the construction of the Church nearby. Also the Saga called bishops, who accompanied the King, who acted as advisers when making new laws and for the solution of litigation.

Along with the qualities, characteristic for the secular ruler, the Sagas Olav endow with Christian virtues: "...Olav king was a man virtuous, reserved and laconic. He was eager to distribute property richly..." (P., LVIII).

An important aspect of the activities of the king was a baptism of population throughout the country. This, of course, is one of the main storylines in the Saga, and here the king acts as a rigid, inflexible ruler. "...In every thing he told me to read the Christian laws and commandments. He forbade many bad customs and the commandments..." (P, LX).

In addition to the wonders that occurred after the death of Olav and which enabled his contemporaries to consider him a Saint, Saga also mentions that king Olav had the gift of healing. This is evidenced by the fragment that tell about the healing of a boy during the stay of king in Russia at the court of Yaroslav "...the King came to the boy, held his hands over the boy’s neck and groped it long before the boy opened his mouth. Then the king took a piece of bread, soaked it and put a cross on the palm. Then he put this piece of bread into the little boy's mouth and he swallowed it. The pain has immediately stopped, and after a few days he was quite healthy..." (P., CLXXXIX).

After the Saga describes the battle of Stiklestad and the death of the king, a description of various wonders follows. Among them, a miracle by healing the blind, healing the wounds of the bond of Thorir,
as well as the miracle of the body of the king: despite the fact that he was buried, his body has not undergone decomposition within a year: "...When the day of the death of king Olav passed twelve months and five days, the coffin with his Holy remains was opened... When Grimkel Bishop walked up to the coffin of king Olav, it smelt fragrance. The Bishop opened the face of the king. It hasn't changed, and his cheeks were rosy, as if the king has just fallen asleep... his hair and nails had grown, almost as if he continued to live in this world after he had felt..." (P., CCXLIV). Descriptions of all these wonders can be linked with the influence of Church traditions – such fragments are characteristic for hagiographic literature. Meanwhile, "About the origin of the collection of miracles (miracula) of St. Olav can be spoken only a century after the death of the king" [6, p. 232], and assessment of the role of Olav as King-Baptist of Norway is given much later: "...Olav's role in the conversion of Norway is first elucidated in the "Passio et miracula beati Olav" (probably composed in the 1170s) and Theodoricus Monachus's)..." [7, p. 18].

Thus, the study of the text of the Saga of Saint Olav allows us to understand that it is a confluence of tradition characteristic for pre-Christian Scandinavian society, with the traditions instilled by the Christian faith. Starting the journey of life as a Viking, he eventually becomes one of the most revered saints in Scandinavia. In his character, on the one hand, the firmness and steadfastness, bravery in a battle, and on the other hand, the Christian virtues, piety, and missionary activity are combined.

RESULTS

Summing up, it should be noted that this study was focused on the problem of formation of images of Holy rulers in the context of medieval Christian ideas about power. In the paper the images of two saints are compared – Merovingian Queen-nun Radegund and the Norwegian king Olav Haraldsson, belonging to different time periods (VI. and XI. respectively) and regions (Frankish Gaul and Scandinavia), as well as to different genres (literary and hagiographic). The image of the Holy woman reflects the traditional models of Holiness and rather a negative assessment of the secular power by the Church's consciousness is reflected. I.e., the Holy ruler was "Holy" because he ceased to be a real ruler. Along with this, in the Lives of Holy Radegund there is a desire to present her as an exemplary Christian ruler, protecting Christianity and the Church and marked by personal piety – humility, charity, contempt of the worldly for the spiritual. In the image of St Olav the opposition between "secular" and "spiritual" can be seen to a much lesser extent. The Norwegian king is depicted not only as the bearer of Christian virtues, but as a powerful and brave ruler.

In this paper we attempt to address the complex interaction of the two realms of consciousness – the political and religious on the example of two such different images of saints. Undoubtedly, to elucidate the relation between religious Holiness and the sacred status of the earthly ruler is required to attract much more material, relating to various regions of Western, Northern and Central Europe. The task of comparatively study of different societies and cultures is an important research and methodological problem. Studying and comparing of the medieval cults of the saint rulers will help to understand dominant in a particular society's ideas about power and the problems of its functioning.

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SOURCES:


LITERATURE


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1. The exact date of the writing of the first "Life of the Holy Radegund " ("De Vita sanctae Radegundis") is not known. As hypotheses researchers propose the beginning of the last decade of the VI century, or the middle, or the turn of VI – VII centuries.

2. Here and below in brackets the number of the Chapter of the Life and the page from a published source used.

3. When referring to the materials of the sagas, it is worth remembering that for centuries in Norway and Iceland there are several varieties of the Saga of Saint Olav, and getting to the study, based on this source type, you must specify which one of the sagas is the material for the study. So, in this study, as the source will be used in the Saga of Saint Olav's included in the corpus of sagas “Heimskringla” by Snorri Sturluson.
THE DRAMATIC INTERPRETATION OF AN IMAGE OF A HISTORICAL CHARACTER: DUCHESSE DE POLIGNAC IN FICTION AND BIOPIC

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ABSTRACT
This research studies the transformation of a historical personality into an art image in biopic and historical novel, and the peculiarities and interrelation of these genres. The possibilities of creating plausible images of historical figures in biographical films (biopics) are contemplated. The object of study is 18th century French aristocrat Duchess Gabrielle de Polignac. Historically, her depictions in various arts were either obscure or stereotypic. Comparing and analysing the latest works of written and visual art featuring this historical figure (the 2002 novel Farewell, My Queen by Chantal Thomas and the 2012 film based on it) we discover that owing to (rather than in spite of) the authors’ use of imagination we get a better understanding of the character. A historical figure invariably goes through the author’s perception before turning into a fictional character bearing a new image of the person it stands for. There are no ultimately “true” images neither in fiction, nor in cinema. Nevertheless, creating believable characters can be achieved. The special devices used in the novel and the film are juxtaposed and analysed.

Keywords: Polignac, Marie Antoinette, biopic, historical novel

INTRODUCTION
Nowadays, intermedial studies are becoming ever more popular. Many research works are dedicated to the relations between visual arts and fiction (Giddings & Sheen 2000, Conway 2001, Fay 2010, Golikova & Pomortseva 2014). However, studies of historical / biographical genres in different art forms remain few (Seger 1992, Rosenstone 1995, 2007; Bingham 2010). In this research we aim to trace the transformation of a historical personality into an art image in biopic and historical novel, and the peculiarities and interrelation of these genres. Using the method of comparative analysis we study the possibilities of historical fiction and biopic in establishing the historical truth.

The materials for our research are the 2012 biopic Farewell, My Queen and the novel of the same name by French historian Chantal Thomas. The choice of the object, Duchess Gabrielle de Polignac, Queen Marie Antoinette’s notorious favourite, is prompted by contradictions and obscurity that becloud her name, even more than that of Marie Antoinette’s.

Yolande Gabrielle de Polignac is one of the most ambiguous and mysterious figures in European history. Today after two hundred odd years there’s no unanimity regarding her character and disposition. Her background was common enough for her times: coming from an old noble but impoverished family, she married a similarly noble and poor count Jules de Polignac. Her fortune changed dramatically when in 1775 she was introduced to Queen Marie Antoinette and immediately won her friendship. Gabrielle de Polignac became famous for her unprecedented role in French monarchy: she was not the king’s, as was customary, but the queen’s favourite. In history and fiction there came to be two opposing views on the
duchess’ person. Wicked, egotistical, greedy and scheming angel, guilty of monarchy’s fall leading to the Revolution, and, on the other hand, a guileless victim of greedy and ambitious friends and family. To these days her name stands for the exclusiveness, arrogant unawareness and extravagance of the decaying world of Versailles. However, despite an extraordinary epoch in which she happened to live and an extraordinary queen whose friendship she won, there was nothing, it seems, particularly extraordinary about the duchess herself. She didn’t reveal any talent except but one: fascinating beauty.

Till the end of the 20th century historical writings and fiction presented a rather one-sided view of Gabrielle de Polignac. The film Farewell, My Queen (2012) based on a historical novel of the same name by Chantal Thomas offers a curious and quite plausible interpretation of the image of the duchess.

BIOPIC

In western criticism biopic is often called undeservedly overlooked and largely unappreciated, “a respectable genre of very low repute” (Bingham, 3). According to Robert Rosenstone, the cause lies in the activity of Hollywood while independent films and films made in other countries are usually disregarded. (Rosenstone, 2007: 11) The attitude towards history films is firmly established in the public mind: they are usually seen as entertaining lies that have very little to do with historical or biographical truth. This view is justified by most of the earlier examples of this genre and some of the modern ones. However, it can be noted that in recent years the situation has been improving. More of serious and thought-provoking films appear every year. In his recent work Whose Lives Are They Anyway? Dennis Bingham insists on the biopic’s authenticity, importance and dynamic. According to Bingham, biopic strives to “demonstrate, investigate, or question his or her importance in the world; to illuminate the fine points of a personality; and for both artist and spectator to discover what it would be like to be this person. <…> The appeal of the biopic lies in seeing an actual person who did something interesting in life transformed into a character. At the heart of the biopic is the urge to dramatize actuality and find in it the filmmaker’s own version of truth” (Bingham, 10).

The work of a shrewd and insightful director can recreate a life that we strive to understand. It should be agreed that there cannot be a single “true” version of a life. Therefore, sometimes it is through art, not facts, that we can better understand the past. Reconstructing the most dramatic and characteristic episodes of a biography, the filmmakers succeed in finding the truth through imagination that, contrary to a common belief, doesn’t necessarily disrupt the historical truth. “Through invention, film summarises vast amounts of data or symbolises complexities that otherwise could not be shown. We must recognise that film will always include images that are at once invented and true; true in that they symbolise, condense, or summarise larger amounts of data; true in that they impart an overall meaning of the past that can be verified, documented, or reasonably argued” (Rosenstone, 1995, 71).

Biopic is an artistic interpretation of a real person’s life. Selection, sequence and highlights play an important part and are challenging to carry out, for “a life defies cinematic neatness” (Seger, 49). Like biographer, the director must determine the essential in his object, and, like novelist, he must carry his perception to the audience in a dramatic form.

Nowadays special attention is devoted to films about famous women. In literary and biographical criticism women’s biography is considered a separate genre that has conventions and patterns of its own, distinct from traditional paradigm of the biography (Bingham, 22). Bingham also notes that films about men have undergone an evolution, “have gone from celebratory to warts-and-all to investigatory to postmodern and parodic. Biopics of women, on the other hand, are weighed down by myths of suffering, victimisation, and failure” (Bingham, 10). It is universally acknowledged that biography needs a hero who did something of consequence in the public opinion. Women rarely could become the heroines of their own stories. That is why biopics about women usually depict them in confrontation with the public...
opinion, in conflict between their wishes and expected behaviour, that is, when they step out of the traditional limits imposed on them by the society.

Today there is some small amount of innovative films that have stepped away from the usual canon. Farewell, My Queen (Les Adieux à la Reine) 2012 by Benoit Jackeau may be included in the list. Diane Kruger cast as Marie Antoanette created a bizarrely twofold image of the notorious queen. The resulting picture may seem odd, however, it is doubtless psychologically true. A serious mind in conjunction with shockingly careless behaviour, according to many historical sources, characterised Marie Antoinette from an early age. In her last years there was little left of her earlier carelessness. Taking this into account it becomes clear that a girlish light-heartedness in a mature queen is feigned, a rudiment of her younger self, a reminder of the older days kept up in a futile attempt to escape the dreadful reality closing in on her. Besides, the director actively plays with the audience, making suggestions, leaving hints here and there that spectators may interpret as they wish. The ambiguity is the most pronounced in the case of the character of the Duchesse de Polignac and her relationship with the Queen. Throughout history it has always been suggested that Marie Antoinette shared more than a friendly attachment with her favourite. Accusations of immorality and licentiousness could be certainly exaggerated. Modern historians (A. Fraser, A. Foreman) agree that the young Queen and her favourite were probably following the fashion of romantic friendships established by Julie and Claire from La nouvelle Héloïse by Rousseau which was the rage at the time. As it is, Benoit Jackeau actively makes use of the popular assumptions, implying nothing, playing with the spectator in a most postmodern fashion.

DUCHESS DE POLIGNAC IN THE NOVEL AND ON SCREEN

The film is based on the 2002 historical novel by Chantal Thomas featuring three crucial days of the French Revolution - July 14th through 16th, 1789 - from the fall of Bastille till the mass flight of the courtiers from Versailles. Chantal Thomas is a French scholar and biographer, author of several history works on Marie Antoinette, 18th century France her main domain. She skilfully weaves a novelistic form with scholarly precision. Helen Falconer remarked that Farewell, My Queen can hardly be called a novel in a strict sense, calling it instead “fictionally embellished slice of history” (Falconer).

The author relates these cataclysmic historical events from the perspective of a woman occupying an insignificant place in royal court life – a perspective both limiting and revelatory to the understanding of an important historical event. The narrator Agathe-Sidonie Laborde is unsophisticated and politically naive. She describes the events she witnessed in minute detail, trying to put down “all the remembered fragments of a wrecked world” (Thomas, 17). Thus, the novel is a memoir, like numerous others written by refugees, though, in this case, a mock one, relating the story first-hand, but the accuracy of “remembered” things is impossible to establish: “My mind takes up the same facts again and again, changing them to fit my changing daydreams, while other, possibly more essential, facts have been obliterated”, - muses Agathe-Sidonie, adding: “I do have this excuse: I speak of a time long ago, a time leading nowhere”. This narrative solution permits the author, without contradicting the evidence, to give dimension to it, to add a single colourful piece of the puzzle to the large monochrome picture. The last words that Agathe-Sidonie Laborde puts down convey the idea: “It’s so little, yet so everything” (Thomas, 233).

Disregarding the differences in some details and the story development, the screen version echoes the novel’s structure and its eerily phantasmal atmosphere. France is on the verge of Revolution, vague fear is haunting the halls and passages of Versailles while once established routine of the court life continues to be wilfully maintained by the oblivious inhabitants. Speaking details scattered throughout the narrative and skilfully replicated on the screen create a picture of splendour and squalor of the palace and the life in it. Crumbling under the gilt, the world of Versailles is long doomed, however nobody seems to be able to shake off the blissful insouciance. The palace inhabitants are far less shocked by the triumphant storming
of Bastille than by an outrageous fact that the king had to be woken up in the middle of the night to be informed about that. The last moments of desperate oblivion before the outbreak of panic produce a haunting effect both from the novel’s pages and even more forcibly from the screen. The effect of verisimilitude produced in the novel with the help of a memoir form is dubbed in the film by special camera work: slightly shaking, documentary-style, the camera closely follows the protagonist’s movements. The novel’s rich detailing finds its analogy in the film’s intimate close-ups.

The image of the duchesse de Polignac created by Chantal Thomas accords with the 18th century memoir chronicles. From the first appearance on the pages of the novel Gabrielle’s extraordinariness is brought forward: she is the only one with an ever radiant face among stiff and forlorn mummies (the courtiers). An uncanny charm that she possessed is subtly described by the book’s narrator:

The favourite possessed a natural beauty, as well as a freshness of complexion that took on surprising lustre in such a setting as Versailles, where makeup and sophisticated lighting prevailed. Compared with her, the other women at Court were like automatons, gesturing stiffly, walking mechanically, speaking sharply and imperiously. Her voice, in contrast, was soft, and her bearing did not impose. Everyone noticed her, precisely because she made no effort to be noticed. Her light-coloured eyes did not linger on any one person. There was about Gabrielle a characteristic elusive quality, and the paleness of those eyes – made paler still in the contrast with her dark hair – enhanced this “indefinable” effect (Thomas, 160).

For the queen the attraction was Polignac’s free and nonchalantly candid manner, and the more important, her lack of ambition and jealousy. “Majesty, I am perfectly satisfied with my lot. I believe it was ever thus. It is a trait of my character. But thanks to His Majesty’s generosity, my contentment now is beyond measure” (Thomas, 163).

In the film Polignac is played by Virginie Ledoyen who in looks doesn’t quite correspond with the contemporary descriptions and paintings. But the actress is a relative element, an artistic conventionality needed for creating a cinematic image. Ledoyen’s olive complexion and dark eyes isn’t quite Polignac’s paleness and violet eyes. But her small doll-like face with delicate features, a slight figure and a serene regard with a devilish twinkle in them succeeds in delivering some of Polignac’s air and spirit to the spectator.

In the film the image of duchesse de Polignac impersonated by Virginie Ledoyen is dubiously in accord with that created by Chantal Thomas in the book. It doesn’t contradict the text, but it is not identical either. In the novel, Gabrielle being independent and mildly unconcerned about anything at all, still seems, at times, convincingly sincere and sensitive of heart. Agathe-Sidonie Laborde’s observations are rather impassive, but they cannot be considered “reliable”, because they are often coloured by the feelings of her own. So the image of Polignac in the novel remains suggestive even considering the freedom that is possible for works of fiction.

In Ledoyen’s acting Polignac’s nonchalant manner borders on cold arrogance. She confidently moves through the halls of Versailles in a sweeping steady gate, deliberately unaware of her surroundings. In the novel, through the narrator’s observations of Polignac, the idea of softness both inner and outer is constantly suggested. In the film, Ledoyen’s acting imparts an impression of iron clad in a velvet glove.

As in the book, Polignac doesn’t reveal herself until much later. The scene for her full appearance is set up gradually. Before appearing in a psychologically wrought scene in the queen’s parlour, this elusive and the most beguiling character of the Versailles universe can only be caught in glimpses, whisperings and pieces of gossip.
Gabrielle de Polignac’s independent spirit is revealed in Marie Antoinette’s soulful outpourings to her faithful lieutenant Sidonie Laborde: “Gabrielle de Polignac is not the type to be handled like a pastry. It’s what thrilled me when I saw her at Trianon. She seemed so at home. She came and went as if she’d always lived there. She was never consumed with the need to please me. It’s that freedom of hers that I like in her.”

In the novel the story is narrated by one of the ladies in the queen’s service. The character is present on the screen as the film’s protagonist. However, here Sidonie Laborde is a young girl in her early twenties in contrast to the book’s elderly woman looking back to her years of service to the queen when she was middle-aged. Apparently, Jackeau hinted at Marie Antoinette’s notorious tendency to surround herself exclusively by courtiers from the younger generation, a preference that outraged the old nobility and earned her many enemies. “You know what I find charming about you, Sidonie? Not so much the prettiness of your features, as the youth you radiate at all times”. The spirit of eternal youth is an inherent feature of the queen’s favourite. “Let me inhale one last time the scent of your youth!” - exclaims the Queen in desperation before Gabrielle leaves her forever, fleeing the revolutionary France. In this climax marked episode Marie Antoinette urges her friend to leave the country. Polignac demonstrates poorly hidden egoism. She doesn’t need persuading, but instantly seizes her chance of an excuse. She abandons her friend with a heavy heart but unhesitatingly.

**SUMMARY**

The image of Gabrielle de Polignac in the screen adaptation doesn’t contradict that created by Thomas in the novel, but it has acquired a new shade. The director offers his own interpretation which is more defined and straightforward. Being narrated from first person by one of the characters, the novel leaves a space for the reader to make up his mind about the character of Gabrielle de Polignac that remains obscure. In the screen adaptation the twofold nature of Gabrielle de Polignac is transformed into a blander two-facedness. It is suggested that she is a courtier just like any other, no better and no worse, superior only in charm and luck. Despite the sincere affection that she certainly feels for the Queen, like everybody else she flees the ship “the moment the timbers begin to creak” (Thomas, 17). This image is realistic enough and may be considered probable.

**CONCLUSION**

Thus, a historical figure invariably goes through the author’s perception before turning into a fictional character bearing a new image of the person it stands for. There are no ultimately “true” images neither in fiction, nor in cinema. Nevertheless, creating believable characters is possible.

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ISSUES OF TATAR LITERATURE AND CULTURE IN RUSSIAN PRESS
(AT THE END OF 19TH–EARLY 20TH CENTURIES)

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ABSTRACT
This article is devoted to the study of Tatar literature and culture in Russian periodicals of the end of 19th – early 20th centuries. The object and source of material for scientific work are papers, surveys, and reviews published in Russian, and abstracts of prominent figures of Tatar such as G. Ishaki, A.-Z. Validi, S. Akhmerov, F. Amirkhan, N. Gusri, Dzh. Validi and others, as well as newspaper and magazine material of such famous Russian writers, Orientalist scholars, censors, translators, and teachers as A. Pinkevich, A.M. Gorky, N. Katanov, N. Ashmarin, E. Malov and others. Study of the problems of Tatar literature and culture in the pages of the Russian press of the end of 19th – early 20th centuries is the main purpose of the article. The authors of articles had disparate interests. Newspaper and magazine material of Russian press contain theoretical and literary knowledge. Russian periodical press, on the one hand, influenced the development of scientific, methodological, literary and aesthetic level of the Tatar literature in the periodat the bound of the 19th–20th centuries, and on the other hand, it contributed to the promotion, popularization of Tatar, Common Turkic and Muslim literature. Russian press played a major role in bringing the Tatars to the European and world culture. Scientific novelty of the article lies in the fact that literary questions and topical problems of culture in newspaper and magazine articles in Russian periodicals become the subject of special study in the history of the Tatar literature for the first time.

Keywords: periodicals, magazine, newspaper, Tatar literature, Tatar culture, review, Turkic-Muslim world, censorship.

INTRODUCTION
Tatar literature in the period of the bound of the 19th – 20th centuries has passed a way of the so-called “the accelerated development”, having overcome thereby the distance dividing it from European (first of all from the Russian) literatures and cultures. Verbal art at this period endured “Golden Age”. Updating of public and spiritual life of the Tatar people, process of Europeanization of art thinking, origin of new Tatar literature, change of reference points in literary process became an impulse for emergence of numerous publications in the Russian press. The authors of articles had disparate interests. Along with the Russian authors, authors of other nationalities published their articles on pages of newspapers and magazines, because the last knew several languages. It is known, that before the first Russian revolution of 1905-1907 Tatars had no periodicals. The Russian press, and also newspapers and magazines of the Arab-Muslim world took this mission. And after the creation of the Tatar periodical press the materials devoted to the issues of national verbal art and culture were published on pages of the Russian print. The materials devoted to the issues of the Tatar literary life, the Tatar folklore and also Russian translations of some Tatar editions of religious, publicistic or art character were published in a Russian press of the bound of the 19th – 20th centuries. Journalese material reflects the general regularities of development of the Tatar literature, social and political thoughts, and some issues of Tatar people culture in the various contents.
The outstanding Russian orientalist-turcologist, the ethnographer, the archeologist, the teacher of the German origin V.V. Radlov (1837 – 1918) having purposefully learned local Turkic languages, folklore, history and ethnography, has made a huge contribution to promotion culture and folklore of the Tatar people. One of his numerous researches is devoted to studying of rich folklore of the Siberian Tatars [Saifulina F.S., Karabulatova I.S., 2014]. The Russian and European theaters and the analysis of their performances promoted formation and development of national dramatic art and Tatar theatrics [Zakirzyanov A.M., 2014]. The Tatar literary criticism that was formed at the beginning of the 20th century also relied on achievements of both the European, and Russian literary criticism, which were reflected also in articles published in the Russian press [Gilazov T.Sh., Karabulatova I.S., Sayfulina F.S., Kurakova Ch.M. and Talipova G.M., 2015].

Material of the Russian periodical press in historical and cultural aspect is substantially analyzed, and their contribution to areas of studying and promotion of history of the Tatar literature and culture is estimated in this article.

**METHODS**

Comparative and typological approach is expressed that the research from beginning to end penetrates comparison of the Tatar literary criticism to the Russian-European literary criticism. The interaction of various literatures and cultures: national, regional, etc. is considered in a research leaning on a comparative and typological method. The special field of comparative literary criticism in this research is comparative studying of the journalese materials belonging to the periodical presses of the different people. Methods of the comparative analysis are used for studying of eras, authors of publications, journalese materials.

**RESULTS**

1. General characteristics of the Tatar verbal art of this period become known; separate issues and theoretical provisions of the Tatar literary criticism and the theory of literature are developed in the articles published on pages of the Russian press. Thereby the role of the Russian periodical press in development of a scientific-theoretical thought in Tatars is estimated.

2. The Russian press has played a big role not only in familiarizing of Tatars with the European and world culture, but also has made a certain contribution to promotion of the Tatar, Common Turkic and Muslim literatures and cultures, national way of life.

3. The received results expand idea of many-sided activity of prominent writers, scientists, figures both the Russian people and other nationalities, open new aspects of cultural dialogue of the West and East.

**DISCUSSION**

The gradual change in sociocultural life of Tatars, aspiration of familiarizing with the European culture, origin of new Tatar literature, development of the Tatar periodicals and publishing attracts interest of representatives of different layers not only the Russian people, but also other nationalities of Russia. At the bound of the 19th – 20th centuries the articles of various genres reflecting fundamental change in spiritual and public life of Tatars are published on pages of the Russian periodical press.

N. Ashmarin’s sketch “Several Words About Modern Literature of the Kazan Tatars” was published in the monthly popular scientific “Magazine of the Ministry of National Education” in 1905. N.I. Ashmarin (1870–1933) was the linguist-turcologist, the corresponding member of Academy of Sciences of the USSR... He is the author of one of early studies on the Tatar literary criticism [Nikiforov A.E, 2002]
which was the first attempt of a consecutive statement of history of an origin and formation of new Tatar literature.

Even if N.I. Ashmarin’s sketch didn’t make a very thoughtful analysis of modern processes of Tatar spiritual and cultural life, it was devoted to the issues of literature, social thoughts, literary language and national education. The author compared the novelty in the art of writing and culture with the changes in Tatar press and national identity. He paid attention to the fact that there was a sudden change in literary appreciations of Tatars, even if religious books, written in Arabic and which were understood only by mullahs and religious figures, were dominating [Ashmarin N.I., 1905].

N.I. Ashmarin connected a novelty process with an educator, a writer Z. Bigiev’s (1870 – 1902) “novel of people” which had a new light on the Tatar life. He underlined that the content of a new literature was followed not only by the Muslims who graduated from the university, but by the educated people as well and that it helped to inform ideas and scientific views to people. The author tried to classify the literature according to the theme, the type and genre: “According to the contents similar compositions break up to several types. Here it is possible to point to publicistic compositions, to compositions of graceful literature (stories and novels) and to compositions historical and in general scientific” [Ashmarin N.I., 1905]. There were a big amount of “national, traditional elements”, different sides of Muslim family and social life which were under a black cover before, “modern Tatar life” among a new fiction’s features. N.I. Ashmarin mentioned the issues of Jadids and Kadimist processes in Tatar social views, teaching a new method in the schools and medrese under their influence, a reform of religious views on the occasion of publishing Gabdulla Bubi’s book “Whether Progress Promotes Science to Unbelief” and others. The author thought they came from the influence of European culture over a national identity.

A censor of a “Volzhsko-Kamskaya Rech” newspaper, a teacher, school inspector and a teacher of Tatar teachers’ school Albert Petrovich Pinkevich (1884 – 1939) published an article “Sketches of the newest Tatar literature”. “Kamsko-VolzhskayaRech” (the changed name – “Kamsko-VolzhskayaRech”) was a daily social and political, literary and economic newspaper edited in the Russian language in Kazan in 1908-1918. A.P. Pinkevich did a review of the Tatar literature at the beginning of the 20th century, identified the tendency of Tatar poetry under the influence of G. Tukay and M. Gafuri. A. Pinkevich wrote “Tukayev has a lot of true poetry, but the moralism, the sermon nullifies his works. He concerns all parties of the Tatar life and dictates rules of life. <> MazhitiGafuripoems were written with tight ethnismism” [Pinkevich A.P., 1908] in his article, he highly appraised G. Tukay’s poems from the point of view of art completeness, and considers that he had a talent of the writer; but he showed his being against of tight ethnismism of M. Gafuri’s literary works”. He highly appraised the poet’s translations: “Tukayev has many imitations of Byron, Lermontov, and Pushkin. <> There are no close translations. Even such poems as “You Sleep, the Little Man” he remakes after the own fashion, applying it to the Tatar life” [Pinkevich A.P., 1908].

As a remark for this article, Kasyim Uralets published his article “Tatar Poets” in “Volzhskiy Listok” newspaper. “Volzhskiy Listok” was a newspaper edited in the Russian language in Kazan in 1904 – 1909. The author denounced A. Pinkevich’s ideas, on the contrary, he indicted Tukay for being a bad translator, having few poems and having a bad style: “We in return will notice that these “small volumes” no more as two thin trashy books containing 10-15 original poems, and for the rest filled with the unsuccessful translations from Lermontov and Pushkin” [Uralets K., 1908]. K. Uralets wrote about M. Gafuri’s popularity in Russia and Siberia. Due to him, M. Gafuri, undoubtedly, was a treasure of Tatar literature. He ranked him together with American poet Whitman Walt (1819 – 1892).

If we agree with A. Pinkevich’s ideas about the tendency of Tatar literature development, K. Uralets’s thoughts about poets’ works raises doubts. Using Arabic, Farsi words, complexity of language are the habitual phenomenon for poetry of that period. Not only Tukay, but M. Gafuri used borrowed words in his
poems. G. Tukay had lifted theory of translation to the level of special literary reception, translated works of the Russian and European poets from Russian and by that had brought Tatar people closer to the European literature and culture.

N. Gasri’s article «Awakening of the Russian Tatars and Their Literature» was published in G. Sverdlov’s translation in journal «Sovremennik» in 1911. Tatar classic writer, prose writer, playwright and famous social figure Gayaz Iskhak (1878 – 1954) in close creative and friendly relations with A.M. Gorkiy 1910-1912. A.M. Gorkiy(1868 – 1936) was a Russian writer, prose writer and playwright. He was one of the most considerable and known in the world Russian writers and thinkers. A.M. Gorkiy asked G. Iskhaki in his letter to write an essay about modern Tatar literature, but there were some problems with translation and his ask N. Gasriabout it. Nazhip Gasri(1886 – 1937) was a literary critic, publicist, scholar, teacher and journalist. N. Gasriwas the author of the articles about Tatar culture and literature, and their development in theoretical way, about the history of criticism and poetics, issues of national education and literary genres [Gilazov T.Sh., 2012].

N. Gasri analyzed the facts in historical and cultural aspect in his article. The authorexamined Tatar literature and culture in the contest of Tatar history and a part of political and social life of imperial Russia and through this he presented national history and its tragic moments to Russians and other peoples. N. Gasri using the historical principle, tried to form the methodology of studying Tatar literature and began to search national art of writing as a whole and as a literary and historical process. N. Gasri connects stagnation in the Tatar literature and culture lasting for several months, the isolated condition of the people with the social and political state which was established from the moment of a gain of the Kazan khanate by Russians. Islam, as a basis of national culture, played an important role in Tatars spiritual world and its preservation as a nation. Positive influence of the empress Catherine II reforms on the Tatar culture is shownthere. The article author connects Tatars going out of the stagnation with an educator, religious figure and reformer Kursavi Gabdennasyr (1776–1812), and his student Sh. Marzhanisreforming work. Shigabetdin Marzhani (1818 – 1889) was an educator, historian and religious figure. He wrote about religious thoughts and educational ideas in his scientific works, and formed a new study for Tatars, history, based on a new methodology. At the same time an outstanding person, educator, scholar Kayum Nasyri (1825 – 1902) began his many-sized work, the novelty of Tatar literature connected with his name: “In such time Kayum-el-Nasyri has also acted on a literary field whom Tatars, on justice, consider the first who has put a basis of the Tatar literature, the ancestor of the idea of service to the people” [Gasri N., 1911].

Alexander II reforms, who took over after Nikolay Ideath, changed Russians life in a positive way, and that influenced on Tatar culture greatly. The first Tatar newspaper “Tarzheman” began to publish that time, Tatar books began to publish in the printing-offices, enlightenment which broke the base of Tatar life became stronger. Z. Bigiev (1970 – 1902), M. Akeget (1864 – 1923), and R. Fakhretdin (1858 – 1936) novels and stories with realistic contents, close to national reality, supporting the ideas of change of a way of life were published under such new social and cultural conditions. They were proving the beginning of a new literary and historical period of literature at the last quarter of the 19th century.

N. Gasri emphasized different characteristics of Tatar social, literary and cultural life at the beginning of the 20th century. “When the Tatar literature didn’t know where to go what to do, and Gayaz Iskhakov has acted on a literary field, in 1897. About his emergence there comes the new era in the history of development of the Tatar literature, the beginning of growth of the Tatar fiction, years of resolute turn on the way of realism” [Gasri N., 1911], N. Gasriwrote, and basing on G. Iskhaki work, began to check national art of writing with synchronous method. He analyzed G. Iskhaki’screativity from the point of view of the idea and subject, the direction, a genre variety, and he has laid the foundation for a technique of the analysis of works of certain writers. He emphasized realistic and romantic directions of Tatar poetry at the beginning of the 20th century in national writer Gabdulla Tukay (1886 – 1913).
and Sagiyt Ramiev’s (1880 – 1926) works. This article deserves attention to those that it sets as the purpose to acquaint the Russian and other people with awakening of Tatars from a long “dream”, changes in culture and literature, and it solves problems of studying of the Tatar history from the point of view of new methodology.

The articles devoted to Tatar press, Tatar culture, Tatar social views, educational issues were published in special columns “From Muslim World”, “Theatre and Music” in “Volzhskiy Listok”, “Volzsko-Kamskaya Rech”, “Kamsko-Volzhskaya Rech”, and “Kazanskiy Telegraph” newspapers. The national scene, her repertoire and development were lit more often than other art forms. Someone under a pseudonym “Tatar playgoer”, differing from others in versatile activity, was actively published in the Russian press at this time. For example, he showed a reader his critical thoughts about the play by telling about actors play, director’s work, theatricals and scenery in the article “Tatar Drama”. The talent of telling about the national fate clearly and nicely, and the purity of the language were shown in the article [Tatarin-teatral, 1908].

Some works were devoted to the issues of national view of thinking, schools and medrese, and national character as well. Literary institutions were formed and literary and musical sets often took place in them. The Tatar motives, their features, genres began to be studied in this regard. Articles published in Russian press threw light upon these issues as well [Tatarin-teatral, 1908]. There were ideas about Tatar press and its status in Russian publications.

As a result, range of the themes of published articles in the Russian periodical press extends from year to year. Authors argue on problems and tendencies of development of the Tatar literature with enthusiasm, thereby draft theoretical provisions of national literary criticism; tell about the new phenomena in cultural and public life of the Tatar people. They widely light social and cultural questions on pages of newspapers and magazines, and have made a huge contribution to promoting of the Tatar culture. The concrete and substantial analysis of material of the Russian periodical press allows to estimate literary and cultural dialogue between the East and the West in a new light.

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THE HISTORY OF GERMANY IN CONTEMPORARY GERMAN DRAMA

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ABSTRACT
The article deals with the subject of the perception of German history of the twentieth-century in German drama of the turn of XX – XXI centuries. After the Second World War, German writers often refer to historical facts in their works. The theme of guilt and responsibility becomes the key, which is reconsidered in the literature over the past 60 years. In the last decade to the forefront of the drama come not so much historical events and attitude towards them, but a person inside these events. This article analyzes the plays "Vatersprache ("Language of the father," 2002) by A. Ostermaier, "Der Stein" ("The Stone", 2008) by M. von Meyenburg and "Kein Schiff wird kommen" ("No Ship will come", 2010) by N.-M. Stockmann. The central theme of these works becomes the reflection of past events – the Second World War and the Holocaust, divided Germany and the "revolutionary" 60-ies, the fall of the Berlin Wall and the reunification of the country. Analysis of dramas allows to conclude that young people are abandoning their past, which causes the crisis of personality of the characters. In addition, on the background of the outing of the past arises the problem of German identity. Renouncing the history, the heroes abandon their parents, language, native country.

Keywords: German drama, the latest German drama, Ostermaier, Mayenburg, Stockmann, the theme of guilt, the historical facts in the literature, interpretation of the history in drama, the theme of memory, the theme of oblivion.

INTRODUCTION

For more than 65 years German writers turn to the era of the domination of the ideology of national socialism in Germany, to the period of the Second World War and the Holocaust. The theme of guilt and responsibility is the key for the German literature of the second half of the twentieth century. In the late 40-ies it was addressed by the writers passed through the crucible of the Second World war, representatives of the so-called "ruins literature", such as V. Borchert, H. Böll and others. The authors of the post-war years sought not only to works of art, but to speak as witnesses.

In the 1960s a new generation of writers entered German literature. These people are also managed, to thirty years of age, to survive the mobilization of the Wehrmacht, and the front, and being wounded, some of them have been in captivity. Such writers as D. Noll and M. W. Schulz, G. Grass and S. Lenz, had similar lines of fate. But the temporal distance in relation to the described events allows them to go beyond personal testimony, to overcome "the poetics of trauma” and to present the events of German history more detached - as a tragic farce, a bloody absurd, etc.

A new round of reflection of the past comes at the end of XX – beginning of XXI century, when questions are asked by the children and grandchildren of participants of the tragic events.

If we turn to German drama of the late twentieth century, namely the post-reconstruction period, it becomes obvious that it didn't really actively develop the theme of the recent past of Germany.
Understanding of the history of the twentieth century and of a wide range of issues, is associated with - power and personality, life under the dictatorship, the mechanisms of violence, forms of freedom, intelligence and power, the universal nature of the correlation of forces in the historical arena, etc. – was at the center of the work of a prominent playwright H. Müller, who passed away in 1996 [1]. In 1989, another major German playwright B. Strauss wrote the play "Final chorus" ("Schlußchor"), in which in encrypted, metaphorical form he reconstructs the picture of the unification of Germany, destroying the official myth of the long-expected acquisition by the Germans of national identity [2].

Otherwise, the theatre of Germany has not responded to fateful events of recent German history with such active interest as was expected of him. Apparently, some time distance is necessary for understanding what is happening, and experience of life in a United Germany. Recently, young German authors who came to the drama in 90-e years, begin to turn increasingly to the history of their country. In some cases, they are interested in a timeless problem – people when making vital decisions, the correlation of historical truth and myth, the role of a woman in the political struggle, the relationship between executioner and victim (D. Loher "Olga's Room", "Leviathan", etc.), in others – the actual "German destiny" (M. von Mayenburg's “Der Stein” (M. von Mayenburg "The Stone"), in the third - problems of self-identity and German identity (A. Ostermaier "Vatersprache" (A. Ostermaier, "Language of the father"), N.-M. Stockmann "Kein Schiff wird kommen" (N.-M. Stockmann "No Ship will come"). Understanding of modern reality and rethinking of German history of the twentieth century, are becoming important themes of the German drama of the turn of XX – XXI centuries. However, in contrast to the drama of the previous decades, to the forefront are placed not the historical events themselves and the attitude towards them, but a person inside these events [3].

METHODS :

In this article we will look at how the facts of history of the twentieth century and German history are refracted in the modern drama of Germany. The object of research were the plays "Vatersprache" (2002) by A. Ostermaier, "Der Stein" (2008) by M. von Meyenburg, "Kein Schiff wird kommen" (2010) by N.-M. Stockmann, which deal with the question of connection of heroes with the past of their country. In this case the past occurs not in the context of global history but of the history of a particular family. Central place in these plays take such events of the past as the Second World War and the Holocaust, division of Germany, a political movement of 60-ies, the fall of the Berlin wall and the reunification of the country.

The main method of research is a comprehensive descriptive analysis of the text. Author's point of view is revealed during the analysis of the problem-thematic, plot and compositional level of the plays and means of artistic imagery. Interdisciplinary approach also seems to be effective.

RESULTS :

Albert Ostermaier (1967) is one of the most popular of modern German dramatists, refers to the history of Germany in the play "Language of the father".

The action of the monodrama takes place in an empty apartment in one of the German cities. A young man, a hero of the play, comes to the apartment of his deceased father, to settle legal issues related to inheritance. Hero wants to remember something connected with the father who abandoned him in early childhood, but he fails. As a result, he begins to lead an imaginary dialogue with his parent, in which he refers to the history of the country which he left, but part of which was his father. In the monologue the character tries to define his attitude to Germany and to his father. The conflict between father and son from the first lines turns into a conflict of the son, and of his native country, Fatherland.
Attempts to remember anything about his father cause in his mind various images of "a German man", which he tries to his father. The first of the possible "fathers" becomes a Nazi, proud of his past and not repentant in it. There is a reference to the theme of guilt, peculiar to German literature of the second half of the twentieth century. The word "guilt" is repeated in the monologue not once. The theme of complicity and collective guilt are does not move to the background. The hero of the play constantly asks the question about how he would act instead of his father. In the representation of the hero of the monodrama, the German language which he would like to forget, becomes linked with the theme of Nazism.

Another possible father of the hero of the play becomes another historical type – terrorist, a member of the RAF. In the monologue of the son, the leader of the radical RAF group Andreas Baader is named, as well as other realities of the 60-ies [4, p. 30].

This revolutionary, possible the father of the hero of the play, is an active fighter for ideals. According to the dialectical laws, the old dies to make space for the new, the best. However, according to Ostermaier, a new generation seems only a pale reflection of the busy lives of the fathers. The imaginary father, a representative of the generation of the 60's, fought for the idea of freedom, sacrificed his life and the lives of hundreds of people for a cause which seemed noble. The son is a typical representative of a generation of postmodern age: "something small, mediocre, building its existence in accordance with the requirements of changing fashion for views, products and other" [5, p. 216]. The sons of the late 90's–early 2000's – are just only "zitate aus eurem leben" ("quotes from your (fathers) life" [4, p. 31], eternally dissatisfied consumers, too lazy to come up with something new. This is a generation without ideals and clear guidelines. They criticize the cruelty of their fathers in their struggle for justice, but do not offer anything.

In the postmodern perception of the son, his whole life is a game. A kind of anthem of the generation of the fathers in the play became the phrase of songs by Neil Young, representative of the postwar generation: "the damage is done and it's better to burn out than to fade away" that the sons can only reply with a line from a song by the group Nirvana: "here we are now entertain us" [4, p. 32]. It is significant that shortly after writing this song, the lead singer of Nirvana Kurt Cobain died from a heroin overdose that was the result of a personal crisis of the musician.

Not understanding what his father was, at the end of the play the son shifts that task to his father. Roles are changing, the son renounces his past and father. The play ends with the word "cold", which symbolizes the hopelessness. The hero of Ostermaier is a man, renounced his past, without homeland, without father, without interests and perspectives.

In the play by M. von Meyenburg "Der Stein" (The Stone, 2008) it is the fate of a Dresden house, in which the most important milestones of German history converge. Using fictional characters, but based on real facts, the playwright depicts the vicissitudes of the past, moving towards the recognition of the unpleasant truth, exposing the whitewashing family legends and myths that are directly associated with the "German destiny" in the XX century [6]. In alternating scenes from the 34th, 35th, 53rd, 78th and 93rd years life pages of different inhabitants of the house are depicted. After coming to power of the Nazis, a Jewish family Schwartzman, the first owners of the house were forced to sell it cheaply to Vita, one of the main characters of the play, and her husband Wolfgang. Nazi Wolfgang committed suicide when the Russian troops entered Dresden, leaving his wife with baby-daughter Heidrun alone. Later Vita and Heidrun run away to FRG, and some new families had settled in the house. After the unification of Germany Heidrun, her mother Vita and daughter Hannah, born in the West, came back to their house. But Stephanie, who lived there after their escape from East Germany, continues to present her claim to the house.
The topic of truth and relationship to it becomes important in the play. The representatives of older generations hide reality from their children. Junior Hannah was told that her grandfather died in the war, and the house was bought from Schwartzman to help them escape from Germany. Heidrun, being a child, finds a Nazi symbol of her father in a yard, but the mother says that it was she, who had to join the party, as she looked like the Jew. Later, Vita says to granddaughter Hannah that it is the order “for the care of gravestones of fallen soldiers”, "a cross for merits before Fatherland". Heidrun, who wants to hide from her daughter the truth about the Nazi past of the family, says that "has no idea" of what the grandma is talking about. However, in the course of action, we find out that Wolfgang shot himself when he knew that Germany had been defeated and met death “like a true German”, with the words: "Heil Hitler" [7, p. 238]. The Schwartzmans could not escape: "someone reported that they said something, and they were arrested just at the gate with suitcases" [7, p. 244] (this was probably Wolfgang). Criminal Nazi past is initially hidden from the Heidrun, and then from Hannah.

For Vita and Heidrun the house has a special meaning as a symbol of the past, a sign of connection with it. In contrast, Hanna doesn't feel the pressure of the past and doubt the story of a family told by his mother and grandmother. She refuses from home, not only this house a stranger to her but also the city and even the language: the girl does not understand the Saxon dialect. She, like the hero of the monodrama by A. Ostermaier, "Language of the father" refuses the past of her family, and doesn’t want to know anything about it. She doesn't want to live in the house, taken once from a Jewish family. She is a representative of a young generation deceived by the elders. Fiction substitutes for truth, which is forgotten after a generation.

The theme of the story is emphasized by the complex structure of the play. Short scenes are dated by a particular year and are separated by decades. Each new scene reveals new facts and details from the life of the characters of the play, forcing a critical attitude to the presented variants of truth.

Rethinking of historical past continues young playwright Nis-Momme Stockmann (born. in 1981) in his play "Kein Schiff wird kommen" ("No Ship will come", 2010). He turns to the most important historical event of the late twentieth century – the fall of the Berlin wall. Stockmann’s drama having an epic character, is a recorded on tape the story of a young German writer about the creation of his play to one of the theatres (the text of the play is also included in the drama). A nameless writer, the hero of the play, is forced to write about the events of twenty years ago, to which he has no matter. As a representative of the generation, far from politics, he perceives the Wall merely as a “theme for show”, "demagogic simplification of many things" which "bothered the whole of Germany" [8, p. 469, p. 439].

To collect the material, the writer went to the house where he spent his childhood on the island of Föhr in Northern Germany. His father who is a witness of those events lives there, his experiences could be the basis of the ordered play. However, conversations with his father do not lead to rapid writing of nonfiction play, and cause the strengthening of the internal conflict of the character, his creative and personal crisis.

It turns out that the writer deliberately erased from my memory the events of twenty years ago. In those days, after a serious illness his mother died, and the fall of the Wall is not a distant global political event for a hero, but a personal tragedy. In contrast to the son, his father constantly refers to distant events, recalls amusing episodes of the past. The fall of the Wall for the father is a part of his personal history, just in the 89th year the illness of his wife began, "the whole story with my mom" [8, p. 442]. Talking about those events, the father said that it was a time of change, of a generation, able to revolt, whereas all the activities of today's young people is focused on making a profit and a meaningless pastime. But for the son the late 80-ies – it is only "the era of cheap and toxic synthetics" [8, p. 449].
Trying to find a way out of a creative deadlock, writer allows himself to remember, finally, his mother and her last days before her death, at a time when the Berlin wall was crumbling. Being opened to history, to his past, he still would write the play, however, its subject is not the fall of the Wall, but his mother's death and unity with the father. It is the mother who loses her mind and memory from Alzheimer's, inspires her son to stay a person, who needs to continue to feel and remember. Having voiced in his play the tragic memories, the hero gains a new perspective in his life.

In the epilogue of the drama, the dialogue of the father and the son about the fall of the Wall has been set up, and the question of German identity arose. For the son, although he was a German, "the fall of the Wall plays no role. Just as for millions of Germans" [8, p. 472]. The father gives an ambiguous answer: "Well, in that sense, it really plays no role" [8, p. 473]. On the one hand, the wall, in general, have never shared the German nation, for example is the family of the character: his mother is a native of East Berlin, the father - of West Germany. On the other hand, the destruction of the Wall has not solved existing problems, but rather added a new one: after the unification has deteriorated economic and social situation in Germany. According to I. Uberman in his play, Stockmann shows that "wenn die älteren Deutschen heute behaupten, es sei das glücklichste und wichtigste Ereignis in ihrem Leben, dies ist unwahr <...> oft waren sie vor allem mit dem eigenen Alltag beschäftigt" ("when the older Germans claim that it was the most important and happiest event in their lives, they are not telling the truth <...> at that time they were primarily concentrated on themselves")[9].

Adopting the mental suffering of his mother, accepting his past, the hero remains alone in the final of the play. Now he sees “his giant gray past”, but the world around becomes even less interesting for him: "And besides, I don't see anything". A final remark reflects a pessimistic perception of the world, characterizing the majority of modern playwrights.

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CONCLUSIONS:

The plays analyzed in this article, allow to make a conclusion that the playwrights of the turn of XX – XXI centuries, like many other representatives of German literature of the previous decades, turn to the themes of German history in the second half of the twentieth century, noting that there is no future without memory of the past. The characters of analyzed dramas by A. Ostermaier, M. von Meyenburg, N.-M. Stockmann do not know their past, that causes a crisis of personality. Appeal to the history of the family and the country could solve the problem of self-identity, but it is impossible for characters of the plays. The past is hidden by the older generation, by witnesses of history, such as in the play by M. von Meyenburg. The young people themselves refuse their past due to the lack of internal forces, as the characters in the plays by A. Ostermaier and N.-M. Stockmann. The displacement of the past leads to a crisis of German identity. Refusing the history, the heroes abandon their parents, language, native country. Enjoying the benefits of civilization, they choose the stance of passive observer.

LITERATURE

RAF – Red Army Faction (Rote Armee Fraktion), a German radical leftist terrorist organization that operated in West Germany from 1968 to 1998, accused the German society in the Nazi development and trends in quality of disagreement with the activities of the government, conducted terrorist acts on the territory of Germany.
REFERENCES

RUSSIAN AND WESTERN PRODUCTIONS OF “THE MERCHANT OF VENICE”: SOME PROBLEMS OF STAGING

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ABSTRACT
Authors turn to the creativity of one of the classics of world literature, to Shakespeare and the problem of his plays stagings in the modern theatre. Authors underline that according the different directors accents “The Merchant of Venice” can be staged in completely new way, facing the actual challenges of modernity. Directors can use different effects to achieve such a result, but the canonic text remains the same. The certain timeline of productions of the XXth century is created and different directors’ approaches are shown. The authors attention is also focused on the recent Russian productions of A. Zhitinkin and R. Surua. Both of them are completely different, but still bear some common traits. The authors show how the post-modern theatre can transform and interpret the classical text, enrich it with the modern problems. This research shows how the productions of “The Merchant of Venice” are combined with the problems of antisemitism, intolerance, organized crime, etc.

Keywords: contemporary interpretations of the classics, eternal images, Shakespeare, staging, antisemitism

1.INTRODUCTION
Shakespeare's play "The Merchant of Venice" can be considered among the most controversial creations of Bard. Allocated in the first folio as a comedy, it bears the clear imprint of the tragic vision of the world and man, which four years later would be shown in the great tragedies. None of Shakespeare's plays can be named such an eclectic mix of different genre traditions. At first it’s a lyrical comedy with common for Shakespeare's early period renaissance characters, jokes, trickery. Then it is a story borrowed from folklore about the courtship with a choice of casket. Finally, it is the story of intolerance and hatred that led to the crime. And if in "Romeo and Juliet", "Hamlet" and even "King Lear" buffoonery and clowning organically fit into the text of the play, without compromising its integrity, that fact we can’t meet in that very story. It brings certain difficulties for the directors, who want to stage this play. It was easier in the time of Shakespeare, when Shylock was perceived as a collective image of gentile, villain whose defeat caused the joy of the audience and marked the victory of good over evil.

A heartbreaking monologue "Hath not a Jew eyes ...." was perceived as an attempt of Shylock to justify his wickedness. The demand for a pound of flesh is quite consistent with the Christian legend about the so called ritual sacrifice made by the Jews, especially because there were no Jews themselves in England - they were expelled in the 13th century, and were able to return to England only in the second half of 17th century. Another factor boosting the anti-Semitic ideas was the fact that shortly before the play creation personal physician of Elizabeth, Portuguese Jew Lopez, was executed, he was accused of trying to poison the queen, but his fact remained not proved (one can find a hidden link in the play, when Shylock is
named "wolf heart"). It should be noted that this period in England was marked by intolerance towards any foreigners and, especially, the gentiles, and also towards nationals professing other religious views

Anyway, in Shakespeare's time, and until the 19th century directors did not feel much inconvenience, and Shylock was performed as comical character in clown wig and fake. This tradition, at least on the English stage, was broken by great Edmund Kean, who first shown Shylock as character deserving a compassion, performing this part inspired by Cain of Byron [1:120]. Another significant staging of the play was made in the 20-ies of the last century by Terence Gray, who was one of the most striking and paradoxical reformers of the English theatre. Although an image of Shylock was also decided in a grotesque way, those who opposed him also did not cause much sympathy. According to A.V. Bartosiewicz, Venice in that production appeared as a dingy gloomy city where hypocrites, evil and shrewd businessmen, who are dressed like Renaissance clothing hedonists, live. "The demand of meat of the debtor is the common thing for such Venice. Antonio and his comrades were not surprised by the idea of a pound of meat, they were shocked that the miserable Jew dared to put such a condition"[1:178]. Pathetic words about friendship, loyalty, compassion were pronounced by the actors as the formal clichés. During the court scene Portia monotonously muttered proverbially famous lines, as the process was, in fact, a mere formality, the result of which was known in advance by everyone except Shylock. In the final, after the apotheosis in Belmonte ruined Shylock came down from the stage to the stalls, he played on the hurdy-gurdy, and sang in a nasal voice. It was the only moment in the play when grotesque alienation was softened, and in the audience could feel compassion to the hero.

2. TRADITIONS AND PREDECESSORS

In the 20th century this tradition - the desire to cause sympathy for Shylock - became dominant in all countries, except in cases when the play was intended to incite anti-Semitism, as it was in the Third Reich, where the play was staged immediately after the infamous Kristallnacht and later went on all the territories controlled by Germany. It is interesting that there were nearly no productions in Soviet Russia, due to the fact that in society, carefully masking the anti-Semitism, the story of a pound of meat, written by playwright, who was considered close to socialist realism, was clearly unwanted.

If in the first half of the 20th century, the play could still be staged with minimal adjustments, and with the help of putting the proper emphasis it did not cause a sharp rejection of the spectator, after the Holocaust Jewish theme became too painful to stage "The Merchant of Venice" without changing the genre structure itself, which was primarily determined by the image of Shylock. According to J.C. Bulman, none of Shakespeare's comedies was edited so many times as this one [3:27]. First the Western directors started to turn over "The Merchant of Venice". At first it was only an attempt to edit the Shakespearean text, cutting and rewriting the individual pieces of text to soften the image of Shylock. That principle was used in the Jewish Theatre of New York [2: 172]. But the next directors of the play took up the matter more radically. The same presented Maurice Schwartz's production called "Shylock and his daughter in 1947. Director makes the story of Shakespeare a part of historical chronicles of anti-Semitism. The action takes place in the Jewish ghetto in Venice in 1559, which shows all the nuances of the relationship between Christians and Jews.

Even more radically politicized performances appeared in 1960-70ies of the last century. At first, German director George Tabori staged "The Merchant of Venice" as a play within in the play - the action takes place in a Nazi concentration camp, where it is performed for Nazi soldiers by the prisoners. The Hungarian director Tibor Egervary living in Canada does the same, he creates a production called "Shakespeare's The Merchant of Venice in Auschwitz." Both the director actually used the technique previously demonstrated by Peter Weiss in his play "Marat / Sade". This presentation of the material could not fail to remind the audience about how the play was used in Nazi Germany for anti-Semitic propaganda.
In the 90s mono plays appeared, where the events of "The Merchant of Venice" were shown through the perception of Shylock. Thus, the American actor and director Gareth Armstrong wrote and performed the mono play "Shylock" in 1997, which combined the text of Shakespeare's with the story about anti-Semitism in Europe. Initially his Shylock is shown just as such stereotypical Jew, as he was portrayed in Elizabethan times - in red wig and fake nose. But when he reached the lines, "And if you wrong us, shall we not revenge?" in the famous monologue - he tore off his clown attributes and transformed to a deeply offended, suffering person.

The most notable dramaturgical remake of Shakespeare's play was the play of the famous English playwright Arnold Wesker "The Merchant". Wesker repeatedly appealed to the Jewish question on a material of modern England. By his own words, he wrote his "Merchant" in response to a sensational statement of Laurence Olivier in the role of Shylock in 1973 at the National Theatre. He believed that, despite the clear desire of the director and the actor to cause sympathy for Shylock, Olivier played an evil caricature of the Jew, who for a brief moment becomes human, but still is a caricature. "It is like no one Jew whom I had known!" [4: xvi]. While working on the play Wesker discovered the fact which became the key to rethinking the history of a promissory note. It turns out, according to the Venetian law, citizens do not have the right to any transactions with the Jews without a contract. [4:xvii]. The play takes place in the Ghetto Nuovo, in Venice in 1563, 10 years after the burning of Jewish books, which makes Shylock of Wesker to hide his library. Antonio is an old Shylock's friend, who helps him to make a catalog of books. House of Shylock becomes a refuge for Jews fleeing from persecution in other European countries. He patronizes artists, intellectuals and activists, whose names are taken from the chronicles of the time. Shylock offers free money to Antonio as to his friend, and named him a brother, but it is against the laws of Venice, and that leads to the decision to issue a promissory note. When Antonio is unable to return the money, the Venetian laws require the payment of the promissory note. Like in Shakespeare's play, Portia's intervention saved Shylock from death, but leads to a complete bankruptcy. Despite the persistence of many of Shakespeare's storylines Wesker insisted that his "Merchant", which was later called "Shylock" is not an adaptation but an original work. Indeed, the sequence of scenes, characters and motivations is changed. The genre of the play also undergoes changes, it is turned to a historical drama, throws a bridge from the past to the present, revealing thus motivated events of the twentieth century. Moreover, Wesker uses Shakespeare's text, and creates his own style of Victorian prose, borrowing from the original only famous monologue. John. L. Levinson is right, saying "The Merchant / Shylock" by Wesker is obliged to "The Merchant of Venice" by Shakespeare for its creation, and from beginning to end is permeated with allusions to the original [5: 260].

3. DISCUSSION

This deconstruction of Shakespeare's play is quite symptomatic, as the recent Russian directors of "The Merchant of Venice" are trying to stage the play not about anti-Semitism, but about intolerance, which can bear not only racial and religious character.

Kazan production of "The Merchant of Venice" was the first in Russia since 1919. Recently, however, there were at least two acclaimed productions of this play. They are the production of A. Zhitinkin in Mossoviet Theatre (with M. Kozakov starring) in 1999 and immediately after the production of Sturua "Shylock" in the Et-Cetera Theatrer with Alexander Kalyagin having the main part, which won the Golden Mask award in 2000.

Talking about performance of Zhitinkin, it was made in the aesthetics of the TV-show, according to M. Davydova [7], it is quite common for this director. The world of Renaissance Venice appears here as a total game show, which includes the elements of "Love at First Sight", pop concerts and various game shows, such as "Name That Tune". Even the famous scene of the court where the claimant Shylock demands a pound of flesh from the defendant Antonio as a forfeit, is shown like a theatrical trial with a
lawyer, the prosecutor and the jury, which is constantly on different channels. In the episode with the casket Portia and her maid Nerissa appear as the newscasters with the microphones.

There is some portion of eroticism - nude Portia is bathing and demonstrating her attractive figure, saying «fuck you» to annoying grooms.

Costumes are also made in the aesthetics of the TV show. Director created specific suits for all the characters. When Antonio comes to Shylock with a request to lend him money, Shylock appears as an oligarch in a white suit, coping on a cell phone about the situation on the stock exchange, while the court hearing he is in khaki camouflage, exactly from paramilitary settlements. The merchant Antonio by Alexander Goloborodko has an appearance of the former and current deputy party member, so that there are clear allusions themselves. At the same time all the critics (O.Zintsov, E.Yampolskaya, P. Rudnev, Agishev N., N. Kaminska, S.Rassadin) agree that over the entire brightness, outrageous and successful ideas no clear concept justifying all these "bells and whistles" can be found. And while the vast majority of critics allocate M. Kozakov's game that adds to the stage events a deep and terrible meaning. According to O. Zintsov, in the interpretation of Kozakov the usurer becomes, first of all, the severe exposers of anti-Semitism: "Some monologues are decorated with so pathetic overtones that it seems like the actor confused the theatre with the Parliament, which nestle many of his ideological opponents" [8]. "The Merchant of Venice, rests on Kozakov, on his strength and passion. On his knowledge of his own nation - good and bad "[9], - writes E. Yampolskaya. "At the same Kozakov <...> plays the tragedy not of the person – of the whole nation ... He plays the state of mind that a peaceful resolution of the conflict is no longer possible ... It goes beyond the eternal" Jewish question "and demonstrates what irreparable consequences necessarily fraught with long humiliation of a single person or the people "[9]. N.Kaminskaya echoed Yampolskaya: "His (Kazakov) Shylock is shockingly modern, and not because he uses a mobile phone, dresses fashionable uniform to the court. This Shylock is an absolute product of the second half of the twentieth century, <...>. We see the man in whom the age-old genetic memory is mixed with the wicked sense of revenge. His inner strength, mixed, of course, with the suffering, sublimated into a cold and desperate ... no, not defense, and offensiveness "[10].

This modern tendency to stage "Merchant" not only and not so much about anti-Semitism was continued by production R. Sturua, just a half of the year later. However, if Zhitinkin performance was, by all accounts, eclectic, here the director has achieved an absolutely organic integrity.

All the story lines of the play are staged in the one space of a modern bank office - with white tables, computers, and shelves with folders displays. There is subtle, as in a fog, the famous Venetian facade on a white backdrop. Unlike Kazakov, who from the beginning said about his character as a devout Jew - at the beginning of the play, he even appeared in a robe and read Hebrew psalm of David, Shylock of Kalyagin appears as a person without nationality - a respectable gentleman with a cigar, in a black top three and a bowler hat. When he shed coffee, he shamelessly wipes pants with kippah; when he opens Thales, he kills off mole from it - evidence that the book is opened infrequently. Shylock says that he was a Jew, when his dignity is offended, then it turns to his own tragedy. Sturua is not trying to whitewash Shylock which is quite justified. He did not introduce any fundamental adjustments to the text, only the traditional refusal of the last act. Moreover, the director of the play does not change the genre, keeping the comedy and lyricism of separate scenes. At first glance, Venice of Sturua is a place where all have long got used to each other and are not too concerned about issues of national identity. Here, everything is presented in a rather reduced way - without pathos, without bubbling hatred, no Shakespearean passions - a modern world where people are busy with purely material problems on the first glance. And the director in this performance shows how quickly this apparent balance can be broken as suddenly the executioner and the victim can be swapped and the one who has recently boasted of his generosity, would shout "Get him". N. Kazmina says according to this: "Sturua tried to rise above the fray and to weigh in the balance the mistakes of history and complexes on both sides. The Jewish question troubled him as a private matter
of one big problem - pre-programming of modern man on hostility to other people ". [11] The starring performer A.Kalyagin reflects on the same topic: "Deep hatred of man to man, as it turns out, is not because some ideas and difference of tastes, but because of the original inner hatred to the other blood. It was written by many. It was written by Shakespeare. Playing Shylock in a production by Robert Sturua means not to talk about racial prejudice, but of deep strength, driving humanity: understanding or lack of understanding that people with the other blood are the same people. This is a philosophical, political, civil, personal question ". [12].

Unlike the performance of Zhitinkin where Shylock, according to the insistence of Kozakov, dies - falls dead after the trial, Sturua's play ends with the appearance of Shylock daubed with six-pointed star drawn with the chalk on his back, sitting backwards on a donkey. That not only crowns the final humiliation of the hero, but also is an explicit reference to the auto-da-fe ritual burning of Jewish heretics by Spanish Inquisition, but also to the auto-da-fe of the twentieth century.

4. SUMMARY

Thus, we see that, on the one hand, the current productions of "The Merchant of Venice" fit into the overall tradition of postmodern theatre with its desire to deconstruct the classic canon, discovering new, hidden meanings of the text. On the other hand, it is obvious that all these changes are dictated not only and not so much by a fashion, but by the desire to reveal the background of the problem, ingeniously designated at the time of Shakespeare, which has become one of the most actual in our time.

5. CONCLUSION

Shakespeare’s play are extremely interesting for modern directors. Their unique plots and methods give great opportunity for the discussion and can be easily transformed according the contemporary demands.

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REFERENCES

COMPARATIVE ANALYSIS OF IDENTITIES OF THE THREE GENERATIONS OF RUSSIAN POPULATION (ON THE BASIS OF SOCIOLOGICAL RESEARCH)

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ABSTRACT
The object of the study was the identity of three generations aged 20-49 years who, because of objective reasons have its different configurations. To test the hypothesis, a representative survey of the population of Naberezhnye Chelny aged 20-49 years was conducted. It is established that for most respondents "Rossiyanie" is "any citizen of the Russian Federation, regardless of ethnicity", but a third of respondents follow another approaches. Generation of 20-29 years has most nationalist views, generation of 40-49 years has migrant-phobia position, and most tolerant is generation of 30-39 years. Only 20.8% of the respondents used the term "Rossiyane" in everyday communication, and, mostly, the Russian respondents and the generation of 40-49 years. The majority of respondents believe that national and state identity is most important. This is followed by local, religious, ethnic and regional ones. For men it includes religious and ethnic identity for women – local and regional. Religious identity is the most important for middle and older generations. The second important identity for the majority of middle and older generations are regional and ethnic identity, and for the younger generation – local identity. The majority of respondents consider Russia as "state of Russian citizens, regardless of ethnicity", but the third held a nationalist or anti-migrant position. The greatest support for these positions is received among young people aged 20-29 years, among the Russian respondents and among men. Supporters of the civil approach (civic identity) dominate in all subgroups of respondents, but have the greatest weight in the age groups 30-39 and 40-49 years. These results correlate with data of such scientists as O. Malinova, V. Tishkov, F. Sheregi, M. Farukshin, K. Zamyatin and others, as well as the results of our surveys of previous years. Thus, these generations have significant differences in the hierarchy of identities, in understanding of the nature of the Russian state and of the concept of "Rossiyane". Multicultural structure of the population and different socio-historical experience of generations make difficult the formation of Russian identity. The most important task now is to strengthen it by promoting supra-ethnic understanding of its essence. The results help to specify measures of identity politics based on the characteristics of the generations.

Keywords: Russian population, civic identity, national identity, ethnic identity, identity of generation

INTRODUCTION

Identity is an important mechanism of socio-political mobilization, and an effective tool for analysis of the socio-political situation of individuals, groups and communities [1-4]. It can be applied to study the activity of different political actors [5].

The process of formation of Russian identity is an important scientific problem, due to the breakdown of the former identification construct "Soviet people" and the development of the concept "Rossiyane". For more than twenty years it was inculcated in the consciousness of the population, but how it was rooted? How it was perceived by the non-Russian peoples of Russia, such as Tatars – the second largest ethnic group?
Russian identity has a strong correlation with the Orthodox culture. How may this fact affect the degree of perception of the Russian identity by the peoples who profess another religion? How do the Tatars, who are the Islam believers, consider the Russian identity?

What place in the identity of the population has regional and local identity, taking into account geographical diversity of the territory?

It can be assumed that the generation educated in the Soviet system, and the generation formed in the new Russian state, have different configurations of identity. Perhaps the older generation rejects the concept of "Rossiyane" as artificial, and the generation formed during the collapse of the USSR and formation of Russian statehood, are able to perceive it positively?

To find answers to these questions, the author conducted a sociological research aimed at defining the specific of identity of the different generations of the population of Naberezhnye Chelny. This is a relatively young city with half-million population, where a sharp increase in population occurred in the 1970-1980s during the construction of the truck-building engineering complex. Then, for 20 years, the population increased almost 10 times due to migration of workers from other regions of the USSR. Therefore, Naberezhnye Chelny is a certain "mirror", "litmus paper" of identification processes occurring in Russia.

The object of the study was the population of the city in the age of 20-49 years, which conventionally was divided into 3 generations: “the generation of Brezhnev” (who were born in 1966-1975), "the Gorbachev generation" (born in 1976-1985), "the generation of Yeltsin (born 1986-1995).

The author hypothesized that the different generations, because of objective reasons, have different correlation of levels of identity (nation-state, ethnic, religious, regional and local). Generation of 1966-1975 years (40-49 years) held socialization in the heyday of the Soviet Union and was the bearer of the values of the Soviet people. Generation of 1976-1985 (30-39 years) were socialized in conditions of growing crisis and the subsequent collapse of the USSR and formation of Russian statehood that was reflected in the eclectic nature of his values. The worldview of a generation 1986-1995 (20-29 years) was formed in the conditions of Russian statehood. Each of the generations has its own system of values, which is reflected in the correlation of levels of identity, as well as in relation to its key concepts. The author suggested that generations emerged in the Soviet era and educated in an international spirit, have a greater tolerance. The assumption will be tested by comparing the differences in the generations’ understanding of the essence of Russian statehood and identity.

Thus, in the study, the following tasks were solved: to identify differences in relation to the concept "Rossiyane"; to identify the differences in the configuration of the identity types; to investigate and compare ideas about the ethnic component of the Russian statehood.

METHODS

The parent population for the study was the population of Naberezhnye Chelny aged 20-49 years (234824 people), the sample amounted to 768 people, reflecting it’s representatively by gender, age and ethnic characteristics of population. For large validity of the sampling a quota method was used based on the number and structure of the population in the city districts. The confident sample is 95%, the confidence interval – 5%.

The structure of the sample: men – 47.4% women – 52.6%; 20-29 years – 35.7%, 30-39 years – 37.8%, 40-49 years – 26.5%; Russians – 44.8%, Tatars – 47.1%, other ethnics – 8.1%.
RESULTS

Dominated option for the question of the essence of the concept "Rossiyane" was "all Russian citizens, regardless of nationality", but almost a third of respondents adhere to more nationalistic approaches. The view that "Rossiyane" are only ethnic Russians is supported to a greater extent by the generation of 20-29 years, the view that it is only the indigenous population of the country (including ethnic Russians) – by the generation of 40-49 years. The most flexible position was taken by representatives of the generation aged 30-39 years, where the largest part supported option "Rossiyanin" is "any citizen of Russia, regardless of ethnicity". Apparently, this generation, preserves the values of the Soviet international identity, and does not perceive Russian identity as an ethnic identity. Almost a quarter of respondents aged 20-29 years, mostly ethnic Russians, haven’t formed views about the nature of the concept. Part of the Tatars, especially in the generation of 20-29 years, believes the concept "Rossiyanin" synonymous with "Russian", thereby seeing it as a version of the Russian ethnic identity, not a supra-ethnic civic identity.

For almost 50% of the respondents the concept "Rossiyanin" is irrelevant, and only 20.8% of respondents try to use it in daily communication. Most actively it is used by the generation of 40-49 years, which can be explained by the need of the "Brezhnev generation" in analogy to the term "Soviet people", which united the society earlier.

As one would expect the concept "Rossiyanin" is used more often by Russian than by Tatar respondents. The limiting factor for the Tatar respondents here is possibly its association with a Russian ethnic identity. At the same time for part of Russian respondents, the concept "Rossiyanin" is as a kind of attempt to substitute the Russian ethnic identity and, apparently, is also rejected.

We haven’t found significant gender differences in the perception of the concept "Rossiyane", but have found ethnic and age differences. In the generation of 20-29 years the proportion of actively using the concept "Rossiyane" is the same, but in generations of 30-39 years and of 40-49 years among the Russians this proportion is significantly higher than among the Tatars.

The majority of respondents called the national (nation-state) identity as the most important, further, according to reducing the number of respondents, followed local, religious, ethnic and regional identity. On the second largest position respondents more often placed regional, ethnic or local identity. It is typical that to the last point many respondents placed religious identity. Religious and ethnic identity is more important for men, and the local and regional – for women, religious – for the middle and older generations.

Although national identity prevails in all generations, but in the age group 20-29 years it is more evident for Russians, in the generation of 30-39 years – for Tatars. In the generation of 40-49 years, it is expressed stronger than in the "Yeltsin generation" where many have called local or regional identity as the most important. Also, for the older generation of Tatar respondents the ethnic identity is expressed more strongly, than for the Russian respondents of the corresponding age.

It was established that the second most important identity for the middle and older generations are regional and ethnic identity, whereas for the younger generation – local identity.

Religious identity received the largest share as most important in the generation aged 30-39 years. It should be noted that a smaller proportion of the middle and older generations of the Tatars, if compared to the Russian, put religion to the last place in the hierarchy of identities.
Index method has confirmed that the most important characteristic for the respondents is to define themselves as citizens of the Russian Federation (the index value of 2.29). Secondly, the respondents defined themselves as residents of their city (2.98). Next, in descending order of importance, respondents identified themselves with the representatives of their ethnic group (3.05), with the inhabitants of the region (3.13) and with representatives of their religion (3.49). When dividing the respondents on an ethnic basis, it is possible to see that the Russian respondents expressed stronger local identity, and Tatars—ethnic. Religious identity of the Tatars is expressed a little stronger.

Perception of themselves as citizens of the Russian Federation is mostly strongly expressed in the generation of 40-49 year olds. National identity of the Tatars in the generation of 20-29 year old is expressed much weaker, with a more evident religious identity.

Among the responses to the question about the nature of the Russian state, prevailed "the state of Russian citizens, regardless of ethnicity" (50.1%), but 12.6% of the respondents hold nationalist approach ("the ethnic state of Russian people"), and 18.5%—migrant-phobia position ("the state of the ethnic Russians and other indigenous peoples of Russia"). The greatest support for the nationalist approach is among young people, mostly among female respondents. Supporters of migrant-phobia approach are concentrated mainly among the Russian and Tatar young men, but also among the Russian respondents of both sexes in the age group 30-39 years. Supporters of the civil approach (civic identity) dominate in most subgroups of respondents, but have the greatest weight among the Russian respondents of both sexes in the age groups 30-39 and 40-49 years of age, among the Tatars—at the age of 40-49 years.

Mostly it was difficult to answer this question for men-Tatars in the age of 30-39 years, and among the Russian respondents of both sexes aged 20-29 years.

DISCUSSION

The results indicating the prevalence of the national-state identity, correlate with previous studies. In 2009, among the Russian youth (14-30 years old) 69% called themselves citizens of the Russian Federation [6, 74], and the data of the Levada Center showed 57% of respondents [7, 12]. Our study in 2014 revealed that 57% of student youth of the city think so. Therefore, we should recognize the fact that about 2/3 of the population of Russia a strong national (nation-state) identity.

Our study has also revealed that for a quarter of respondents, ethnic or religious identity still remains more important, that means that they have no deep relationship with Russia as a state. This is confirmed by the data of the Levada Center that the most important identity to 16% is ethnic, but for the 10%—religious identity [7, 12]. We have also established the high importance of local identity among young people, especially for the Russians, but ethnic and religious identity for the Tatars.

A number of studies have recorded a higher importance of the national identity for Russians if compared to other ethnic groups [6, 79]. We have found that this identity is of comparable importance for the Russians and the Tatars (54.9% and 50.0%). Therefore, one cannot argue that for "ethnic minorities of the Russian Federation the civic identity with the state, which preserved in its title the name of the titular ethnic group, is difficult" [8, 241]. Here it is possible to agree with M. Farukshin that ethnic identity must not necessarily contradict the civic identity and that they could coexist harmoniously in the frames of a reasonable ethnic policy [9, 127-128].

We noted the serious polarization of views on the concept of "Rossiyane" as the part of supporters of the civil approach to Russian identity (51.3%) is not much higher than the part of its opponents (31.3%). For example, 12.5% believe that "only the representative of the Russian people" can be called "Rossiyanin". This proportion is comparable to the report "National Identity and the Future of Russia" of 2014, where
the figure of 16.0% was called [8, 30] and also with the results of our study of the identity of youth in 2014.

V. Tishkov points out rightly that the Tatars have never recognized themselves "Russians" in the ethnic regard and perceive national identity only as "Russian citizens" ("Rossiyane") [10]. We have also found out that only 17% of Tatars used the concept of "Rossiyane", that is possible due to their relation to "identity" as a "Russian identity."

Our research revealed that more than half of the respondents identified Russia as a "state of citizens of the Russian Federation, regardless of ethnicity”, but 31% believe that it is "only the Russian ethnic state" or "state only of the indigenous population, including Russians". This is comparable with the share of people who consider the concept "Rossiyane" only as ethnic Russians or only the indigenous population of the country. In the late 1990s surveys recorded 11.7% of the population, calling Russia "the state of the ethnic Russians" [8, 245]. Our study revealed a similar proportion of supporters of such assessment (12.6%), which means keeping the shares of adherents of the transformation of Russia into the ethnic state. It is important, for what reasons, almost 12% of the respondents – Tatars have also chosen this answer. Does this mean a rejection of Russian identity as ethnically alien for them?

It should be noted actual discussion in the scientific literature about the nature of "Russian identity". "Russian identity" is regarded as "political nation", as "civic-state identity" as "a combination of ethnic and supra-ethnic identity (civilizational basis)” [11]. Although the Constitution of the Russian Federation of 1993 has invested in the concept of "Rossiyane" supra-ethnic context, meaning by this notion all Russian citizens, regardless of ethnic origin, but in the 1990s and early 2000s against it actively acted as representatives of ethnic minorities, and part of Russian nationalists [11]. But both of them feared the loss of their own ethnic identity. We observed that 50.9% of the Russians and 46.7% of the Tatars at the age of 20-49 years have supported the view that "Rossiyane" is primarily a civic nation. A focused identity politics under President D.A. Medvedev promoted the strengthening of civic understanding of the Russian identity. Then the steps were taken to ensure that civic identity became dominant in the hierarchy of identities, but lately, unfortunately, there has been a shift to understanding it as a combination of “civic-ethnic nation" and "ethnic nation" [12, 41]. This inconsistency allows characterizing the formation of civic identity of population of Russia as an unfinished process [13, 10]. Our study also emphasized its incompleteness, since 1/3 of population of Russia don’t perceive the "Russian identity" as a dominant and do not accept it as a supra-ethnic characteristic that unites the citizens of the country. Moreover, the rejection of civic perception of the “Russian identity" is viewed both among the Russians and among the ethnic minorities. It is required to do more active efforts aimed at creating a tolerant and civic approach to Russian identity, focusing on young people and minors, as groups with relatively high level of intolerance [14, 878]. It is difficult to answer if it would be possible to implement it, especially in the face of rising Russian nationalism. But, without a complete formation of civic identity, it is impossible to talk about stability of the Russian state and society.

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REFERENCES

THE ART AND PROJECT ACTIVITY AS A MEANS OF PRE-PROFESSIONAL DEVELOPMENT OF TEENAGERS’ GRAPHICAL SKILLS

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ABSTRACT
The art and project training activity is a required component of educational process at schools. It is reflected in numerous works by outstanding researchers in pedagogics and psychology (namely, Matyash N.V., Pishev S.G., Usataya T.V. and others). In the meantime, the resources and potential of art and project activity do not realize in full within the supplementary art and esthetic education. It is determined by the insufficient scientific grounding of the activity in art education. The research aims to determine the essence and contents of art and project activity that influence simultaneous and complex activation of the components of teenagers’ graphic skills. The following methods are implied: the review of pedagogical, psychological and art literature; observation, questionnaire survey, interview, test, expert evaluation, pedagogical experiment, generalization and systematization of empirical data. As a result, we determined and experimentally proved the specific features of art and project activity, namely, integrity, phasing and subjectivity, an application of wide range of innovative educational methods and forms, combination of the possibilities of teenagers’ involvement in various spheres of the artistic learning of the world. In other words, it possesses high pedagogic potential which aims to develop communicative skills of artistic thinking, integrated knowledge and skills in fine and project arts; to study the methods of projecting, comprehensive application of the acquired knowledge and skills in creative task performance; to train independency, responsibility for work and its results. The practical relevance of the research lies in the application of the obtained results in the development of adapted and authors’ educational programs by the teachers of fine arts and design in secondary schools and children supplementary education institutions that perform special artistic training.

Keywords: art education, art and project activity, graphical skills, pre-professional development, the project

1. INTRODUCTION
Nowadays arises a social need of supplementary education as an open, variable environment of education and upbringing and its role in personal development and professional identity of teenagers. This encourages students’ pre-professional training, and formation of complex knowledge, expertise and skills required for further professional educational programmes in secondary specialized colleges and institutions of higher education. In art education certain requirements are applied to development of graphical skills as basic abilities among fine arts students in children’s schools of art (hereafter CSA). Presently, the CSA graduates should have integrated graphical skills in visual, space and project arts which create individual public-oriented product. Thus, the scientific revision of the skills and search for
modern approaches and means of its development are required. We consider the art and project activity to function as one of these means.

The art and project training activity is a required component of educational process at schools. It is reflected in numerous works by outstanding researchers in pedagogics and psychology (namely, Matyash N.V., Pishev S.G., Usataya T.V. and others). In the meantime, the resources and potential of art and project activity do not realize in full within the supplementary art and aesthetic education.

Considering the above mentioned, our research primarily aims to determine the essence and contents of art and project activity that influence pre-professional development of teenagers’ graphical skills in CSA. The research aims to define an essence of pre-professional development of teenagers’ graphical skills.

2. MATERIALS AND METHODS

The development of teenagers’ graphical skills is considered pre-professional if it: 1) activates interdepended educational, cognitive, practical and motivational components; 2) possesses person-centered, social and professional characteristics; 3) rests on prototypes of artist’s, decorator’s and designer’s professional activity. We define ‘graphical skill’ as a special mental, practical and psychological education, which intentionally aims to apply graphical skills and knowledge in order to visualize and perform artistic conception in the plane. We expand the content of graphical skills by a set of new skills determined by design, computer graphics, graphic advertising and other new spheres of art. The set comprises following skills: to perform a sketch, a brief sketch, an idea-sketch embodied in a real world object and complex material; to visualize and transmit information in laconic manner by means of expressive graphical means; to perform clausura; to present computer-based graphical idea [1].

The art and project activity may provide person-centered, social and professional development of teenagers’ graphical skills. The activity implies innovative methods, forms of organization, computer and animation technologies.

The works by Alekseev N.G., Gerasimenko I.Y., Ivanov P.I., Korchinskiy E.K., Kudryavtsev T.V., Orekhov A.N., Pustovskiy E.A., Tkachenko V.G., Shvetsov O.P. prove that art and project activity aims to modify material world by artistic, spiritual, aesthetic and functional means. Thus, we may define art and project activity as a learner-centered activity that explores and artistically modifies reality. In the course of the activity, a learner develops and creates new cultural patterns and projects of subjective / objective significance.

Further we interpret the essence and characterise art and project activity in accordance with its structural components, namely, aim, tasks, means, content, functions, results.

In education the art and project activity aims primarily to create an artistic and aesthetic image of real world object which is subjectively / objectively modern and individual / social significant. To perform the aim one needs: 1) to acquire project and technology skills, expertise and knowledge, art and project culture; 2) to develop intellectual, creative abilities, psychological processes, aesthetic interpretation of the environment and planning skills; 3) to breed diligence, goal-orientation, independence, rationality and reflection.

The art and project activity is performed by following means: composition and plastic forming, project and graphical modeling, modeling, graphical design, computer graphics, drawing, painting. Thus, the result of the activity is a significant material project. Besides, psychological studies highlight the unpredictable result of the activity, i.e. formation of the learner’s internal activity, ‘objectivation’ and ‘desobjectivation’ of knowledge, self-realisation and development of learners. It is to be emphasised that...
the development of the learner is achieved within subject-subject relations (mutual activity) between the teacher and students. The latter plan their activity, set the goal, find solutions to academic task independently, organized and coordinated by the former [2; 3; 4; 5]. One of the structural components of the art and project activity is the following functions: creativity, i.e. meets the learners’ individual demands for self-realisation, self-expression and self-actualisation by means of creating new art values and objects; modification, i.e. modifies subject environment; development, i.e. contributes to intellectual, spiritual and practical development of a learner [3; 6].

The art and project activity transforms its stages into the structural levels of project image.

In our opinion, within the art education and pre-professional training in CSA the project is to be realised in 5 stages. We shall analyse each stage considering graphical skills application.

At the pre-project (preparatory) stage the learners choose the type of the project, focus on the topic, do the research and then assisted by the teacher (i.e. visual methods of challenging narration, discussion and heuristic discussion) determine the problem of the project, its aims, tasks, and further studies. Furthermore, of primary importance is the correlation between the topic and teenager’s abilities, its personal significance and estimated results of the project. In this case the development of graphical skills activates motivation and cognition. At this stage a set of works (by Karimova I.S., Naumov V.P. and others) emphasise the role of clausura as a short-term teacher guideless project or graphical work.

Learners perform it as soon as they receive their projects and elicit challenges, such as insufficient information on the topic. Thus, in high spirits and will power, learners reflect general expressions and ideas in clausura. According to the didactic meaning, it develops creative thinking, productive imagination, intensifies the studies and projecting [Karimova I.S., 2005:72]. The teacher triggers learners’ spirits, inspiration, mobilises their knowledge and experience in the course of the work. This activates teenagers’ system of emotions and values of fine arts, and practical component of graphical skills development. In this case, on the one hand, the pre-project stage presupposes mental, emotional, analytic activity; on the other it breeds complex, applied graphical skills, expertise and integral visual interpretation.

The stage of creative search presents the clue to the solution of the project problem, determined at the previous stage. It studies the problem, reduces the information insufficiency, and applies the methods of design analysis and information supply. At this stage learners elicit sufficient theoretical information, then perform graphical activity – intensive sketching.

The sketching is a complex process achieved through several steps, namely, draft, idea sketch, brief sketch. We shall present each step in details. The draft depicts quick interpretation of direct perception and impression of the nature. Kuzin V.S. emphasises the application of the method to the education process. He states that, basically, the drafting develops and trains hands, eyes, sense of proportion, observation, integral interpretation of the objects, facilitates the acquisition and development of graphical skills [8]. Unlike clausura, the draft is taken from nature, living model, not from imagination or idea. At this stage learners materialize their ideas and perform idea sketches. An idea sketch is a theoretical and figurative interpretation of a problem presented in graphical form. According to Karimova I.S., didactically, an idea sketch aims “to develop learners’ project and figurative ideas by tracing logical and figurative connections and to combine imaginative and goal-oriented tasks” [Karimova I.S., 2005:74]. The brief sketch reflects the final and optimal look of the idea sketch. The brief sketch is a “graphical interpretation of hypothetical art image, logical and theoretical coherence of the project” [Karimova I.S., 2005:76]. The brief sketching materializes structural elements of an image. The materialization implies both, rather complex and evidential graphical technics, and integral and informative presentation of
object’s details. The more material learner’s ideas become the easier and richer is the choice of means to fulfill the project.

So, the stage of creative search involves learners’ hard work to accumulate theory and graphics. Applied work engages acquired knowledge in art and graphical skills in new project development. As a result, at the stage learners develop intellectual skills (analysis, synthesis, comparison), acquire knowledge and train graphical skills, develop simple and complex applied graphical skills (drafting, sketching, imaginative studying; drawing from nature, brief sketching, idea sketching, making cardboard); activate cognitive and practical components of graphical skills.

The brief sketch developed at the previous stage is shaped at the stage of technological development and implementation. The third stage is described as a technological development of a brief sketch. It starts with the detailed study of functional requirements, technics, and material; in other words, the project implementation technology is formed. It is to be further corrected and formed. As a rule, it is determined by extra graphical work on set of sketches. The art and composition integrity is achieved by practical methods. We define implementation as a modeling of project image by means of corresponding means and materials. Computer graphics may serve as a means of image visualization. It fixes and develops complex instrumental graphical skills (computer performance, in particular), sketching skills, spatial thinking, and activates art cognition. Besides, it develops simple and complex instrumental and artistic-expressive graphical skills, namely, to choose, combine and apply graphical materials, technics in accordance with idea, plot and task of the project independently; to depict vivid features of an object by graphical means; to visualize and convey information in laconic or relative way.

The project work ends at the presentation stage. The course and form of presentation is planned (exhibition, contest, business game, fair, etc.). The stage enables the work analysis by the experts and demonstration of results. Apart from that, the fourth stage provides completeness, in psychology, considered as a positive attitude towards ones’ work. At this stage learner focuses on the forthcoming communication with the audience, group mates, teachers, authorities. At the final stage graphical skills are activated as a means of communication. It introduces the project to the audience, provides its better understanding and highlights significant points.

At the control stage the project is discussed and summarized; remarks, suggestions, and further applications of results are given. This stage of art and project activity comprises reflection, self-evaluation. Thus, learners become subjects of their own activity and realise the significance of the project goal and its implementation. Learner is involved in the developed action plan. The teacher is of primary importance at this stage, as academic and disciplinary effects are to be realised in full. It is recommended to apply the methods of portfolio and contest projects in order to introduce and implement learners’ projects, to stimulate their motivation and responsibility for work and education, as a whole.

Having covered five stages of art and project activity we may state that at each stage the set of graphical skills is activated. Besides, the pre-professional development of applied, instrumental, artistic-expressive, simple and complex graphical skills occurs in the course of art and project activity.

The experimental work on the efficiency of art and project activity in pre-professional development of teenagers’ graphical skills was carried out in M.A. Balakirev children’s school of arts in Kazan. We have formed control group (hereafter CG) and experimental group (hereafter EG) of 30 teenagers each. Learners had equal level of artistic background and academic progress. The art and project activity of the EG teenagers was based on the following subjects: “The basics of design projecting”, “Easel composition”, “Computer graphics”. Besides, the teenagers participated in the exhibitions “Pamyat’ serditsa” (The memory of the heart), “Talant, opalyonnyi voynoy …” (The war burned talent …), “Pesni voennyh let. Detskoe hudozhestvennoe tvorchestvo.” (War time songs. Children art) and developed
conceptual interior designs. We tested teenagers’ graphical skills development levels on the basis of criteria of personal motivation, cognition, action and content. The results are given in Table 1.

**Table 1.** The evaluation of the levels of graphical skills development among CG and EG (%)

<table>
<thead>
<tr>
<th>Level</th>
<th>CG</th>
<th>EG</th>
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</thead>
<tbody>
<tr>
<td>High (optimal) level</td>
<td>13.3</td>
<td>76.6</td>
</tr>
<tr>
<td>Mean (sufficient) level</td>
<td>43.3</td>
<td>20.0</td>
</tr>
<tr>
<td>Low (elementary) level</td>
<td>43.3</td>
<td>3.3</td>
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</table>

The level of EG teenagers’ graphical skills development is higher than the CG one. The analysis of EG learners’ art works indicates conscious actions and increase of graphical skills development level. The large number of learners (namely, 80%) presented appropriate preliminary sketching work, searched for original ideas by means of graphics, created expressive composition and individual art images, applied to acquired knowledge, skills and expertise in dealing with artistic tasks and non-standard art and graphical contexts.

3. **CONCLUSION**

Thus, we revealed and scientifically proved the art and project activity to be integral, staged, and subjective, to apply a wide range of innovative methods and forms of education, to involve teenagers in various ways of world cognition by means of art. In other words, its high pedagogic potential aims to develop communicative skills of artistic thinking, integrated knowledge, skills and expertise in visual, spatial and project arts; to study the methods of projecting, comprehensive application of the acquired knowledge, skills and expertise in creative task performance; to breed independency, responsibility for work and its results.

4. **CONFLICT OF INTERESTS**

The authors confirm that the submitted data is free of conflict of interest.

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**REFERENCES**

PEDAGOGICAL SUPPORT OF GIFTED LEARNERS IN THE CONTEXT OF NETWORK INTERACTION “SCHOOL-UNIVERSITY” (REGIONAL ASPECT)

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ABSTRACT
The article is dedicated to the topical problem of modern education – to the search of new technologies and forms of organizing the pedagogical support of gifted learners. Authors consider as the subject of scientific research the educational potential and organizational opportunities of different forms and models of partner-networking interaction between schools and universities in the field of pedagogy of gifted. As a result of various scientific resources analysis the study concretizes the core meaning of network interaction, discloses the technologies, which underlie its implementation within the aspect of the studied problem. The study particularly reveals the content of main directions in the “school-university” cooperation on the work with gifted children in the Republic of Tatarstan. In the article special attention is paid to the forms of pedagogical maintenance of training and self-development of gifted pupils in Kazan Federal University. Pedagogical experience of university on the development and approbation of Network Polylilingual Support of Educational Institutions of residential type for talented children of the Republic of Tatarstan is provided in the article. The study includes the results of the survey, conducted by the authors among the university professors, teachers of educational institutions to define the main directions in the content of educational Program of network polylilingual support of humanitarianly talented children; the forms and implementation technologies of this Program, and the content of study modules.

Keywords: gifted learners, pedagogical support, network interaction

INTRODUCTION
In the Republic of Tatarstan numerous projects and programs of training, education and development of gifted pupils are regularly developed and implemented. One of the acting program today is the concept "Perspective" focused on creation of effective development system and realization of intellectual and creative potential of children and youth [1], a state program "Strategic talent management in the Republic of Tatarstan for 2015-2020" [2].

In the region the network of educational institutions of residential type for gifted children is also actively being developed, in some of them the training is organized on a polylilingual basis: Tatar, Russian and English languages. The olympiads are held in the Republic each year in the native languages (Chuvash,
Udmurt, Mari and Mordovan) and literature. The autonomous non-profit organization "Open University of Talents" is created.

Support of gifted children and talented youth within various projects and programs by the above-named organizations is even more often carried out in partner forms of interaction.

Universities and the centers for support of gifted children actively cooperate with schools, and are organizers of a complex of actions for work with talented children. At the same time in the process of identification of talents the principle of work with a big community of children, but not with the chosen percent of especially gifted, is underlain. Such approach allows providing equal opportunities for disclosure of abilities of the greatest possible number of pupils of the schools and colleges involved in system of pre-university interaction and continuous university education [4, c.90].

For the purpose of support of talented children and youth, and also development of a personnel resource in priority spheres of economy in Tatarstan various forms and models of interaction of higher education institutions and schools in such academic directions as mathematical, physical, humanitarian, chemical and biological, art and aesthetic, technological are developed and approved.

Fig. 1. The main directions of cooperation “school-university” on work with talented children in the Republic of Tatarstan.

At the Kazan Federal University (KFU) there was a practice of work with talented children and talented youth differing in good results. The system created at university on identification of the most gifted and prepared pupils is focused on stimulation of their interest in profound studying of various objects; development of interest in scientific and creative activity.

Pedagogical maintenance of training and self-development of gifted pupils is carried out in KFU through various forms of work, the part of which is presented in Table 1.

Table 1. Forms of pedagogical maintenance of training and self-development of gifted pupils in KFU

<table>
<thead>
<tr>
<th>Forms of work on pedagogical maintenance of training and self-development of gifted learners in KFU</th>
<th>Key purposes of the organization of forms of work on pedagogical maintenance</th>
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Recently between schools and higher education institutions (including KFU) became popular the partner and network forms of interaction.

Nowadays network interactions in education actively develop in various forms: network educational programs, network projects, network experimental, analytical, monitoring research programs; network structures (organizations) in education, etc.

**MATERIALS, METHODOLOGY AND METHODS**

The Institute of philology and cross-cultural communication of KFU on the "Network Polylingual Support of Educational Institutions of the Republic of Tatarstan" project on the basis of the linguistic center has developed an educational program of network polylingual support of the general education organizations of residential type for talented children of the Republic of Tatarstan.

The program has been intended for the general education organizations of a humanitarian profile.

The methodological basis of our work constituted the studies on the impact of bilingualism on cognitive development of the individual (Baker C. [10]), the idea of an integrated object-language learning (Marsh D.[11]), researches in the field of bilingual teaching of high school students to the information and communication technologies with the help of Russian and English language schools in Tatarstan (Batrova, NI, Salyekhova, LL. [12]), researches in the field of teaching languages online (Felix U. [13]), works on the formation of national consciousness of students in the study of a foreign language (Yarmakeev I.E., Pimenova T.S. [14]) and the formation of tolerant personality of the student in a multiethnic educational environment (Fahrutdinova R.A. [15]), researches in the field of the
implementation of project and research activities in working with gifted children (Abdrafikova A.R., Akhmadullina R. M. & Singatullova A. A. [16].

The key idea in the development of the Programme was the concept of a network of educational institutions for gifted children based on special conditions and characteristics of Tatarstan (Zamaletdinov R.R., Yarmakeev I.E.).

The concept is based on a complex of key ideas and, in particular, on that " … fundamental elements of system of work with talented children are: the exclusive education; national education; development of social consciousness and activity for service to society and the nation/people; creation of conditions for harmonious polylinguality and information and communicative developments; the personal orientation of educational process directed to disclosure and development of personal potential of talented children" [17, p.300].

As methodology of development of the Program the principles of psychology and pedagogical support of gifted pupils have been also included:

1. principle of the maximum variety of the given opportunities for development of the personality;
2. principle of individualization and differentiation of training;
3. principle of freedom of choice the additional educational services, help, mentoring [18].

In September, 2015 we have conducted preliminary survey about the main directions in the maintenance of an educational program of polylingual network support of humanitarianly gifted children. 86 respondents, 26 of them - teachers of Institute of philology and cross-cultural communication of KFU and 60 - the teacher of educational institutions, participants of the project participated in poll. The main questions were the contents of the Program. Questions followed from a key problem:

- How do you consider to what achievement of a main objective the Program of polylingual network support of humanitarianly gifted children has to be directed?

- What educational areas (disciplines), in your opinion, have to be included in contents of the Program of network polylingual support of humanitarianly talented children?

RESULTS

The survey resulted the information of the following character:

- 76 % of respondents called creative development and self-development gifted;
- 12 % have noted that this formation of the polylingual and polycultural personality;
- 8 % have noted formation of national consciousness, preservation of spiritual and moral traditions of the people;
- 4 % believed that this education of spiritually and morally rich, intellectual personality (Fig. 2).
Fig. 2. A main objective to which achievement the Program of network polylingual support of humanitarianly talented children has to be directed

On the second question answers were considered separately on disciplines and distributed as follows:

- the Russian, Tatar and English languages have marked out all 86 people (100%);
- the additional foreign language was noted by 72 respondents (84%);
- disciplines of a culturological orientation were called by 12 people (14%);
- 25 people (29%) called informatics. On a question why informatics, the majority have answered that modern technologies of training in languages are closely connected with information educational technologies, and also the informatics creates favorable conditions for training at a bilingual basis (Fig. 3).

Fig. 3. Educational areas (disciplines), which have to be included in contents of the Program of network polylingual support of humanitarianly talented children

Thus, by results of survey a main objective of creation of the Program was providing conditions for education, development and self-development of the polylingual and polycultural identity of gifted pupils within network interaction of the general education organizations and KFU by means of digestion of linguistic material and formation of information competence through national and cultural specifics of the Tatar, Russian, English and Turkish languages.

The program provided: individualization and differentiation of training; use of remote forms (lessons, lectures, seminars) of training; development and self-development of creative abilities and research skills of gifted children; training in languages through a prism of components of culture with application of the
latest technologies. It included the remote training advancing courses allowing to solve problems of training of pupils at the increased level in different fields of knowledge and elective courses of a culturological and research orientation.

The program has been constructed by the modular principle; modules are focused on pupils of 7-11 classes. Contents consisted of 4 modules:

Module 1. "Pedagogical support of studying of the Tatar, Russian and English languages". It included programs for disciplines: "English", "Russian and literature", "Tatar and literature". The purpose was increasing of a role of thenative languages – Tatar and Russian.

Module 2. "Profound studying of the Tatar, Russian languages and world culture and art". It included elective courses: "Culture and art of Tatarstan", "Culture and art of Russia", "World art culture". Training is oriented on formation of complete representation "language-culture-history."

Module 3. "Profound learning of foreign languages" is elective courses: "Informatics (in English)", "The second foreign language (Turkish)", "Happy Traveling (study of local lore)". The purpose is to educate spiritually the rich, intellectual personality knowing several foreign languages.

Module 4. "Design and research and educational activity of school students of the increased proficiency level". It included elective courses: "Design and research activity", "English at the international level", "Small academy of Sciences" (public lectures of the leading scientists). Realization of this module meant involvement of pupils to research activity by their participation in scientific competitions and projects, in work of research laboratories. It had to promote their self-development in the most various subject and scientific directions, and also their vocational guidance.

Module 5. "Profound studying of Tatar and literature". Elective courses: "Language of works of the Tatar writers", "Gallery of the Tatar writers (literary study of local lore)", "Studying of Tatar as nonnative". In the module the system approach was implemented to training in Tatar directed on: formation of the national and international focused personality; national consciousness; on strengthening of historical memory; on promoting of culture, spiritual traditions and historical experience of the people.

Module 6. "Creative associations". It included the program of the language circle "COLOUR ENGLISH" and the program of elective courses: “Yashhizhatshhy” ("The young creator"), "Halykbizeklere" ("Art"), "The young literary critic". The main objective consisted in education of national focused and creative person capable to be not only the native speaker and cultures, the successor of national traditions, but also successfully to develop and be realized creatively in new sociohistorical conditions.

Each of modules provided lessons - lectures, lessons of working of practical skills, and also performance of creative tasks. The fourth module provided performance pass researches and projects on humanitarian disciplines under the joint guide of teachers of higher education institution and schoolteachers.

The expected result of implementation of the Program is formation of the polylingual, polycultural personality capable to creative and intellectual development in welfare conditions of the region.

CONCLUSIONS

The developed Program of network polylingual support of humanitarianally talented children has created favorable conditions for the free choice by gifted children of a trajectory of the development in polycultural and polylingual space, has facilitated to teachers design of an individual educational route for each child, and also has provided the necessary help and support in its passing.
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ABSTRACT
The article devoted to the relations between the writer and his audience. To study these relations we use the conception of «the literary reputation». It is the notion about any writer and his place in literary hierarchy settled in the culture’s consciousness and somehow influencing writer’s reception by following generations. The article uses the methods of the sociology of literature by expanding the circle of sources. In our article we pay special attention to the public, not only to professional literary critics. It is necessary to identify the factors which influenced the reader’s attitude. These factors are the critics and their impact, memoirs of the contemporaries, articles of popular publicists. The object of our article is the literary reputation of A. Chekhov and L. Tolstoy. We attempt to trace the development of Chekhov’s literary reputation from the beginning of his writer’s career to his death. We also compare his literary reputation with Tolstoy’s and Gorky’s. Using the methods of social psychology we show the distribution of social functions among these three writers in the minds of the Russian public. These roles are 1) the teacher and ideologist, 2) the friend, who is «one of us» and 3) the prophet, an outstanding personality

Keywords: Russian literature, the literary reputation, sociology of literature, Anton Chekhov, Leo Tolstoy

INTRODUCTION

This study deals with the sociology of literature. All the works in the sociology of literature which regarded literature as adequate or inadequate mirror of an era are obsolete nowadays. This particular approach made some literary scholars to treat the sociology of literature negatively. Writer’s text is not related with it’s era mechanically. It is not narration about writer’s contemporaniety where text’s relation to reality appears – author often unconsciously reflects fundamental features of collective imagination and collective fantasies. Writer searches the relation between everyday’s life experience of contemporary man and the language. This is why, some scholars say, the great authors are more able to represent the life of their contemporaries than the second-rate writers. We must keep in mind that literary work along with author’s intentions represents the values of it’s time. It is necessary to reveal the kind of these values, their representation in the work of literature, «the way of feeling». And it must be described in terms and notions of the studied period, where all these concepts and the ways of feeling were formed. This («speaking of values») is the foundation of all relations between the author and his audience: in every period of time attitude towards writer was determined by conjunction or conflict of actual values (Gudkov, Dubin, Strada, 1998).

THE LITERARY REPUTATION
To characterize the relations between writer and society we use the conception of «the literary reputation», initially used by I. Rozanov in the 1920’s. He suggested that along with the history and the theory of literature must be the history and the theory of the literary reputations. The theory studies the factors of literary success, classification and terminology, the history deals with facts in their historical sequence and with the sociological causes of these facts. He pointed out some formation patterns of the writer’s literary reputation – for example «the rhythms of an epoch» in society’s attraction for particular literary phenomenon (Rozanov, 1995). A. Reitblat defines the literary reputation as «conception of the writer and his works, which developed in the frameworks of literature’s system and connects the major part of it’s members (critics, writers, publishers, booksellers, teachers, readers). The literary reputation consists the characteristic and evaluation of writer’s literary work and his literary and social behavior<br/>existence of the literary reputations is necessary for structuring of the literature’s system, for maintenance of the inner-literature’s hierarchy and for providing of it’s functioning and dynamics» (Reitblat, 2001). I.E. Gitovich mentioned that «real presence of a writer in a cultural space of another time, which begins after his death, is connected with the phenomenon of the literary reputation. Although this conception is not settled yet as an independent construct, some literary scholars are willingly using it.<br/>The literary reputation thus is notion about any writer and his place in literary hierarchy settled in the culture’s consciousness and somehow influencing writer’s reception by following generations. It is not staying invariable, from the history of literature we know well that sometimes reputation changes so abruptly and therefore expels some names from active culture’s vocabulary» (Gitovich, 2005).

As a primary source we use literary criticism. And often it is the only source we have at hand because critical responses are most convenient for analysis – most of them can be easily detected by viewing the main literary magazines and leading newspapers. But this is the only one of the possible sources. To study the relations between the writer and Russian society we must significantly expand the circle of sources. In short, we must study the public, not only professional literary critics. The necessity of studying of the public of the twentieth century has been featured in works of N.M Zorkaya on the material of popular culture, in the sociology of literature studies of L.D. Gudkov, B.V. Dubin, V. Strada, A.I. Reitblat, G. G. Gadamer, S.I Kormilov, V.E. Halizev, L.V. Chernets, M.N. Epstein, H. Jauss and others. In the studies devoted to the relations between the classic literature and popular fiction and the history of reading in Russia it is the works of V.M Markovich, V.V. Prozorov, Y.M. Lotman, M.A. Chernyak.

**METHODOLOGY**

The basic principles of such study should be the following points.

First of all. At the foundation of the sociology of literature lies the idea that «the studying of an artistic life makes inevitable the shift to the studying of social and cultural structures of society and to the specific worldview of its separate layers, because it is the fundamental factors of various patterns of people's attitude to art» (Zhitkov, Sokolov, 2005). Careful sociocultural and sociopsychological studying of the epoch is necessary for understanding of the writer's reputation.

Personal opinion of the individual member of the public is determined by many factors: personal friendly or unfriendly relations, literary competition, political views, aesthetic differences, etc. This is a different level but equally important: the reason for the negative theater review can be the failure of one’s own play on the same topic, but these factors (usually hidden from the public) have to be taken into account, since the review could receive a response. However, most of the private opinions still feel the effects of their time, the judgment of many people is a reflection of the general trend, and this trend is the object of our interest.

Of course «a work of art is incapable of infinite expansion and the so-called enrichment of it’s immanent sense, but it is capable of more: to continuously generate new meanings beside itself, to provoking the
emergence of new artistic concepts of reality, it is no less powerful stimulus to creativity than reality» (Esin, 1991). But the reader's personal experience might be very far from the writer’s, the reader may impose on a text a completely random interpretation. A distinctive feature of a contemporary reader is the similarity of his psychological and emotional experience and the experience of the writer, through this due reader understands writer’s hints and hidden signals, all that the reader from another time is not able to understand. Reader of subsequent periods, having lost a vital connection with the writer's epoch begins to perceive the text as an occasion to show himself to the world, and thus can forcibly impose on text any voluntary meanings.

It is necessary to identify the factors which influenced the reader’s attitude. These factors are the critics and their impact, memoirs of the contemporaries, articles of popular publicists i.e. most respected readers, who actualized according to the needs of the time the content of the writer’s work. It is also presence or absence of a suitable group of readers, the appearance of controversial materials, historical events etc. Often the literary reputation of the writer is influenced by random factors.

The next important thing is the correlation between such concepts as a writer as the specific biographical person, a writer as the creator of the artistic world and an image of the writer in the public consciousness. On the one hand, sympathizers of postmodern ideas about «the death of the author» call to abandon the whole notion of the author as a specific biographical identity. On the other hand, the historian of literature can not agree with that, because in practice he constantly faces the fact that reader’s representation of any writer as a specific creative personality objectively affects the historical and literary process. Sometimes the image of a writer forms in the minds of readers regardless of the writer, a writer often becomes a slave of his image, which he unsuccessfully tries to alter. Formation of an image is influenced by reader’s «horizon of expectation» - readiness or unreadiness of the public to something new, the reader's interest in literature or in the personality of the creator. Sometimes one or another interpretation begins to exist as a fragment of reality, they are no longer perceived as a personal opinion of the particular individual.

And finally, the literary reputation it is always a process, not something static and fixed: «The influence of long-term impact of the literary work on the reader is largely determined by the interaction of objective and subjective aspects of it’s content. The gap between the content of the classical works, which has great potential of perception, and the author's concept is inevitable. And it grows because the literary work faces new historical contexts of perception, and in the light of them changes the pattern of understanding, reflected in the mirror of art» (Chernets, 1991). Sometimes conflicting and contradictory interpretations (although not contrary to the meaning of the work itself, B. Gasparov named it the bottomless «funnel» which withdraws the different layers of cultural memory (Gasparov, 1995)) eventually form a certain integer.

**HOW TO PUT THE WRITER IN THE LITERARY HIERARCHY?**

Initially critics (and Chekhov himself) compared him with his contemporaries: Garshin, Shheglov-Leontiev and others. Then began a comparison with Turgenev («In the twilight» with «A Sportsman's Sketches»), Dostoevsky, Gogol, Goncharov, etc. Even in comparison with the great authors Chekhov was perceived as a «real talent», though not very deep.

In 1895 S. Andreevsky mentioned that Chekhov is seen as «generally recognized prince of our great writers» (Andreevsky, 1895). V. Burenin replied: «If under great writers understand Pushkin, Gogol, Turgenev, Dostoevsky, Tolstoy, I think, promising the throne of the kings of our native literature to Chekhov is a little risky» (Burenin, 1895). In 1901 P. Pertsov replied to Andreevsky: «Although contemporaries tend to reduce the contemporaniety <...>, we already see that we don’t have another Chekhov besides Chekhov. Admirers of Gorky loved him for the qualities which have nothing to do with art» (Pertsov, 1901).
By the early 1900s we may identify three main figures of the literary life: except Chekhov it is Tolstoy, who’s reputation of a great artist and thinker, a teacher of life was already indisputable, and Gorky, who burst in literature like a meteor. Numerous books and articles were named like «Chekhov and Gorky», «Gorky and Leo Tolstoy», «Chekhov and Tolstoy». Among the authors of these articles were N. Mikhaylovsky, D. Merezhkovsky, A. Suviron, V. Burenin, D. Ovsyaniko-Kulikovsky and others. N.K. Mikhailovsky in 1902 pointed out that Chekhov and Gorky are perceived as a pair, that they are «at the top of modern literature»: they explain each other by dramatically different traits, but still have something in common (Mikhaylovsky, 1902). The caricature in honor of the 75th anniversary of Tolstoy depicts a «giant among talents», holding in his arms a little figures of L. Andreev, M. Gorky, I. Potapenko, D. Mamin-Sibiryak and others. But the tallest of them is Chekhov, he reaches up to Tolstoy’s armpits, while the rest only to the waist (Apostolov, 1928).

Since almost all of the representatives of the social and literary trends were in agreement that Russia and intelligentsia are «sick», the nation was in need of cultural heroes, who could show the way to the better future. In the minds of readers at the turn of the century Tolstoy, Chekhov and Gorky distributed among each other particular functions. According to the social psychology, a charismatic model of the outstanding figure associated in the public consciousness with one of three abstract images that do not depend on his or her specific personal qualities: 1. The image of the «hero», the teacher, the ideologist, who voices bold ideas, opposes generally accepted trends, speaks on behalf of the society: «We must», «We want to»; 2. The image of the «anti-hero», i.e. of a friend, who is «one of us»; 3. The image of the prophet, an outstanding personality (Bogomolov, 1991). Tolstoy took the place of the hero-ideologist. Crowds of people paid homage to him by coming to Yasnaya Polyana, his every word was regarded as indisputable. Chekhov became a «writer-friend». Gorky took the role of outstanding personality – he, «himself a tramp» came to the cultural life of Russia from the lower classes.

As for Tolstoy, in 1890s and 1900s his authority seemed unshakable, though it stood on the inertia of perception of Tolstoy as artist and on his prophetic manner of communication with the audience (visitors Yasnaya Polyana and with readers of his treatises). The scale of his personality and his ways of self-presentation led to the fact that the essence of his doctrine, very far from the majority of the Russian intelligentsia, was almost unnoticed.

For the generation of the 1890’s Chekhov’s worldview was very close and familiar. A. Amfiteatrov recalled: «With all my deep respect for the personality of L.N. Tolstoy, with enthusiastic reverence for his spontaneous genius and great achievements in the field of literature and Russian cultural consciousness, I must frankly say that I belong to one of those «eighties», in whose life and progress Tolstoy went almost without a trace, with much less, for example, influence than Dostoevsky, Saltykov, Uspensky and even Chekhov. I put “even” before Chekhov's name not to diminish the size of his talent <…> but because intelligentsia has less confidence and subordination of ideas to it’s contemporaries and peers their people than to the apostles and teachers from previous generations. But Chekhov was for me not only a contemporary but the fellow of the first years of my literary career. Really, only the death of Chekhov revealed to me, as to many of our generation, the extent to which he was dear to us and to what extent we, being unaware of themselves, were merged with him by unity of materialistic worldview – who was conscience, who by instinct, who by discipleship. Of all the writers, scientists, and the bright intellectuals, whom I had to have known in my life, I can not remember the mind, less mysterious, less needy in religion, more convinced in the «historical materialism» than the late Anton Chekhov. <…> His worldview was ours. <…> Tolstoy’s religious propaganda was very loud and noisy, but did not bring, in it’s positive part, great results, and haven’t been taken up by the masses» (Amfiteatrov, 1908).
As to the comparison of Chekhov and Gorky, L.E. Obolensky mentioned that Gorky appeared in Russian literature at the time of silence, when it was late at night and except Tolstoy, who «was busy with matters of personal and sexual morality», and Chekhov, «the singer of the night and dull melancholy», there were no fresh voices. «The rest of the fiction was some sleepy murmurs, chewing the old themes, types, images and ideas». Chekhov and his despair at depicting the images of Russian life is an impulse, according Obolensky, for the self-consciousness of Russian society, «at this point his role as a writer, his particular historical significance, as it seems to me, was over». And then came a fresh powerful talent with the new images. That is why «Chekhov – is the opposite pole of Gorky». Obolensky points out that the ideals of Gorky, in fact, were not interested and clear for the public, especially when the majority of average people, mutilated by «modern civilization and checkbook», has no idea about any ideals. Wide and solid ideal would have been too abstract for the «sleepy crowd» to follow, the average reader needs average ideals, which can be realized now – and Gorky offered such ideals (Obolensky, 1903). His ideal is a riot of strong men for the sake of the freedom, i.e. Gorky drove Chekhov’s utopian dreams to a vigorous activity. By the way, social psychology also indicates that the most successful leaders are those who proposing the prospects for the future which is not far enough to seem unworkable or close enough to seem too prosaic.

CONCLUSION

At the beginning of the twentieth century Russian symbolists tried to fill the same cultural niche of an «outstanding personality». But their «zhiznetvorchestvo» («the creation of life») in comparison to the real life of Gorky was too far-fetched. As for their mystical prophecies, they were too vague for the common reader to give them preference. Once Gorky in the middle of the 1900s departed from the theme of the tramps, he began to losing his popularity.

In that constant dispute with a «preacher» and a «hero», in the society’s shifting among the writers of three types, Chekhov’s literary reputation was formed.

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REFERENCES

ON THE WAY TO PLANETARY SOLIDARITY: THE FINAL OF THE EGOCENTRISM CIVILIZATION

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ABSTRACT
The article analyzes the modern civilization crisis. Fixes inability of individual countries on their own to solve global problems, high levels of inter-civilization conflicts, mainly between Eastern, Muslim civilization and the Western world. The way out of this situation is the actualization of planetary solidarity constructed on the basis of humanism, expanding to the entire biosphere of all life on the planet. It is concluded that a general provision should be the thesis of mutual guarantee and total altruism. This integrative approach is to combine all the positive experience of solidarity priorities and values accumulated by mankind since ancient times.

Keywords: civilization crisis, altruism, solidarity, humanitarian priorities, construction of the future, international cooperation.

INTRODUCTION
In the modern world of increasing understanding of the need for fundamental change in the vectors of development. The world needs the prospects of ensuring the stability, security, and at the same time, the integrated. This model is now becoming increasingly clear outlines. This is due to the collective work of many researchers thinkers in the field of social life. Designing the future approves new principles of international cooperation based on altruism and interdependence, global sponsorship.

PURPOSE OF THE STUDY
The main objective of the study is the analysis of crisis of social and cultural phenomena. Consideration of the key components of the elements emerging solidarity culture based on altruism and humanism in the context of transnationalization as inhomogeneous nonlinear and unstable environment complicates present at all levels of its occurrence.
MATERIALS AND METHODS

The study is based on the analysis of general and specific relations in various forms of culture in the modern world. In this regard, the role of general methodological basis of the study is the classical dialectic.

Today we are witnessing a process of self-centeredness sunset civilization, civilization "as the mass of the crowd." Originating in ancient Babylon, which began to sprout in Israel and in ancient Greece, ripen in the lands of European countries in the era of the Middle Ages and finally blossomed into the modern era, it gave rich sprouts in modern times, at the stage of scientific and technological revolution.

Signs of painful overripeness today evident than ever before. Among them, the most symptomatic are the following: the inability of individual countries on their own to solve global problems; a high level of inter-civilization conflicts, mainly between Eastern, Muslim civilization and the Western world; socio-cultural crisis in all spheres of public life [1]. If mankind will continue in the same vein and enters a new phase of its development, will not abandon their narrow national safety standards and will identify themselves only with individual nations and states, it is threatened with imminent collapse. Word of giant organism afflicted with incurable diseases, human civilization will fade. Today it is important to focus on the common to all mankind basic values, moral consensus and finally attain inner unity, a total planetary social harmony. Creating a transnational community in the world based on global solidarity does not seem utopian, but a necessity.

For a long time, humanity thought that man is the crown of nature, the highest stage of living organisms on Earth. He justifies the existence of all animals because they are there for him as a king of beasts for the final stage of biological evolution. He has a power over the knowledge and the disclosure of laws of the universe, gained knowledge he applies in practice to the progress of society in all its directions. The totality of all the efforts of human activity should eventually lead society to a phase of its existence, when people could enjoy the fruits of the tree of knowledge. For a long time humanity spared grand efforts in this direction, but in the end found that the desired fruits rotten and bitter. In the XX century it became apparent that instead of prosperity and enjoyment, mankind stands before an abyss of self-destruction. And today we all know that the state of the world is in a delicate balance. However, since we live as if we do not have any alternatives. If there are no funds to cure if we can speak about the disease? Before our eyes, the nature of daily being destroyed. Active economic activities of mankind, increasing rapacious exploitation of life force of the planet has become a major background of the human community of the last centuries. Agricultural development of vast areas of the planet to the widespread use of monocultures has caused tremendous destruction of natural systems and the emerging ecological imbalance associated with withdrawal from the biosphere some species of animals and plants and other unexpected reproduction. Violation of ecological balance today represents consumer attitude towards nature. The root of the systemic crisis problems underlying in the view of the world in which we all dwell in a deformed, inadequate picture of the world of modern humanity. Gradually, however, there is a recognition that everything in this world is interconnected, and even the smallest thing can cause global changes of the entire system. The clearest way it manifests itself in the economic aspects of development. For example, fluctuations in the price of resources, processes devaluations or bankruptcy of certain players in the market in one part of the world can immediately affect the life of the regions in the other. Unconscious people's desire for change may not always lead to positive responses to the challenges of modernity. Mankind is still desperately believes in the benefits of scientific and technological discoveries and lays high hopes on science although scientists themselves are faced with the phenomenon of the growing lack of understanding, resulting in a deep and disturbing sense of powerlessness in the unknowable universe.

Science has not yet been able to guarantee the moral progress that would help minimize the social risks in the use of the knowledge gained. This is what prevents people to pay for the benefit of the phenomenally
increased capacity of technology and economic assets. It is significant that the egoistic desire of man to get maximum enjoyment increases with the growth of universal despair and impotence in the way of resolving the issue of the meaning of life of all mankind. However, neither the humanity as a whole nor individual can not exist outside of general, systemic ontological sense, the absence of which threatens all-pervasive "psychosis of nothingness." The whole human history shows that the reason of the development of human civilization is not accidental, as determined by the intended target, common to all sense of existence. The gradual realization of its happening as they grow older, and the crystallization of human values. For Western civilization is typical to see these values individualistic aspirations of the individual to self-realization and self-knowledge [2]. Export this worldview installation inherent to her deficit of solidarity beginning was a cultural vector of the last centuries. We can observe that in African and Asian countries are sociocultural transformation with different consequences. Having refused from part of their traditional identity of those ethical values that were the core of national cultural codes, moving in the direction of individualism these societies have intracultural destructive processes [3]. This leads to a rapid increase of spiritual emptiness, aggression, crime, and other marginal phenomena that threaten social decay. E.Laslo in this regard, writes that "the dominance of foreign culture is experiencing the agony and the mindset of educated Arabs perceive the Western tradition as elements of Western hegemony over their countries. The Arabs are aware of themselves passive side of intercultural dialogue, linking them almost exclusively to Western Europe and North America" [4]. Meanwhile, the focus on the community is a key social attitude of Islam. Every Muslim should feel and accept responsibility for those who are close to him. In a soft, tolerant theology of Islam social and moral harmony combined with respect for the freedom of each individual. While the Holy War (Jihad) is not a war with external social injustice and the struggle to purify the soul. Thus the Muslim culture has the potential on the basis of which the Islamic countries can take an active part in the formation of the integrated global community, thus showing an example for other cultures and religions. "It is obvious that every culture need to develop on their own respecting its roots and traditions, but at the same time evolving to the values and attitudes that allow its adherents to live in harmony with other cultures and nature. This is a basic requirement. The clash between the cultures of the world is threatened by a global community of more serious threat than the armed conflict between nation states" [4]. It must be noted that on the one hand humanity is moving forward in the field of technical and informational progress and it allows today to push a social and cultural horizons of the world, moving at the same time to unity. In the era of the so-called postmodern revealed a tendency to create a single proto-civilization, when the social and cultural standards of the Western world is becoming referent for much of the world community. Today we are not only observers but also direct participants in the movement from the local to the global. On the periphery of the historical process leaving the old installation on secrecy and isolation. From now due to scientific and technological progress emerged in the depths of Western civilization, the emerging information planetary community of people in accelerating the pace of turning humanity into a single entity [5]. At the same time it appears and negative aspects of the social and cultural dynamics related to the gradual loss of the ability of mankind to provide elementary biological survival and sustainable reproduction of life. The dominance of egoparadigm modern development causes an ever-increasing consumption of turbulent race. Apparently urban civilization of mankind today as never approaching the threshold in regard to the adaptation possibilities of the psyche. Medical statistics show there is a high growth of mental diseases associated with a slowing of adaptation to the flow of socio-cultural changes [6]. Social and technological risks becoming systemic in nature - "today, the riskiness is not a matter of choice; it is the very fate of." [7]. We live in 21st century and it is getting more and more difficult to maintain himself optimistic life-affirming outlook. Manic-depressive illness threatens to become an epidemic, which in itself is a challenge of our time. The materialistic and utilitarian spirit of the masses promotes spread depressive state. Fashionable among the rising generation becomes immersion in virtual reality computer games [8]. This illusory emigration in cyberspace caused by a burning desire to escape from the boredom of everyday reality is not able to fill the human life true meaning. People are separated from the higher meaning of life can not fully control their lives transformed into objects of manipulation of the media. This trend becomes obvious features in industrialized countries, where there is a high material prosperity.
The high degree of comfort and well-being can not be converted into happiness. The phenomena of decline is fixed not only on the level of sense of self, but as an ontological manifestation of the objective world is gradually losing its certainty and duration of existence. Updated production technology rapidly updates the range of used electronic and mechanical devices - computers, automobiles, telecommunications. The ideal of the modern economy has become a "one-off things," that if not go out of fashion, then eventually lose consumed properties, quality and functionality. This situation requires constant updating consumable items. Following the paradigm of permanent economic growth leads to an increase in consumption of raw materials and depleting all kinds of natural resources, pollution of the environment. All these are signs that egocivilisation gradually approaching finale which on the one hand, can result in the destruction of mankind and on the other hand, to the transformation and transfiguration. For a positive outcome of this dilemma must be a slowdown in economic growth from the expansion of the movement of humanity to a simple reproduction of sustainable production based on biogeocoenose. The leader of the Rome Club Aurelio Pececi convinced that the key problems of humanity today are defined "external borders" of the planet and the "internal limits" of the person. The last due to received cultural codes of self-preservation that person is obliged to transfer to future generations to build harmonious interaction of human and ecological environment [9]. The basis of any civilization put the key meta-principle, its basic value. For modern Western civilization and its culture this principle is egocentrism because the history of Europe and America since the end of the Middle Ages is the story of a complete separation of the individual. This process began in Italy in the Renaissance era and apparently reached its highest point just now [10]. Dr. E. Neumann, is convinced that "the western analysis reveals identity in constant motion as a forward and backward, but with steady progress in the direction set out in the beginning: to the liberation of man from nature and the consciousness of the unconscious" [11]. This movement can be described as an increasing individualization of consciousness. Selfishness turns into a systemic phenomenon totally penetrating into various spheres of human life. In the end, self-centeredness growth with the growth of the welfare, comfort manifests itself in particular in the form of loss of sexual demarcation that threatens elementary biological reproduction of mankind on the planet. Selfishness is nothing more than a deformed perception of reality based on an assessment of the events and relationships only with personal position without considering the opinion of others and nature. Selfishness is guided by a specific thesis, and "I am for myself." In the history of mankind, we can see how a person periodically chooses selfish interests. However, if before this process is constrained by the traditions of a social community standards of its solidarity, but today all the constraints leveled - the crisis is growing. In accordance with the socio-biological ideas antialtruists group consisting of some selfish people can not rely on long-term existence. Forward pulled such communities, where altruistic individuals are in necessary amount for surviving. Altruistic behavior inherent by evolution. As evolutionary biologists believe this mechanism inherited from animals all allows human communities to survive and adapt to the new conditions of an aggressive environment. The instinct of self-preservation altruistically-minded community members is in the form of fear for himself and not for the fear of the "other." Such nepotism turned the man as a natural being in the subject of social action based on their group and not on his own person. A person can sacrifice his life to protect the group with which he identifies himself. At the same altruist can not pass on their genes to another generation "on the line." This dramatically increases the possibility of an indirect transfer of genes through the rescued members of the community. From this source of nepotism in the course of historical development gradually appeared more complex manifestations.

RESULTS

As it turns out, the most astonishing phenomena of our time is solidarity, built on the basis of humanism, expanding to the entire biosphere, taking under the protection of all life on the planet. There is a growing urgency normative synthesis, mutual learning all the countries that are moving in the general humanistic in the fairway. It is important to emphasize that this synthesis requires recognition as a generic thesis of
mutual guarantee, total solidarity and altruism. This integrative approach is to combine all the positive experience of solidarity priorities and values accumulated by mankind since ancient times.

CONCLUSION

Beyond the culture of solidarity altruism every human activity inevitably turns into a self-centered, social and intellectual degradation. Therefore, the transition to this new format of thinking corresponding to the fundamental laws of the universe, the laws of giving and universal service to each other will be an important step in creating a new type of civilization. Social progress is expressed not only in scientific and technological development, as well as in increasing solidarity altruism promotes unity and upliftment of all mankind.

REFERENCES

TRADITION AND MODERN EXPERIENCE OF THE KAZAN PIANO SCHOOL IN THE ASPECT OF SUBJECT-ORIENTED APPROACH

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ABSTRACT
In article the developed traditions of the Kazan pianistic school and the current state in practice of teaching piano on the highest educational institution of the Republic of Tatarstan - the Kazan State Conservatory of N. G. Zhiganov - from positions of the subject focused approach characterizing the most progressive currents of pedagogical science are considered. Research subject focused on N. M. Borytko's pedagogics and theoretical aspects of subjectivity concept considered by such scientists as K. A. Abulkhanova-Slavskaya, D. A. Leontyev, etc.

In the course of carrying out research theoretical methods were used: psychology and pedagogical analysis, art criticism, methodical scientific literature; historical method; general scientific methods: analysis, synthesis; empirical methods: supervision, conversation.

As a result of research the main forming prerequisites of the Kazan pianistic school which allow to speak about existence of favorable conditions for development of professional piano education were revealed.

The analysis of formation of pianistic education system in Kazan in aspect of the subject focused approach directed to creation of conditions for self-education, free self-realization and self-updating allowed to reveal three main stages in this process:

- 1 stage - the 1918-1930th – the period of destruction of structures of pre-revolutionary music education, experience of creation of new musical and educational divisions according to the Soviet cultural policy.
- The 2nd stage - the 1940-1980th – renewal period of system of the academic education and dynamic development of national musical art and the academic music education.
- The 3rd stage - the 1985-2000th – the period of change of a political policy in the country, permissions of free repertoire policy, cancellation of various prohibitions for participation in the international projects, a possibility of self-updating and self-realization in creative activities.

Keywords: Subject-oriented approach, history of pedagogy, art

INTRODUCTION

Current trends of development of scientific thought in education can be characterized as strengthening of interest in the subject focused pedagogical concepts. Theoretical and methodological bases of the subject focused approach in Russia were developed by such scientists as N. M. Borytko, O. A. Matskaylov. Theoretical aspects of concept of subjectivity have been considered by K.A. Abulkhanova-Slavskaya, N. M. Borytko, D. A. Leontyev, V. I. Slobodchikov.

The essence of introduction of the subject focused approach consists in creation of conditions for free creative self-development of the personality in which her interests, hobbies and requirements are recognized self-valuable, and pedagogical strategy consider dynamics of changes in a motivational potrebnostnoy to the sphere of the pupil. Impact on this sphere is made by a number of the following
factors: "pedagogical system of values, personal meanings, motives, interests, needs of a specialist, which forms the personality-value attitude" [Dyganova E.A., 2015, 96].

Formation of the scientific and pedagogical knowledge which is focusing attention on category of the subject took place in close interrelation with development of the pedagogics focused on the personality. A number of researchers, including A.B.Orlov, define concept the personality as the attributive characteristic of the subject governing his relations with reality without identifying them, nevertheless. B. G. Ananyev differentiated concept the subject, characterizing him by means of set of different types of activity, and the personality – as set of the public relations.

The close proximity of these two concepts caused considerable influence on development of the subject focused pedagogics of historical development "personal components", including in the context of musical pedagogics. In the second half the XIX beginning of the 20th centuries in domestic and western pedagogics special popularity was received by ideas of free education in I. Vinkelman, M. Montessori, R. Steiner, L.N. Tolstoy's works, etc. According to these ideas, the pupil acquires the right of free self-expression of identity, an internal spiritual essence on the basis of own motivation. The similar pedagogical principles can be noted in works on musical pedagogics of a boundary of the 19th and 20th centuries.

So, the free performing interpretation of the musical text admits S. M. Maykapar's work the highest standard of the art and creative embodiment of the image differing in lines of vitality, naturalness, "often not keeping within a framework of exact mathematical proportions of duration of sounds and pauses" [Maykapar S.M., 2006, 24] that is caused by the essence of this art form: "Music is more than other forms of art faced to the emotional sphere of human" [Kamalova I.F., 2014, 132].

The main direction and the purpose of pedagogics of the Soviet period was formation of the identity of the person according to the set social installations of policy of ideologization of education. The problem of detection of uniqueness and originality of the identity of the pupil becomes the center of attention of the Soviet pedagogical thought only since 80th (Sh. A. Amonashvili, B. M. Bim-Bud, etc.). Strengthening of attention to problems of formation of the personality in the Soviet musical pedagogics of the second half of the 20th century can be noted in G.G. Neygauz's works.

Modern researches in musical pedagogics disclose the insufficient level of a demand of art and creative manifestations of the person in art. M. M. Berlyanchik notes that the used approaches "not fully promoted penetration into deep layers of sincere life of children and teenagers" [Berlyanchik M. M., 2009, page 112].

Studying of history "personal components" in the sphere of musical pedagogics allows to find close interrelations with her development in the history of pedagogical science and to plan prospects of introduction of modern methodological approaches.

METHODS

The methodological basis of research was made by the subject focused approach mattering the practice-focused research tactics. Which basic principles are an orientation on "self-education, self-updating and creative self-realization of the personality" [Karkina S.V., 2014, 53].

In the course of carrying out research theoretical methods have been used: analysis of psychology and pedagogical, art criticism, methodical scientific literature; historical method; general scientific methods: analysis, synthesis, deduction; empirical methods: supervision, conversation.
RESULTS

As a result of research the main prerequisites of formation of the Kazan pianistic school have been revealed: the cultural environment created in the city, the taken roots practice of amateur playing music, active concert life of the city, activities of private music schools and the Kazan musical school, social request of society for professional musicians and their demand, replenishment of personnel structure of educational institutions by professional musicians, as a rule graduates of conservatories – Russian and foreign. It is possible to speak about availability of favorable prerequisites for development of professional piano education.

The analysis of pianistic education system forming in Kazan in aspect of the subject oriented approach directed to creating conditions for self-education, free self-realization and self-updating has allowed to reveal three main stages in this process:

- 1 stage - the 1918-1930th – the period of pre-revolutionary music education structures destruction, experience of creating new musical and educational divisions, according to the Soviet cultural policy. Ideologization of content and forms of music education, refusal of an educational system of the "piece" creative person for benefit of mass character music education. "Neglecting questions of professional skill" is common to this stage.

- The 2nd stage - the 1940-1980th – renewal period of the academic education system, dynamic development of national musical art and education. Development of the higher academic music education, creating conditions for the subject oriented approach in education of the creative person.

- The 3rd stage - 1985 - 2000 – the period of changing political policy in the country, permissions of free repertoire policy, cancellation of various prohibitions for participation in the international projects, possibility of self-updating and self-realization in creative activities.

The main tendencies of developing the Kazan pianistic school at the present stage are of particular importance in aspect of the subject focused approach as the perspective direction of developing the vocational music education reflecting progressive experience of pedagogical science and meeting requirements of reality in which "specialist personality formation able to freely navigating multicultural world" will be demanded. [Nurgayanova, N.K , 2014, 396], and where "promoting creative self-realization and self-development are the main requirements of modern education" [Khurmatullina R.C., 2015, 231]. The designated requirements of modern reality cause "necessity of modernizing aesthetic education of university students by means of introducing new scientific approaches" [Karkina S.V. 2015, 449] among which for this research the subject focused approach has been chosen.

SUMMARY

The boundary of the XVII-XVIII centuries marks the beginning of "modern times" in the history of the Russian culture, it is connected with distribution in the noble environment of the European practice training in art of singing and playing musical instruments. Professional music education in Russia didn't exist up to the middle of the 19th centuries. In the 18-19th centuries musical education was carried out by private teachers. In post-reform Russia in the second half of the 19th century professional musical educational institutions open.

In Kazan the first secular educational institutions which programs included objects of musical and aesthetic education appeared in the second half of XVIII – the beginning of the 19th centuries. (First Kazan man's gymnasium, 1758; Kazan university, 1804; Rodionovsky institution for young ladies, 1841,
etc.). The composer and the pianist A. V. Novikov and foreign music teachers of generally German origin P. Neumann, F. Teflinger, G. Fischer, I. Mukkvnesli became the first teachers-musicians teaching in the First Kazan man's gymnasium and the Kazan university. They managed to create a necessary cultural environment for emergence and development of professional music education in Kazan. Especially great load in development of musical enlightenment F. Teflinger serving in university under supervision of the rector N. I. Lobachevsky managed to carry out.

In the second half of XIXV in Kazan private music schools initiate musical and educational activity. L. K. Novitsky's school (1870) and "Courses of piano playing and theory" opened by G.G. Aristov in 1864 which stated progressive views of pianistic student development, such as creative work playing the instrument and freedom of the pianistic instrument are distinguished from such educational institutions. Aristov is the supporter of an individual approach to students – considers necessary "to be applied to each student – his intellectual and physical development and the message according to those conditions in which he lives" [Spiridonova V. M., 2008, 10].

The most noticeable mark in the history development of music education in Kazan was left by R. A. Gummert's school (1891). In 1904 thanks to an initiative of Imperial Russian musical society the music school was transformed to average special educational institution – musical school. In it two offices functioned: performing and pedagogical. The program of piano classes by R. A. Gummert was methodically thought over. Much attention was paid to developing polyphonic thinking of young performers, the requirement of displaying independently learned work on examination was progressive, it promoted creative self-realization of the student. Similar requirements to piano training of students were also accepted in the Kazan Rodionovsky institution for young ladies where were obligatory reading at sight, playing in ensemble, such kinds of activity which developed thinking, creative independence, musical (art) intuition. The approaches to the organization of musical training which developed in the Kazan musical school and Rodionovsky institute were an important stage in the course of ideas search, forms and methods of piano education.

For development of piano education and musical traditions of Kazan city concert life had extreme importance. In pre-revolutionary years concerts of outstanding pianists took place here: Nicolay Rubenstein, Iosif Hoffman, Sergey Rachmaninov, Alexander Scriabin, Arthur Rubenstein, Wanda Landovska, etc. Thus, by the beginning of the 20th century music education in the Kazan province underwent considerable changes, having passed a way from "house" music occupations to training of professional musicians in specialized musical educational institutions.

Revolutionary events of 1917 have entailed change of the government in Russia, have caused new cultural policy in the country. New educational structures for which the power has determined tasks of preparing national musical personnel in the "squeezed" terms are created. In Kazan the musical school and its pedagogical collective during this period have endured series of reorganization and restructurings. In the late twenties the Tatar technical school of arts (with musical department) has been translated in instructor and pedagogical, "training only instructors organizers of amateur performances, teachers on art disciplines of polytechnical schools and preschool education", specialists for organizations of social education [Fayzrakhmanova L.T., 2014, 27].

Recovery of professional musical personnel preparation traditional system in the republic has resulted from disbandment of the Tatar technical school of arts. The Kazan musical school becomes independent organization (1936) where training of pianists purchases necessary forms and content; in Kazan the new children's musical schools / CMS performing professional primary education of young pianists also open.

The 40-50th years of the last century differing in rise of national musical art became the major stages in development of professional music education in the Republic of Tatarstan. In spite of the fact that in days
of the Great Patriotic War (1941-1945) many educational institutions in Tatarstan have been closed, educational structures of musical school have continued the activities, having set for themselves the task of preserving "the most valuable gifted students."

The largest event in cultural life of Tatarstan and all Central Volga area was opening of Kazan conservatory in April, 1945. In the Kazan conservatory at the initiative of the rector N. G. Zhiganov from Moscow and Leningrad (St.-Petersburg), Baku and Sverdlovsk the famous musicians, including pianists were invited: A.S. Lehman, G. M. Kogan, L.G. Lukomsky, V. G. Apresov. In the 50-60th years of the XX century in the Kazan conservatory there begin pedagogical activity graduates of piano classes of the Moscow and St. Petersburg conservatories, students of world famous musicians: I. S. Dubinina (Y. Zack's class), N. A. Fomina (G. Neygauz's class), E.A.Monason (Y. Zack's classes, V. Nielsen), B. A. Pechersky (N. Yemelyanova's class), I. A. Gubaydullina (A. Lehman's classes, Y. Zack), V.A.Stolov (E.Gilels's class). Due to activity of these teachers-pianists conservatory in Kazan opened in 1960. CMS was creative soil for "growing" musical talents and emergence at world concert venues of bright identity, such as Yury Egorov and Mikhail Pletnev.

The traditions put by the first generation teachers of a special piano department of the Kazan conservatory are continued by their students, professor E.V. Burnasheva (managing department of a special piano), E. K. Akhmetova, F. I. Chasanova and the teachers who came to conservatory in the last decades of the last century. Then, in the 90th years of the last century when various party and other restrictions for participation in the international performing competitions and festivals disappeared and new opportunities for creative contacts and exchanges appeared, in Kazan "new names of winners began to sound": E. Mikhaylov (class E.V. Burnasheva), R. Urasin (M. V. Sukharenko's class), S. Gulyak (class E.V. Burnasheva), V. Khlebnikov (G. K. Abdullina's class). In the next decade the high professional level of the Kazan pianists was confirmed on many piano "competitions", several tens students of High special musical school / CMS (college) and students of a special piano department of the Kazan conservatory, the Kazan musical school (college) and children's music schools are awarded various awards, ranks of winners and students of the international, All-Russian and regional piano competitions. All these results demonstrate that in Kazan the steady pedagogical system keeping the best traditions and developing in modern realities works. The Kazan pianistic school keeps a leading position in the Volga region as the most important training center of performing and pedagogical staff.

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REFERENCES


THE POTENTIAL OF MUSEUM PRESERVES IN THE SPHERE OF “CULTURAL TOUR-ISM” (THROUGH THE EXAMPLE OF THE CULTURE PRESERVES OF TATARSTAN)

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ABSTRACT
Cultural tourism is a form in which, in a varying degree, many types of tourism, including the museum, are realized. The development of “cultural tourism” has a significant impact on the activities of modern culture preserves. In the territory of Tatarstan there are eight current museum preserves of various types, with the federal and republican status. The space of conservation areas is filled with objects of historical, cultural and natural heritage, provides the most favorable conditions for its actualization and presentation by means of tourism. Since the museum preserves operate under market conditions, they have to be integrated into the situation proposed by tourist industry, to create tourist product which is in high demand. This article covers the examples of the success of the museum preserves of Tatarstan in this field. A variety of spatial loci of the culture preserves creates the opportunities for implementing the projects and actions of a wide range in them, thereby attracting new groups of visitors here, both residents and tourists. Participation in such projects creates a new image of the museum preserves not only as a unique cultural resource, being places of preservation of cultural heritage, but also as significant cultural centers of urban and regional community.

Keywords: museum preserve, Tatarstan, cultural tourism, historical and cultural heritage, economy, infra-structure, tourist, excursion

INTRODUCTION
The space of conservation areas filled with the historical, cultural and natural monuments provides the most profound, polyphonic perception of the past, promotes the actualization of all types of heritage. Open-air museums being an integral complex are designed to preserve not only the architectural, archaeological, artistic and memorial monuments in integrity, but also its historical territory proper, including unique cultural and natural landscapes, historic urban and rural setlements, the way of life of those who live in the historical territories. The combination of these diverse objects not only satisfies the interests of different categories of tourists but also becomes the basis for mastering the culture. Diversity of the objects determines a continuing interest of tourists, provides the stable development of cultural tourism being less subject to seasonal fluctuations.

THE MAIN BODY
Tourism is a complex and multifaceted phenomenon. It is a socio-cultural phenomenon which is characterized by different aspects, and the economic aspect is just one of them. Tourism today is a form of leisure time spending of a large part of society, including the representatives of not only the elite but
also the middle class, the youth and students, people of the advanced age. Therefore, along with the economic aspect the other side of tourism comes to the fore – that is, its social and cultural aspects, where tourism and museums are one system and should act as a single component [1]. Realization of these aspects occurs in the process of development and integration of museums, heritage and tourism. It is an actualization of cultural heritage via museum means, its presentation and broadcasting through tourism.

Cultural tourism is a form in which, in a varying degree, many types of tourism are realized. International Council on Monuments and Sights (ICOMOS) defines cultural tourism exactly as a form. The purpose of cultural tourism is familiarity with the culture and cultural environment, including landscape, art, traditions and way of life of local population, various forms of leisure activities of local residents. The cultural tourism may include the visits of cultural events, museums, cultural heritage sites, communication with local residents [2]. The explorers refer the monuments of cultural and historical heritage (historical territories, architectural buildings and complexes, archaeological areas, museums of art and history, handicrafts, holidays, household rituals, performances by folk groups) and the actual culture of today (mostly art, but also the way of life of the population: cuisine, costumes, peculiarities of hospitality, etc.) to a number of objects of cultural tourism [3]. It is very important to note the component of cultural tourism as the objects of intangible heritage. Travel within the cultural tourism implies familiarity with traditions, customs of people, culture of everyday life. But this is impossible to do without actualization of the intangible cultural heritage. It is due to tourism in the province there appear the ethno-graphic villages, the centers of folk culture that reproduce the atmosphere of traditional life of the past centuries, and sometimes represent a reconstruction of the cultural heritage of the quite distant times [4]. Besides, it will highlight the role of medium and small museums that are not always visited during the tourist routes, develop the practice of recreating the historical and cultural atmosphere at a particular destination, involve the people in the activities and projects. At the same time, it is important to note that the tourist activity is still a source of financial arrivals and employment of the population, which in turn also promotes sustainable development of the territory and social adaptation of the resident population to the objectives. A growing number of cities and cultural sites derive an economic benefit from tourism and use the raised revenues to preserve cultural heritage, at the same time increasing the number of jobs and expanding opportunities for additional earnings.

A special feature of cultural tourism is a high percentage of participation of quasi tourists in it, i.e. the residents of the district. This is due to the specific diversity of cultural tourism. Its sphere along with educational tourism comprises ethnographic, event, pilgrim tourism. The quasi tourists having a basic storage of knowledge of their native land, culture and traditions make up a significant portion of the visitors of the culture preserves of Tatarstan. The objects of cultural tourism of the culture preserves are, in addition, the means of self-identification of the residents.

In the territory of Tatarstan today there are eight open-air museums, that have the federal and republican status. They include the State Historical and Cultural and Art Reserve “The Kazan Kremlin” and the Bulgarian State Historical and Architectural Reserve being registered in the List of UNESCO World Cultural Heritage. The Yelabuga State Historical-Architectural and Art Reserve, one of the most visited, has become a center of formation of tourist and recreational zone. The State Historical and Cultural open-air museum “Lenin-Kokushkino” was created on the basis of the Lenin Museum in order to preserve the estate complex of the XIX century, once owned by his family. More two objects – the Bilyar Historical and Archaeological and Iske-Kazan open-air museums have the status of wildlife preserves. In 2014 in Chistopol there was opened the State Historical-Architectural Museum of Literature. In 2015, the Historical-Architectural and Art Museum “The Island-City of Sviyazhsk” got the status of the culture preserve and was included in the Prelist of Cultural and Natural Heritage of UNESCO of the Russian Federation. The degree of popularity of these reserves, the number of tourists visiting them are very uneven. The number of tourists having been to Elabuga was about 250 000 people in 2014, and the average attendance of the Iske-Kazan museum is about 6600 people a year. At that, the location of the
museums does not have a decisive influence – the Iske-Kazan is situated only 35 km from the capital, and the Yelabuga - 215 km. The profiling of the museum, the com-position and attractiveness of its properties, the quality of marketing and advertising play the de-cisive role.

An example of such project where the culture preserve is not only a venue but also an or-ganizer may be called a revival of The Spasskaya Fair in Yelabuga. It had been held in the city since the mid of XIX century and it was widely known throughout Russia. The fair was renewed in 2008 and, since, it has been annually held. Recreating the atmosphere of a traditional fair cul-ture, its organizers have included in the program of fair, in addition to trading the works of deco-rative and applied arts and handicrafts, the work of national farmsteads and “The Cities of Mas-ters”, the performances of folk and circus troupe.

It should be noted that this is not the only project being implemented in Yelabuga. Based on the museum of culture preserve, the art symposia are held each year, the art-ethnic projects related to the contemporary culture are realized. It was conductive to the development of a pro-fessional cultural tourism. Its basis is not only the exhibition of new art objects, but also an op-portunity for professional communication between the performers and participants of creative groups, artists, painters [5].

The participation in such projects helps not only to improve the financial situation of con-servation areas but also forms their new image as significant cultural centers of the city and re-gional community. Also important is a high performing and entertaining potential of the conser-vation areas, which allows to use them for festivals and celebrations, dramatized performances and role-playing games, including interactive element. The territories of the culture preserves make it possible to create temporary or permanent sites which serve to implement various projects of this kind. In the Sviyazhsk preserve, this area is Lenivy Torzhok/ Lazy Torzhok, where national holidays and celebrations are held, historical and cultural situation of different periods are recre-ated.

The peculiarity of Tatarstan is its multi-ethnic composition. Therefore, particularly relevant here is the development of ethno-tourism, which enables to form an idea of the national diversity of the country and its regions, the peculiarities of life and culture of individual ethnic groups. In this case, the ethnographic conservation areas serve as a unique cultural resource, being the places of cultural heritage preservation, the storage of ethno-national and regional cultural memory. Due to the absence of such culture preserve in Tatarstan, the basis for creating an additional profile in the existing museums could become ethnographic centers and routes. A large territory and the universal character of conservation areas make it possible to embrace the new components. The development of this area in the Bulgarian culture preserve is partly apparent on the example of the newly created Museum of Bread here, which is a complex of various modern replica. Of course, it cannot be considered in its modern form as an ethnographic complex, it is rather a kind of “mixed”, so that is difficult to determine a profile of the museum. However, it can become the core of the formation of a theme park, where they use inauthentic, simulative resources enabling the tourists to take a direct part in the reconstruction and actions, and thereby to gain a profound impression.

CONCLUSION

A variety of spatial loci of conservation areas creates opportunities to imple-ment these projects and actions of a wide spectrum. This allows not only to perform the historical and cultural events here, but also “to include” the museum space into the contemporary cultural and social processes, thus attracting new groups of visitors. The culture preserves have a consid-erable potential which promotes the introduction of historical and cultural heritage in the space of a “living” culture, developing new types of tourism product, being attractive to visitors.

THE CONFLICT OF INTERESTS
The authors confirm that the presented data do not contain any conflict of interests.

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REFERENCES

STATE COOPERATION IN MATTERS OF ENSURING PROTECTION AND PRESERVATION OF THE WORLD OCEAN

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ABSTRACT
Within the framework of global environmental safety, protection and preservation of the World ocean is one of the priorities, which the international community is faced with. It is hard to overestimate its role and importance in the life of all mankind. Ocean is the largest supplier of oxygen, an inexhaustible source of minerals, food supply. Nevertheless, of all the natural objects, the Ocean is the most adversely affected. The million years ability of the World Ocean to natural purification weakens in connection with the emergence of new means of influencing its environment, the development of chemical compounds, plastics and synthetic products that are non-biodegradable in time. Leading maritime nations are interested in the development of new technical means to better and efficiently implement the activities in the Ocean, but the consequences of such effects are irreversible. The data obtained in the course of scientific researches on the condition of waters of the World Ocean dramatically confirm the need for taking urgent measures on the basis of close collaboration between the states when all members of the international community combine their efforts at the universal, regional, sub-regional and national levels to preserve the Ocean – an object of universal heritage. The provided material gives the description of step-by-step development of the international cooperation of the states concerning the protection of the World Ocean. Based on the analysis of these modern scientific researches, the major causes of uncontrollable pollution of the Ocean and direct dependence of this process on interaction of all countries of the world at all levels have been exposed. The need for improving the quality of ecological joint managing – the World Ocean development activities by governments, regional associations, business, industry, nongovernmental organizations and other concerned parties has been determined.

Keywords: the World Ocean, cooperation among states, protection and preservation, ensuring protection, pollution.

INTRODUCTION
The World Ocean is the main and most important component of the biosphere of our planet, the major power supplier, the source that produces an incredible supply of mineral and biological resources. “Thermal conditions necessary for the existence of the Earth - mentions Professor V. Kh. Buiuitsky in his writings, - emerged largely due to the unique properties of the Ocean” [1. P.118]. Nevertheless, all the benefits that are provided by the World Ocean to humanity entail at the same time its pollution.

For a long time the rules of international law had touched only upon the issues concerning the prevention of pollution of fresh water bodies. Meanwhile, since the middle of XX century, the World Ocean has rightly become the main object of international regulation. This is primarily due to the fact that the waters of the World Ocean cover more than one country, and damage caused to its environment is rapidly spreading over the vast territories. A striking example is the spill of radioactive water after the accident at the “Fukushima-1” plant.
The World Ocean is a closed reservoir, in which every day from different sources gets an incredible amount by volume of chemical, radioactive and biological substances, petroleum and oil products, sewage, the products of processing of the objects of industry, ballast water, which are the source of spreading the pathogenic strange microorganisms. Only a small quantum of these substances is decomposed or recycled, the rest either settles at the bottom or is swallowed up by fish and mammals, causing diseases and mutations, or covers the water with a dense film, preventing the penetration of sunlight being essential for the life of the Ocean and its inhabitants. In the world there is almost no rivers the water of which is safe to drink, they would disappear long ago, but for wastewater discharged into them. All these toxic wastes from the rivers fall into the Ocean and are in constant motion, spreading to vast areas.

The tons of toxic substances such as acid and industrial wastes, explosives have been dumped in containers to the bottom of the Ocean for decades for the reason that they are dangerous to be stored on the land, and the Ocean was supposed to be able to keep them from spreading. Thus, the USA and other countries have plunged incredible amount of toxic substances to the bottom of the Atlantic Ocean, including nuclear waste, justifying their actions by the fact that the exceptional load is placed in special canisters. But we know many cases when the currents move and deform the containers, releasing hazardous substances, poisoning the Ocean and all its inhabitants with them. As far back as the beginning of the last century in a rather shallow Baltic Sea there were dropped the containers containing 7000 tons of arsenic. They became depressurized long ago, and there is enough poison in them to kill the entire population of the terrestrial globe [2, P. 4].

MATERIALS AND METHODS:

The use of general scientific methods of research allows to determine the impact of the World Ocean water on the ecosystem of the planet. Special legal techniques allow to investigate the practical aspects of the problems under study. The use of special comparative and legal methods makes it possible to carry out external processing of legal material. A formal approach helps to generalize and classify the sources of law.

RESULTS:

It is known that the question of the necessity to resolve the problem of the protection and preservation of the World Ocean on the basis of international agreements was raised as far back as 1926. The experts of the leading maritime nations assembled in Washington to discuss the problem of prevention of marine pollution with oil. However, a constructive decision had not been made. And only many years later, in 1948, the United Nations Organization established the Intergovernmental Maritime Consultative Organization (IMCO), which was renamed in compliance with the Assembly Resolution as of May 22, 1982 into the International Maritime Organization (IMO). The main purpose of the organization is to ensure cooperation between the states, namely, exchange of information, discussion of legal issues concerning navigation, pollution, and, above all, the marine environment from the ships [3].

It should be stressed, however, that it is hardly possible to talk about active actions of the states in relation to protecting the World Ocean in this period of time. During this period, the marine environment becomes a place of disposal of all types of wastes, including radioactive (obsolescent nuclear sites, spent fuel), chemicals substances, oil products. Thus, over a period of time from 1949 to 1982:

England spent 34 burials of SRW in fifteen areas of the North Atlantic, English Channel, Bay of Biscay, the Irish Sea in the area of the Canary Islands. The weight of buried containers makes 74052 tons. Belgium jointly with England made 15 SRW burials, for the most part, of 23100 tons in the North Atlantic and the Bay of Biscay. Holland made fourteen waste disposals weighing 19162 tons in the North
Atlantic. The United States made SRW burial in the Atlantic in the quantitative terms of 560261 containers (weight is unknown). Russia had dumped LRW in the Far Eastern until 1991. The largest quantity was buried off the shore of Kamchatka and the Sea of Japan. [4, P. 481].

The problem of disposal of nuclear matters during this period naturally overlapped all other possible sources of contamination, though they certainly took place. (So, as a result of the collapse of the large Tanker Torrey Canyon in Great Britain in 1967, about 106 thousand tons of oil fell in the waters of the World Ocean) [5].

Thus, immediate adoption of urgent measures to resolve the issue of cooperation among the countries in ensuring protection and preservation of the World Ocean from destruction was inevitable. Since the second half of the twentieth century, in a short time, a number of major international conventions on protection of the World Ocean has been developed and come into force. Among them particularly important are: the International convention concerning the intervention on the high seas in cases of accidents leading to oil pollution of 29 November, 1969, the Convention on the Prevention of Marine Pollution by Dumping of Wastes and Other Matters 1972 (the London Convention on dumping)2. However, it admits the burial of radioactive waste of low and medium activity outside the continental shelf at a depth of not less than 4000 m[6].

In 1972, the fundamental principles of international cooperation in the field of environmental protection were enshrined in the Declaration of the Stockholm Conference of the United Nations Organization, which were later supplemented by the World Charter for Nature, adopted by the General Assembly of the UNO in 19882.

The final stage of intensive work of the states on establishment of the integrated system of codified universal norms regarding the protection of the World Ocean was the adoption of the UN Convention on the Law of the Sea of 19821. “The Development of the Law of the Sea - as stated in the Preamble of the Convention on the Law of the Sea 1982 - serves as the main guarantor in the process of strengthening peace, friendly relations and cooperation among all the states in solving global, generally valid questions” [7].

Nevertheless, the events of the recent years, major accidents at nuclear power plants, oil spills, massive pollution of the Ocean with household rubbish, plastic, uncontrolled discharge of ballast water clearly indicates the following: the awareness of the importance of the problem of protecting and preserving the World Ocean and the urgent need for adopting prompt actions to prevent further contamination has not sufficiently developed so far. The same factors explain to a large extent the long drawn-out process of signing the major international conventions.

One of such examples is the International Convention for the Control and Management of ships’ ballast water and sediment, adopted by the International Maritime Organization (IMO) in 2004 [8]. Despite the urgency of the problem and active actions of a number of countries in this field, the Convention has not entered into force yet. (As of 2016 47 maritime states have acceded to the Convention (Morocco, Ghana and Indonesia were the latter to have signed the Convention in November 2015).

From our point of view, this is due to: firstly, the unstable economic situation in some developing countries, in particular the lack of financial ability to procure and fit out the ships and ports with the latest quality equipment for water treatment and waste utilization. Secondly, the scale of the objectives pursued by the developed countries, while the signing of various agreements represents certain limits, sometimes unfavorable, of possible actions in the Ocean.
In 1992, at the UN Conference on Environment and Development, the plan of action was adopted - Agenda for the twenty-first century. Chapter 17 of this document deals with the protection of the oceans and all seas. This chapter points to the principle of common but differentiated the responsibilities of the countries for the damage caused to the World Ocean [9]. That is, the developed countries must make a greater contribution to the common task of ensuring the protection and preservation of the World Ocean and give every possible assistance to the developing countries. However, later the same demands have begun to be made for all countries, and the support from the developed countries has not been waited so far. At the United Nations Conference on Sustainable Development “Rio+20” in 2012 and no dramatic and constructive decisions regarding cooperation have not been made.

We would also like to emphasize the fact that the scientific research carried out in the World Ocean at present using advanced monitoring systems allow us to conclude that only on the basis of provisions of the Convention adopted earlier it is no longer possible to cope with the process of the rapid water pollution. The rules to be considered previously realizable without serious ecological damage now can be hardly applied. The task facing the states is to form a global plan on the World Ocean pollution control.

SUMMARY:

It becomes obvious that to resolve the ecological problem through only multilateral agreements is not practically feasible. The states, being even the members of a particular Convention, often hush up the accidents or the commission of various violations of the established standards.

Thus, according to the report of the Russian Ministry of Natural Resources, as of the end of 2015 in Russia, the area of soil and water contaminated with oil products exceeded 1 ths ha. According to the Head of the Russian Ministry of Natural Resources Sergei Donskoy, urgent amendments to the federal legislation that strengthen penalties for concealment and distortion of information about the petroleum spill are essential. And only in Russia, according to the data of “Rosprirodnadzor”, the environment gets petroleum up to 10 ths tons per year [10].

The big company Shell in the delta of the Niger is one of the leaders on the oil spill in the world. Here, on the average, leaks happen ten times a week. And the number of accidents is increasing every year: if in 80s Shell had spilled nearly 30 thousand barrels of oil as a result of the pipes being outworn, then for five years in the 2000s - nearly 300 thousand barrels. Notwithstanding the provisions put forward in 2011 by the UN Environment Programme (UNEP), no treatment measures have been taken [11].

One cannot ignore the issue of ballast change in tankers. So, as a temporary measure, pending the entry of the International Convention on Ships Ballast Water and Sediments Control and Management (Ballast Water Management Convention 2004) into force, from 2009 to 2019, until the time all States will have equipped their vessels with the cleaning systems, it is instructed to change ballast water in the open sea at a distance of not less than 200 nautical miles from the nearest land to a depth of at least 200m, which reduces but does not exclude the risk of transferring alien aquatic organisms and pathogens [8].

It is adequate just to mention the problem of polluting the World Ocean with plastic that is pressing today. Thus, according to research in 2014 in the World Oceans there is 5, 25 billion of all kinds of plastic waste, which over time break down into minute particles, settle to the bottom and are perceived by all sea creatures like plankton [12]. The problem, in our opinion, is caused not so much by the gaps in multilateral treaties as by the lack of a clear national legislation that would solve not only the problem of dumping of plastic waste both from the shore and vessels, but also the requirements for the forming of appropriate services to take measures on cleaning up water bodies. After all, there is no need to prove that preserving the water body within its territory, the state take care of the World Ocean on the whole.
Therefore, the joint efforts on creation of a complete all-round system to ensure safe use of the supply of the World Ocean will minimize the damage done on its environment.

**CONCLUSION:**

Summarizing all the above stated, having conducted the analysis based on the data from Russian and foreign sources, one may single out the following possible lines that define an increasing level of cooperation among the states in ensuring the protection and preservation of the World Ocean:

1. The main objective of the international community in improving the condition of the ocean is need for joint ocean management. What joint management on the World Ocean exploration activities by international organizations, governments, regional communities, non-governmental organizations and other persons concerned implies;

2. Effective cooperation among the states is not possible without active participation of international organizations that provide both costly monitoring of the state of the Ocean and the event on vast water areas;

3. Protection and preservation of the World Ocean is the task of universal significance. Contamination of one area will certainly spread over neighboring territories. Thus, for the benefit of all States, particularly of matters relating to waste discharge at the bottom, and disposal of hazardous substances, the diplomatic approach and an alternative to the adoption of the Conventions seem not relevant;

4. Implementation of the organized state actions on prevention, reduction and elimination of the consequences of pollution. At the same time a clear time frame for the elimination of pollution, in order to prevent its spread must be established.

5. To ensure the joint activity on the protection and preservation of the World Ocean, it seems necessary to support the developing countries in relation to providing them with new environmentally-friendly equipment;

6. Implementation, based on the scientific evidence, all-round ecological monitoring and assessment of the World Ocean environment. Ensuring the exchange of data between states on the condition of individual water bodies;

7. Increasing the level of environmental education.

Protection and preservation of the World Ocean is a complex task that requires both regulatory reinforcement and formation of the correct public awareness about its value for the humanity. For the first time, the society has got the opportunity of consolidation and close collaboration in matters of global security of civilization on a democratic basis.

**ACKNOWLEDGEMENTS**

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PRE-TRIAL COOPERATION AGREEMENT (Plea Bargain): Issues and Perspectives

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ABSTRACT
The pre-trial cooperation agreement represents the agreement between the parties on charge and protection according to which the specified parties coordinate conditions of the suspect responsibility or the defendant depending on his actions after initiation of legal proceedings or making a charge. Today practice of the concluding of the pre-trial cooperation agreement promptly gains steam, whereas science, analyzes, generalizes experience in details, and develops a technique of its application. Despite rich foreign experience of implementation of similar procedures at investigation of crimes, this short story of the Russian legislation has been ambiguously apprehended by both scientific and practical workers. Moreover, common stereotypes found in the Russian legislation, in particular, aimed at uncompromising fight against crime, are nutrient medium for reasonings about moral questions arising before the investigator, who, to some extent, is placed on the way of cooperation with the criminal. Today, however, from our point of view, the studied innovations in criminal legal proceedings should be considered as a legal reality with no further refusal. In this regard it would be more expedient to speed up work on improvement of institute of the pre-trial cooperation agreement, than to try to search only for shortcomings and subject of infinite and unpromising criticism.

Keywords: "criminal legal proceedings", "disclosure", "investigation", "the pre-judicial agreement", "investigator", "special order", "cooperation".

INTRODUCTION
Certainly, the quality indicator of crime change can be considered as repeatedly amplified counteraction to crimes’ disclosure, substantially characterised as systemic and long-term. Under given circumstances, society and the state actively look for the most effective and optimum ways of overcoming counteraction to crimes’ disclosure. Introduction of the legal short story of the pre-trial cooperation agreement into the Russian legislation is a convincing example. This procedural institute is urged to stimulate commission of positive post-criminal acts by accused (suspects) because the state undertakes certain obligations towards the accused (suspect) who has concluded the pre-trial cooperation agreement.
Nowadays the practice of application of chapter 40.1 of the Code of Criminal Procedure of the Russian Federation formed in 7 years from the moment of adoption of the Federal law from 6/29/2009 by No. 141-FL demonstrates rather wide use of pre-trial cooperation agreements on criminal cases that is confirmed by data of judicial statistics.

So, in 12 months of 2011, 2,969 criminal cases had come to courts of law of the Russian Federation with prosecutor’s recommendation of a special order of conducting court session and adjudication regarding the defendant with whom the pre-trial cooperation agreement was concluded (2,630 persons were condemned); in 2012 – 2,289 criminal cases (2,099 persons were condemned); in 2013 – 3,261 criminal cases (3,155 persons were condemned); in 2014 – 4,241 criminal cases (3,875 persons were condemned); in 2015 – 4,543 criminal cases (4,134 persons were condemned) [1].

At the same time, an increased number of the reached agreements also stimulates the unresolved questions and problems faced by participants of criminal legal proceedings in practice.

The ambiguous relation of scientific and practical workers to introduction of the pre-judicial cooperation agreement is caused, first of all, by problemacity in a legal regulation of this institute that, certainly, causes difficulties of its application in the course of investigation of crimes. In terms of the critical analysis of norms of this institute, certain scientists-jurists meet practical requirements, and note that the legislator has put in norms of the Criminal Procedure Code of the Russian Federation "extremely vicious … idea of admissibility of compromises in fight against crime … Thus we conclude that the legislator is consistently guided by the relativistic principle: in the Russian criminal trial everything is relative, admissible and acceptable" [2]. At the same time, in their opinion, there are increased risks of false denunciations, tampering of investigating authorities, prosecutors and judges, and prosecuting of only those on whom the defendant informs, and thus real offenders escape criminal liability. As a result it is noted that according to their contents chapters 40 and 40.1 of the Code of Criminal Procedure of the Russian Federation aim to counteract investigation [3].

Today, however, from our point of view, these short stories of criminal legal proceedings should be considered as the reality with no further refusal. Therefore it is more expedient to speed up work on improvement of a legal regulation of institute of the pre-trial cooperation agreement, and also to comprehend ways of providing them with complex criminalistic recommendations which will allow minimizing the negative factors and risks stated above.

DATA AND METHODS

The methodological basis of the research was constituted, first of all, by a fundamental dialectic method of cognition of the social and legal phenomena of the area under study, methods of the analysis, questionnaire survey, and also a comparative and legal method.

So, comprehensive scientific approach significantly dispels the fears stated above regarding introduction of new legal institute to the Russian legislation. First of all, similar fears aren't new. Thus, according to D. Richmond: "Obviously, this law provides certain risk. The prosecutor needs to be able to convince, intimidate, and catch criminals on a lie. Of course, there is always a probability that the defendant will begin to slander the innocent to commute the penalty. Before relying on words of the criminal, everything needs to be double-checked" [4].

The comparative and legal method is one of the fundamental means of studying of legal phenomena. Its application helps to reveal the general, special and single features of legal systems of the present days. For example, authors of this work initially proceeded from a hypothesis: introduction of institute of the pre-trial cooperation agreement to the Russian legislation in its current rudimentary state will hardly bring
something new into the international legislation. The research conducted by us demonstrates a daily need of adopting foreign experience in a regulation of the studied institute. It was the topic, based on rich foreign experience that has predetermined interest in a wide range of foreign researches. Among them works of such scientists, as: Cynthia J. Alkon [5], Albert W. Alschuler [6], Stephanos Bibas [7], Frank H. Easterbrook [8], George Fisher [9], John H. Langbein [10], Maximo Langer [11], Stephen J. Schulhofer [12], Fred C. Zacharias [13], and others.

Having developed a special questionnaire, authors of this article have studied 20 criminal cases considered in the Supreme Court of the Republic of Tatarstan and Vakhitovsky district court of Kazan for the last 2 years (2014-2016) according to which the pre-trial cooperation agreement has been concluded with one or several defendants. Complexity combined with high scientific informational content of criminal cases predetermined the multiple volumes of the cases on the most difficult and resonant crimes committed by organized criminal groups (from 10 volumes, and more). This questionnaire comprised the following key questions: 1) at what stage of preliminary investigation petitions for the conclusion of the pre-trial cooperation agreement were presented; 2) whether the person who has concluded the pre-trial cooperation agreement was involved in judicial proceedings on the main criminal case); 3) in what procedural status it acted in court session of the main case; 4) what was the status of a person in organized criminal group (the organizer, the associate, the performer, etc.); 5) whether the concerning criminal case is viewed as a separate procedure; 6) what is the awareness of a person, who concluded the pre-trial cooperation agreement, in the criminal activity with no his personal contribution.

RESULTS. WHAT DO RESULTS OF OUR RESEARCHES SHOW?

1. In many cases, accused (suspect) with whom the pre-trial cooperation agreement has been concluded, wasn’t incidentally involved in criminal activity. On the contrary, criminal activity was and remains the main way of existence for him. Moreover, as a rule, it is not about common members of criminal organized group, but organizers and the most active performers of a crime. Certainly, it should be made clear that concluding the pre-trial cooperation agreement for such person may, and, most likely is, a means to achieve personal goals and interests, to minimize negative consequences by any ways. At the same time, concessions by criminal prosecution authorities concerning accused (suspect) who concluded the pre-trial cooperation agreement are fairly explained by social value achieved by a full crime picture.

In this regard the following example of court practice is relevant. An X., possessing good organizing abilities, leadership and background experience of armed commission of assaults (who has been sentenced to 16 years of imprisonment for robberies and other serious crimes in 2004), has organized a gang to commit serious and the most serious crimes in 2013. It is to be emphasised that any of other members of gang had no prior convictions. But it was the X, the prosecutor has concluded the pre-trial cooperation agreement with. It appears, that well planning and coordination with other members of group performed by X was justified since, as a result, all members of gang, including X., have received almost equal punishment in the form of imprisonment from 10 to 12 years [14]. At the same time cooperation with X has enabled investigation authorities, and court to establish an objective picture of committed criminal acts.

2. According to paragraph 4 part 1 art. 154 of the Code of Criminal Procedure of the Russian Federation, the investigator has a right to allocate another criminal case concerning accused (suspect) with whom the pre-trial cooperation agreement has been concluded into a separate procedure. In every criminal case under study, the stated rule was followed and criminal cases against people, who have reached the pre-trial cooperation agreement, have been allocated in separate procedure and considered separately by courts in a special order up to the settlement of the main criminal case. Thus, L. G. Tatyanina primarily suggests considering criminal procedures against people, who haven’t concluded the pre-trial cooperation agreement. Thus, the defendant who concluded the pre-trial cooperation agreement will be able to fulfill
obligations for the plea bargain. In her opinion, it prevents the defendant from escape after sentencing according to special procedure [15].

It appears that, such doubts arise quite often because the problem under study is investigated without the outlined tendencies of the modern practice, based, in particular, on features of the relations of public authorities with the person who has concluded the pre-trial cooperation agreement. Specifics of this relationship, in our opinion, consist in the following. Firstly, the state fulfills the obligations honestly and in time, thus, assessing past (for commission of crime), present and future actions (for assistance in disclosure of crimes and establishment of persons, who committed it) of accused (suspect). Secondly, such "trust" is an effective motivator for the person who has concluded the pre-trial cooperation agreement firmly to adhere to the line of conduct chosen by him and based on cooperation with bodies of preliminary investigation at disclosure of a crime. Thirdly, during studying of criminal cases we haven't revealed any case of release from custody of such person accused of commission of serious crime.

3. The investigator's actions in case of strong reasonable doubts in truthfulness of testimonies of cooperating accused (suspect) remain unsettled up until now. In fact, the unfair pleader risks almost nothing, as his any deception will not affect his position since according to a presumption of innocence accused (suspect) doesn't bear criminal liability for refusal of evidence and for giving obviously false testimonies (item 3 of the p. 4 of Art. 47 of the Code of Criminal Procedure of the Russian Federation).

To expose deception? To terminate the agreement? In this regard the recommendations on overcoming deception and other manifestations of unfair behavior of the person cooperating with bodies of preliminary investigation developed by criminalistics can be of essential help in the solution of the considered problem.

4. One of key procedural questions of institute of the pre-trial cooperation agreement is in what status the person who has concluded the pre-trial cooperation agreement on the main criminal case has to be interrogated in court. The analysis of materials of the criminal cases studied by us confirms full uniformity of law-enforcement practice according to which this person in all cases was interrogated in the procedural as a witness.

Certainly, the person who has concluded the pre-trial cooperation agreement and has already been condemned for the imputed acts in a special order, in court session on the main case has to have the status of the witness.

The rule of obligatory participation of the person who has concluded the pre-trial cooperation agreement in court session on the main case that will in full be coordinated with the developed case practice of the European Court of Human laws has to be accurately enshrined in the criminal procedure legislation of the Russian Federation.

In the Resolution of ECHR from 7/24/2008 of case "Vladimir Romanov against the Russian Federation" (complaint No. 41461/02) it is determined that these laws demand the defendant to have an adequate and appropriate opportunity to challenge evidences which the witness gives against him, to ask him questions as soon as indications are received or at later stage of trial … Conviction can't be based, only or to a great extent, on testimonies of the witness whom the defendant couldn't interrogate or who hasn't been interrogated on preliminary investigation or in judicial examination [16].

5. The law doesn't provide the obligatory participation of the victims in court considering case in a special order against the person who has concluded the pre-trial cooperation agreement. In some cases, due to the absence of the victims in the courtroom for the unspecified reasons courts continued judicial proceedings. At the same time, the victims can become carriers of the important guiding information on the case. Thus, injured K., well informed on many circumstances connected with activity of the criminal group 'Kaluga'
has declared in court: "preliminary investigation hasn't established real motive of murders of my spouse … A number of citizens who had no motive to wish death to my husband is accused on the case … The pre-trial agreement with them has been concluded with one purpose – that they have received the shortest terms" [17]. The followed verdict of jurors concerning innocence of two citizens accused of participation in commission of crimes can serve as the evidence of justice of her words.

In this regard we consider it expedient to legitimate obligatory participation of the victim in judicial proceedings of criminal case in a special order concerning the person with whom the pre-trial cooperation agreement was concluded.

CONCLUSIONS.

In short operational term the institute of the pre-trial cooperation agreement has shown the efficiency and the prospect of broad application in the future. The research of criminal cases conducted by us presents positive tendencies achieved by introduction of norms of this institute in judicial and investigative practice.

The compromise embodied in the pre-trial cooperation agreement concluded by criminal prosecution authorities is justified as it achieves socially useful result by establishing all circumstances of a crime. That is especially important in criminal cases of serious and the most serious crimes committed by a group of persons.

We consider the following features of the legal relationship in the conclusion of the pre-trial cooperation agreement: 1) the Russian Federation fulfills the obligations honestly and in reasonable time, forming assessment to actions of accused (suspect) of the past, present and future; 2) the trust from the state in turn acts as an effective motivator for the person who has concluded the pre-trial cooperation agreement consistently to adhere to the line of conduct determined by a framework of the concluded pre-trial agreement.

In case, the person in whose production there is a criminal case has reasonable doubts in truthfulness of testimonies of the defendant who has concluded the pre-judicial cooperation agreement or whether his assistance was limited to conveying data only on his personal participation in criminal activity or he hasn’t met and fulfilled all conditions and obligations provided by the concluded pre-trial cooperation agreement. Then there is sufficient base to cancel the pre-trial cooperation agreement when the state refuses to implement the assumed liabilities provided by this agreement at any stage of criminal legal proceedings.

The pre-trial cooperation agreement implies the criminalistics component which is designed to provide efficiency of action of this procedural institute.

The legitimization needs to find the rule of obligatory participation of the person who has concluded the pre-trial cooperation agreement in court session on the main case.

According to the criminal procedure legislation of the Russian Federation, it is expedient to account for victim’s opinion regarding an order of conducting court session, and also obligation of the participation of the victims in court that considers the case in a special order against the person who has concluded the pre-trial cooperation agreement.

Conclusion. Under current conditions activities for disclosure of crimes need to be reconsidered according to the changes that took place in the criminal procedure legislation. These changes are viewed as a proper response to increase of counteraction to disclosure of crimes from related parties. The state represented by
the competent authorities has decided on legislative stimulation of positive post-criminal acts of accused (suspects) which is carried out because the state undertakes certain obligations to the defendant. Figuratively speaking, the signal is sent to the parties: it is necessary to change rigid opposition to establishment of mutually beneficial cooperation. However, it is unacceptable to go beyond certain borders of this cooperation.

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LEGISLATION ON BUSINESS: THE INTERNATIONAL EXPERIENCE AND THE PROSPECTS OF DEVELOPMENT IN RUSSIA

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ABSTRACT
Within the presented research the private law of the European states relating to the Romano-German legal system — Germany, Poland, France, Estonia is analyzed. The authors draw a conclusion that the commercial trade codes of the considered states represent result of convergence public and private law has begun as their norms carry out legal regulation of the relations having the public and private law nature. As a result of a research the authors come to a conclusion that the dualistic system of private law of the considered European states can be characterized as having a number of shortcomings. The main shortcoming is that allocation in the independent codified regulatory legal act of the norms directed to a regulation of enterprise legal relationship hasn't allowed to avoid fully duplication of provisions of this act with provisions acting in each of the considered states of a source of civil law. On the basis of stated by the authors it is summarized that perception of the foreign experience given in article is represented inexpedient. Therefore, dualism of private law in understanding and the form of expression similar to the countries, approaches to which legal regulation of enterprise legal relationship have been lit within the real research, can't be considered accepted for the Russian law and order.

Keywords: Dualism, private law, convergence, enterprise law, economic law, commercial code, trade code.

INTRODUCTION
Business activity in modern Russian law is regulated by a large number of the regulations relating to branches of public and private law. Norms of public law regulate the relations constructed by the vertical principles and arising between legal entities and authorities. This category of legal relationship arises concerning management of business from public authorities. Norms of private law regulate the legal relationship submitting to the horizontal principles developing between legally equal subjects and arising concerning implementation of the activity directed to generation of profit. The norms having the different legal nature are among themselves in close interaction, having a common goal - complex regulation of legal relationship with participation of legal entities .

In the scientific sphere, however, the discussion about allocation from the civil economic law cannot be considered complete that doesn't exclude the prospect of acceptance at the legislative level of the independent codified act directed to regulation of enterprise legal relationship - the Enterprise (Economic) or Trade code. This factor has defined the purpose of the real research - the analysis of prospect of improvement of the legislation on business in the light of judgment of expediency of transition to dualism in system of the Russian private law .

Object of research is the illumination of tendencies of development of the Russian legislation on business based on studying of the international experience in this sphere. The theoretical basis of a research was
made by works of the following authors: V. S. Belykh [1], O. S. Ioffe [2], V. V. Laptev [3], L. A. Lunts, E. A. Fleyshits [4], V. F. Yakovlev, V. S. Yakushev [5] and others. Each of works of the marked out scientists represents an independent link in formation of a theoretical basis of the legislation on business activity. At the same time, discrepancy (and even somewhat polarity) views of representatives of civil science of a problem of allocation of the norms regulating a business procedure in the independent regulatory legal act, creates prerequisites for need of carrying out the additional scientific research reflecting the current state of economy and the legal framework in which she exists.

**METHODOLOGICAL BASIS OF A RESEARCH.**

When carrying out a research also specific scientific methods have been used generally scientific (logical and historical, system and structural approach, the analysis and synthesis, etc.) (comparative and legal, concrete and sociological, formal and logical, a method of comparative jurisprudence). Use of various methods has allowed to design the main theoretical conclusions and offers on standard regulation of the analyzed legal relationship.

**MAIN PART.**

Formation of provisions of acts is traditionally preceded by the work which is carried out in the scientific sphere, directed to theoretical justification of content of rules of law. In the Russian jurisprudence during a long period there is a discussion about isolation as independent branch of the law of the enterprise (economic) law.

Scientific polemic about the economic law inevitably follows the general legal ideology characteristic of a certain period. During existence of a socialist system, since 20-30th of last century, she followed from the approach proclaiming refusal of a private property that had to lead to refusal of civil law, characteristic of the law of the bourgeois states. With transition after the termination of existence of the USSR to market conditions of managing scientific polemic about the economic law has received a new basis and a form of expression: a) legalization of the activity directed to generation of profit became a prerequisite for change of the name of the proved branch of the law: the branch is law, regulating the legal relationship arising in the sphere of business began to be called not as the economic, but enterprise law; b) as a result of "falling of the Iron Curtain", opening of borders, including information, has led to a possibility of better and detailed acquaintance with the legislation of foreign countries, practice of its application, having created thereby the wide field for discussion of prospect of his loan with the subsequent implementation in the Russian legislation.

Thus, formation of the legal framework for the Russian market economy is carried out against the background of search of the answer to a question: whether the Russian legislator should apprehend the approaches of the foreign states developed throughout centuries and to pass to the dualism of private law assuming accurate differentiation of the norms governing the enterprise and private-law relations arising in different spheres.

As potentially accepted for Russia experience of the European states relating, as well as the Russian Federation, to the Roman-German legal system can be considered. The dualism of private law in the different states located in the designated region can have different manifestation: in the form of parallel operation of civil and commercial or civil and trade codes.

In Estonia [i] legal regulation of the relations with participation of legal entities is carried out by standards of the Commercial code adopted on February 15, 1995 [ii]. The contents of the document are submitted by the norms having the private-law and public nature and, therefore, directed to a regulation of the private-law and public relations. In provisions of the Commercial code of Estonia the maintenance of the
concept "entrepreneur" reveals, the list of commercial associations is provided, the order of their creation and implementation of activity is defined. Regulations on a trade name (the Art. of Art. 7 - 15), associations (full association — part IV, limited partnership — part V, the limited liability company — part VI), joint-stock companies can be provided as an example of the standards of the Code governing the relations in the private sphere (part VII).

The norms making the maintenance of part II of the Commercial code of Estonia, devoted to an order of maintaining the commercial register can serve as an example of the norms directed to a regulation of the legal relations which traditionally have the public nature. The relations arising concerning entering of records into the register should be carried to number public as they are manifestation of function of the state on control of business.

Along with the Commercial code in Estonia the Law on the general part of the civil code from 3/27/2002 (has come into force 3/23/2014) works [i]. Provisions of noted Law are devoted to definition of legal status of natural, legal entities and things; a legal regulation of transactions, representation, terms, including terms of limitation period. Standards of the Commercial code of Estonia and the Law on the general part of the civil code of Estonia enter interaction among themselves regarding the norms devoted to legal regulation of legal entities: general provisions on legal entities are fixed in the provisions of the law; in the Commercial code these norms are specified in relation to commercial legal entities.

In the modern law of France along with the French Civil code of 1804 [ii, Borghetti J-S. p. 181-182; Josselin J-M., Marciano A. p. 193-203; Loussouarn Y. p. 235-270; Valce C. p. 23-35] (further — FGK) the Commercial code of 2000 [iii] adopted by Ordonans of the government of September 18, 2000 No. 2000 — works 912 [iv]. Provisions of FGK regulate legal relationship with participation of citizens: family, hereditary, relations of property and others. Title III FGK contains general provisions on obligations and contracts. Independent titles are devoted to regulation of contracts, including the contracts signed in the course of implementation of business activity: purchase and sale (Title VI), exchange (Title VII), hiring (Title VIII), contract of association (Title IX) and others.

The contents of the Commercial Code of France are made 2000 by nine books among which the following: "About commerce in general", "About commercial associations and associations of economic cooperation", "About some types of sale and about exclusivity conditions", "About freedom of the prices and the competition", "About commercial securities and about providing", "About commercial courts and about the organization of commercial activity". Apparently from the provided formulations, the Commercial code of France 2000, also, as well as the Commercial code of Estonia, is the codified act which contents are made by the norms governing the relations having both the private-law, and public nature. At the same time the leading role is assigned to standards of public character among provisions of the considered document.

The second form of dualism of private law is shown in simultaneous operation of civil and trade codes. Germany, Poland can be given as an example of the states in which law she takes place.

The private law of Germany consists of the German Civil Code accepted in initial edition on August 18, 1896 (Bürgerliches Gezetzbuch [i], further — GGU), and the German Trade Code of May 10, 1897 (Handelsgezetzbuch [ii], further — GTU), come into force since January 1, 1900 [iii, Jürgen G. p. 5-6; Peter R. p. 65]. Provisions of GGU are directed to definition of legal status of natural and legal entities, things and animals; legal regulation of transactions and obligations, terms, hereditary relations, delicts. GTU contains regulations on a trade name, sales agents and brokers. Essentially important it is represented to pay attention that among provisions of GTU of norm directed to regulation of activity of partnership, and also the contracts signed in the course of implementation of business activity — purchase and sale, rail transportation of freights and passengers. Inclusion in GTU of regulations on partnership, in
our opinion, leads to a semantic gap in the norms directed to regulation of activity of the commercial organizations: part of them contains in GGU, a part — in GTU. In this aspect of provision of GTU about partnership see as the norms which are "pulled out" from the general set of the rules fixed in GGU and directed to a regulation of creation and functioning of the organizations which activity is directed to generation of profit. The similar situation develops concerning the enterprise contracts regulated by provisions of GGU. In this regard, concerning standard fixing of the contractual designs included in GTU we believe expedient to agree with R. Kniper pointing that their place, "without any doubt, in the Civil code "[6].

The private law of Poland was formed under the influence of the French legislation that is caused taking place during a short period of domination of France in the territory of the Warsaw principality. The specified factor has caused that before introduction of the Polish trade code of 1934 in the territory of the designated state the retsipirovanny French trade code worked without changes. Now the Trade code of 1934 was replaced the provision adopted in January, 2001. The code about commercial firms [7].

CONCLUSIONS.

1. The analysis of experience of application of dualistic approach in private law of the considered states allows to draw the following conclusions:

2. Allocation in the independent codified regulatory legal act of the norms directed to a regulation of enterprise legal relationship hasn't allowed to avoid fully duplication of provisions of this act, with provisions existing in each of the considered states of a source of civil law.

3. Commercial Trade codes of the considered states represent result of convergence public and private law has begun as their norms carry out legal regulation of the relations having the public and private law nature.

4. Inclusion into the Commercial Trade codes of the states which law is considered within the real research of norms on commercial legal entities leads to a logical dissonance in their legal regulation: a part of norms contains in a source of civil law, a part, in defiance of integrity and the sequence of approaches to a legal regulation of the enterprise relations, – in the Commercial or Trade code.

SUMMARY.

Stated within the real research demonstrates that the dualistic system of private law of the considered European states can be characterized as having a number of shortcomings. The main shortcoming, in our opinion, is her inability to accurate differentiation of a coverage of the civil and commercial (trade) code that in some cases leads to duplication of their norms, stay among themselves in a condition of a logical dissonance. Specified allows to come to a conclusion about lack of expediency of perception of this approach by the Russian legislator and transition from monistic to dualistic system of the Russian private law.

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LEGISLATION ON BUSINESS: THE INTERNATIONAL EXPERIENCE AND THE PROSPECTS OF DEVELOPMENT IN RUSSIA

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ABSTRACT
Within the presented research the private law of the European states relating to the Romano-German legal system — Germany, Poland, France, Estonia is analyzed. The authors draw a conclusion that the commercial trade codes of the considered states represent result of convergence public and private law has begun as their norms carry out legal regulation of the relations having the public and private law nature. As a result of a research the authors come to a conclusion that the dualistic system of private law of the considered European states can be characterized as having a number of shortcomings. The main shortcoming is that allocation in the independent codified regulatory legal act of the norms directed to a regulation of enterprise legal relationship hasn't allowed to avoid fully duplication of provisions of this act with provisions acting in each of the considered states of a source of civil law. On the basis of stated by the authors it is summarized that perception of the foreign experience given in article is represented inexpedient. Therefore, dualism of private law in understanding and the form of expression similar to the countries, approaches to which legal regulation of enterprise legal relationship have been lit within the real research, can't be considered accepted for the Russian law and order.

Keywords: Dualism, private law, convergence, enterprise law, economic law, commercial code, trade code.

INTRODUCTION
Business activity in modern Russian law is regulated by a large number of the regulations relating to branches of public and private law. Norms of public law regulate the relations constructed by the vertical principles and arising between legal entities and authorities. This category of legal relationship arises concerning management of business from public authorities. Norms of private law regulate the legal relationship submitting to the horizontal principles developing between legally equal subjects and arising concerning implementation of the activity directed to generation of profit. The norms having the different legal nature are among themselves in close interaction, having a common goal - complex regulation of legal relationship with participation of legal entities .

In the scientific sphere, however, the discussion about allocation from the civil economic law cannot be considered complete that doesn't exclude the prospect of acceptance at the legislative level of the independent codified act directed to regulation of enterprise legal relationship - the Enterprise (Economic) or Trade code. This factor has defined the purpose of the real research - the analysis of prospect of improvement of the legislation on business in the light of judgment of expediency of transition to dualism in system of the Russian private law .

Object of research is the illumination of tendencies of development of the Russian legislation on business based on studying of the international experience in this sphere. The theoretical basis of a research was
made by works of the following authors: V. S. Belykh [1], O. S. Ioffe [2], V. V. Laptev [3], L. A. Lunts, E. A. Fleyshtits [4], V. F. Yakovlev, V. S. Yakushev [5] and others. Each of works of the marked out scientists represents an independent link in formation of a theoretical basis of the legislation on business activity. At the same time, discrepancy (and even somewhat polarity) views of representatives of civil science of a problem of allocation of the norms regulating a business procedure in the independent regulatory legal act, creates prerequisites for need of carrying out the additional scientific research reflecting the current state of economy and the legal framework in which she exists.

**METHODOLOGICAL BASIS OF A RESEARCH.**

When carrying out a research also specific scientific methods have been used generally scientific (logical and historical, system and structural approach, the analysis and synthesis, etc.) (comparative and legal, concrete and sociological, formal and logical, a method of comparative jurisprudence). Use of various methods has allowed to design the main theoretical conclusions and offers on standard regulation of the analyzed legal relationship.

**MAIN PART.**

Formation of provisions of acts is traditionally preceded by the work which is carried out in the scientific sphere, directed to theoretical justification of content of rules of law. In the Russian jurisprudence during a long period there is a discussion about isolation as independent branch of the law of the enterprise (economic) law.

Scientific polemic about the economic law inevitably follows the general legal ideology characteristic of a certain period. During existence of a socialist system, since 20-30th of last century, she followed from the approach proclaiming refusal of a private property that had to lead to refusal of civil law, characteristic of the law of the bourgeois states. With transition after the termination of existence of the USSR to market conditions of managing scientific polemic about the economic law has received a new basis and a form of expression: a) legalization of the activity directed to generation of profit became a prerequisite for change of the name of the proved branch of the law: the branch is law, regulating the legal relationship arising in the sphere of business began to be called not as the economic, but enterprise law; b) as a result of "falling of the Iron Curtain", opening of borders, including information, has led to a possibility of better and detailed acquaintance with the legislation of foreign countries, practice of its application, having created thereby the wide field for discussion of prospect of his loan with the subsequent implementation in the Russian legislation.

Thus, formation of the legal framework for the Russian market economy is carried out against the background of search of the answer to a question: whether the Russian legislator should apprehend the approaches of the foreign states developed throughout centuries and to pass to the dualism of private law assuming accurate differentiation of the norms governing the enterprise and private-law relations arising in different spheres.

As potentially accepted for Russia experience of the European states relating, as well as the Russian Federation, to the Roman-German legal system can be considered. The dualism of private law in the different states located in the designated region can have different manifestation: in the form of parallel operation of civil and commercial or civil and trade codes.

In Estonia [i] legal regulation of the relations with participation of legal entities is carried out by standards of the Commercial code adopted on February 15, 1995 [ii]. The contents of the document are submitted by the norms having the private-law and public nature and, therefore, directed to a regulation of the private-law and public relations. In provisions of the Commercial code of Estonia the maintenance of the
concept "entrepreneur" reveals, the list of commercial associations is provided, the order of their creation and implementation of activity is defined. Regulations on a trade name (the Art. of Art. 7 - 15), associations (full association — part IV, limited partnership — part V, the limited liability company — part VI), joint-stock companies can be provided as an example of the standards of the Code governing the relations in the private sphere (part VII).

The norms making the maintenance of part II of the Commercial code of Estonia, devoted to an order of maintaining the commercial register can serve as an example of the norms directed to a regulation of the legal relations which traditionally have the public nature. The relations arising concerning entering of records into the register should be carried to number public as they are manifestation of function of the state on control of business.

Along with the Commercial code in Estonia the Law on the general part of the civil code from 3/27/2002 (has come into force 3/23/2014) works [i]. Provisions of noted Law are devoted to definition of legal status of natural, legal entities and things; a legal regulation of transactions, representation, terms, including terms of limitation period. Standards of the Commercial code of Estonia and the Law on the general part of the civil code of Estonia enter interaction among themselves regarding the norms devoted to legal regulation of legal entities: general provisions on legal entities are fixed in the provisions of the law; in the Commercial code these norms are specified in relation to commercial legal entities.

In the modern law of France along with the French Civil code of 1804 [ii, Borghetti J-S. p. 181-182; Josselin J-M., Marciano A. p. 193-203; Loussouarn Y. p. 235-270; Valce C. p. 23-35] (further — FGK) the Commercial code of 2000 [iii] adopted by Ordonans of the government of September 18, 2000 No. 2000 — works 912 [iv]. Provisions of FGK regulate legal relationship with participation of citizens: family, hereditary, relations of property and others. Title III FGK contains general provisions on obligations and contracts. Independent titles are devoted to regulation of contracts, including the contracts signed in the course of implementation of business activity: purchase and sale (Title VI), exchange (Title VII), hiring (Title VIII), contract of association (Title IX) and others.

The contents of the Commercial Code of France are made 2000 by nine books among which the following: "About commerce in general", "About commercial associations and associations of economic cooperation", "About some types of sale and about exclusivity conditions", "About freedom of the prices and the competition", "About commercial securities and about providing", "About commercial courts and about the organization of commercial activity". Apparently from the provided formulations, the Commercial code of France 2000, also, as well as the Commercial code of Estonia, is the codified act which contents are made by the norms governing the relations having both the private-law, and public nature. At the same time the leading role is assigned to standards of public character among provisions of the considered document.

The second form of dualism of private law is shown in simultaneous operation of civil and trade codes. Germany, Poland can be given as an example of the states in which law she takes place.
our opinion, leads to a semantic gap in the norms directed to regulation of activity of the commercial organizations: part of them contains in GGU, a part — in GTU. In this aspect of provision of GTU about partnership see as the norms which are "pulled out" from the general set of the rules fixed in GGU and directed to a regulation of creation and functioning of the organizations which activity is directed to generation of profit. The similar situation develops concerning the enterprise contracts regulated by provisions of GGU. In this regard, concerning standard fixing of the contractual designs included in GTU we believe expedient to agree with R. Kniper pointing that their place, "without any doubt, in the Civil code "[6].

The private law of Poland was formed under the influence of the French legislation that is caused taking place during a short period of domination of France in the territory of the Warsaw principality. The specified factor has caused that before introduction of the Polish trade code of 1934 in the territory of the designated state the retrospective French trade code worked without changes. Now the Trade code of 1934 was replaced the provision adopted in January, 2001. The code about commercial firms [7].

CONCLUSIONS.

1. The analysis of experience of application of dualistic approach in private law of the considered states allows to draw the following conclusions:

2. Allocation in the independent codified regulatory legal act of the norms directed to a regulation of enterprise legal relationship hasn't allowed to avoid fully duplication of provisions of this act, with provisions existing in each of the considered states of a source of civil law.

3. Commercial Trade codes of the considered states represent result of convergence public and private law has begun as their norms carry out legal regulation of the relations having the public and private law nature.

4. Inclusion into the Commercial Trade codes of the states which law is considered within the real research of norms on commercial legal entities leads to a logical dissonance in their legal regulation: a part of norms contains in a source of civil law, a part, in defiance of integrity and the sequence of approaches to a legal regulation of the enterprise relations, – in the Commercial or Trade code.

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Stated within the real research demonstrates that the dualistic system of private law of the considered European states can be characterized as having a number of shortcomings. The main shortcoming, in our opinion, is her inability to accurate differentiation of a coverage of the civil and commercial (trade) code that in some cases leads to duplication of their norms, stay among themselves in a condition of a logical dissonance. Specified allows to come to a conclusion about lack of expediency of perception of this approach by the Russian legislator and transition from monistic to dualistic system of the Russian private law.

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REFERENCES


COMPARATIVE LAW: POSTCLASSICAL EPOCH

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ABSTRACT
Article covers three blocks of the condition analysis for comparative jurisprudence of a post-classical era: 1) historical formation features – genesis of intrinsic characteristics of this development period of legal comparativistics; 2) features of evolution of a methodological basis of the comparative and legal analysis; 3) subject list change of comparativists. The post-classical development period of comparativistics in article is understood as the modern development period of comparativistics. Methods: the research is performed on a dialectic platform, at the same time historical approach is applied and system are structural the analysis of comparative jurisprudence as areas of legal knowledge. Knowledge of genesis of comparativistics has allowed to create idea of intrinsic lines of development transition of comparativistic legal knowledge from "infancy"to"an institutional era". It is important that then the system beginnings of legal knowledge processes happening in different legal systems have been put. The modern methodology of comparativistics undergoes development in a look complication of a complex of receptions and ways of comparative and legal knowledge of the law. At the present stage the principle of methodological pluralism begins to play a large role. The role of public law as subject of the comparativistic analysis since it becomes clear that in many comparative researches his elements aren't considered grows, and it needs to be made for achievement of comprehensiveness of knowledge.

Keywords: institutional era, history of comparativistics, methodology, post-classical era, law, legal system, comparative law.

INTRODUCTION

The law has come to a scientific comparativistics later, than other disciplines, for example, of science about language [1, p. 97]. Though a certain interest of scientists in life foreign political legal has been shown at the time of Antiquity. So, Thucydides compared customs of Persians and Thracians, Aristotle has expanded a zone of comparative search to 158 countries and poles, laws of the island of Crete became the model beginning for Plato and Strabo.

By the present period of time the comparative law has already passed two large stages in the development: infantile and institutional eras.

Infantile era is characterized by manifestation of interest of representatives of the humanity in the foreign law, an exit for a framework of own legal life, wide use of comparative receptions in the analysis of political and legal material of various states. Researches of the specified epoch-making accessory have laid the foundation for formation of comparative jurisprudence as methodological and world outlook system and her introduction in an institutionalization phase. Platon, in particular, in the late dialogue "Laws" convincingly proved a direct connection between a state system of various countries and a
qualitative orientation of their legislative life. At the same time as well as in "State", he absolutized the individual beginning at statehood bases, that is governor per se.

We can meet so wide comparative masks of a comparative order also at C.-L. Montesquieu. His work as "De l'esprit des lois" ("About spirit of laws") became for a humanitarian thought a brilliant sample of the multi-vector empirical models of a political legal order systematized by geographical criterion [2, p. 12].

Collective work of theorists of the American statehood A. Hamilton, J. Madison and J. Jay "Federalist" became one of the most almost directed works of the called epoch-making accessory. They not only have drawn attention of readers to experiences of political and legal life of the states of the past and the present (in the initial version this work came out on pages of a number of the New York newspapers), including the states of Ancient Greece, Rome, Great Britain, France, Switzerland, but also that especially should be emphasized, generated authentic model of the social device which has found the reflection in the Constitution of the USA of 1787 [3] subsequently.

The beginning of an institutional era in the history of the comparative law is the share of XIX a century. Then: 1) comparative and legal researches have gained system character; 2) the comparative jurisprudence has got the printing sources, researches have in the field received approbation at various scientific forums; 3) the legal comparativistics has stopped being business of the loner researchers movable by authentic scientific thoughts, having become the separate direction in law. At the same time significant effect on formation of the doctrine of comparative jurisprudence in the 19th century was had: historical school of the law and German classical philosophy. So, the founder of historical school Friedrich Carle von Savinyi in the work published in 1814 "About recognition of our era in the legislation and law" is law claimed that the law has to be based on studying of history. "History even of a people infancy, – F. K wrote. Savinyi, – remains always the noble teacher, and in such century as ours, at her appears one more and lighter function which she has to execute. Only she keeps live communication with an initial condition of the people; with loss of this communication any people lose the best part of the spiritual life" [4, p. 136]. On the other hand, the representative of the German classical philosophy A. Feuerbach opposed at the same time and nationalism of historical school of the law, and universalism of the natural and legal doctrine. In his opinion, – though development leads to unity of the law, nevertheless it doesn't exclude big differences of the law of the different people. He claimed that only comparison of various legal systems will give the chance to turn law into original science. The general history or universal science which has remained unfinished had to become work of all his life it is law, based on the principle of an evolutionism. As Monteskyyo, and to some extent and historical school is law, he emphasized the individual, peculiar features of the people finding reflection in their legal systems. But he sought to comprehend the law in all his natural and social communications with the environment that pulled together him with Montesquieu and gave his concepts a sociological basis [5].

In the 20th century an institutional era in development of the comparative law has been continued. Then the channelized scientific has got the mature sounding and classical lines.

It is possible to call an era today's in development of the comparative law post-classical. What her main characteristics?

I. CHANGE OF THE LEGAL WORLD MAP

Legal world maps unlike maps became a subject of scientific developments of scientists rather recently. At the same time, as a space variable, so a variable of time remain dominating in determination of their shape. The first rather stable and invariable. Lawyers, in this case drew the posteriori cards, over already known political and geographical objects – continents, the countries and their unions. The second much more changeable and fragile by definition. It is obvious that, for example, the description by means of
palettes of homogeneous legal communities of the world of colonial great power statehood the beginning – the middle of the 20th century will significantly differ from space of "parade of sovereignties" in combination with an all-consuming mossiness mushroom of globalization of a turn of the 20th and 21st centuries. For the first of times to "artist" there will be enough several paints, the second time, in color expression will resemble rather pictures of the French impressionists whose palettes are difficult, multicolor, fancy and where even the shadow gains the color.

Multiple layers and polychromy of a palette of modern legal world maps in many respects are promoted by that fact that "the national law of the states is blocked by other types of legal regulations" [6, p. 20]. But who else except the states can apply for a role of the creator of precepts of law in modern conditions? Besides interstate and supranational educations it is necessary to pay special attention to multinational corporations.

By estimates of experts, today turnover of such giants of the transnational market as Wal Mart, ExxonMobil, Royal Dutch Shell is exceeded by a gross national product of the small European countries (for example, Greece and Denmark). Economic expansion is accompanied also by expansion legal on national spaces of the states. Let's ask a question: whether the Slavic, Soviet, Continental-European lawyer about "a corporate veil" and ways of its"piercing" how the representative corresponding classical legal community has to know potentially? The answer is negative. But whether the applicant for a position in the international legal bureau located in the territory of Russia to receive required vacancy has to be armed with the corresponding knowledge? Answer, certainly, positive.

Influence of the multinational companies in the sphere of private law is the most noticeable. It is about lobbying of creation of non-state mechanisms of regulation of the public relations by them through these or those professional associations and communities. So the Commission of ICC (International Chamber of Commerce) on the commercial law and practice has developed the document devoted to nonnational (a national rules) which can be used in the international commercial contracts.

Distribution of the transnational law can be compared to effects of universal franchizing of goods and services. It is some kind of "legal hamburger" with uniform recipes of preparation and tastes irrespective of the concrete country within which there is his functioning and use.

The transnational law, of course, isn't the only new variable in the legal field of legal systems of the world. His emergence a part of the general tendency on soft law presentation – the phenomenon multiple-valued and multilevel. According to one researchers the soft law covers only "optional rules or documents which interpret or tell people around idea of their creators of legally obligatory norms or represent the promises creating expectations about future behavior of persons" [7, p. 174]. Other researchers stand on wider scientific positions treats any international document other than the international treaty which contains the principles, norms, standards and other provisions concerning the expected behavior [8, p. 319].

In modern conditions also models of interaction between legal systems of the world change: to replace the national closed model sung in works of historical school of the law its transparent analog comes. Loans in the law [9] become a key form of communication between legal formations of national, international and supranational levele.

II. EVOLUTION OF A METHODOLOGICAL PLATFORM OF THE COMPARATIVE LAW

The post-classical era of comparativistics development has set the new tasks of methodological search. In the conditions of modern information society it becomes more difficult to define genesis of this or that legal phenomenon. Requirement of development of methods of "high-speed" knowledge of the public
relations, creations of new mechanisms of "effective fixing" of manifestations of legal dynamics increases.

It is important to understand that the role of a legal comparativistics at the present stage changes. From an auxiliary method of knowledge of legal processes she passes into a phase of development of own methodology. The methodology of interdisciplinarity begins to get into comparativistic legal knowledge more deeply [10]. It is promoted by strengthening of systemacity in comparative and legal knowledge [11]. The comparativistic legal methodology of the 21st century embodies dialectic unity of complex, system, interindustry and cross-disciplinary knowledge.

It is important that the legal map of the modern world, by means of evolution of a methodological arsenal of comparative jurisprudence begins to incorporate and consider the integrated knowledge primary (extra legal) and secondary (mediated правм) the public relations [12].

The comparativist of the future has to know not only a foreign language and have skills of distinction of the legal phenomena in the different states, he has to be able to analyze the nature and genesis of norms taking into account different perception of the law in legal systems. In these conditions the role of methodological pluralism increases in system of methodology of a modern comparativistics.

III. Change of comparativists subject list

The general comparative jurisprudence it what we knew it earlier is in many respects scientific search of representatives of the private-law block of jurisprudence. And though the civil direction in law, certainly, have made glory of the comparative law, many aspects of public law in their comparativistic models aren't considered. So, according to classical comparative models of the country of the Latin American region, as a rule, on legal cards are presented in flowers of the continental law, legal community "droit civil" as his representatives of the European science call. From the point of view of development of private law the submitted data are certainly true. However, evolution of constitutional law took place in the specified regions under influences of traditions of the American legal science. What also you shouldn't forget about

In modern conditions we see a tendency to overcoming the defect given above through active participation of experts in public law in reconstruction of the legal world map. So, professor V. E. Chirkin has made successful attempt of the analysis of the political and legal beginnings of the legal world map. In this case it is about the presentation of three so-called global legal systems – Muslim, liberal and semi-social capitalist and totalitarian and socialist. In turn traditional legal families, according to V. E. Chirkin, declare themselves within and limits of the global legal systems [13] stated above.

CONCLUSIONS

Knowledge of genesis of comparativistics has allowed to create idea of intrinsic lines of development transition of comparativistic legal knowledge from "infancy" by "an institutional era". It is important that then the system beginnings of legal knowledge processes happening in different legal systems have been put. The modern methodology of comparativistics undergoes development in a look complication of a complex of receptions and ways of comparative and legal knowledge of the law. At the present stage the principle of methodological pluralism begins to play a large role. The role of public law as subject of the comparativistic analysis since it becomes clear that in many comparative researches his elements aren't considered grows, and it needs to be made for achievement of comprehensiveness of knowledge .

SUMMARY
So, we have given three key characteristics of the post-classical era in development of the comparative law connected with change at once of three indicator points of the analysis above: objects of a research of comparativists, their subject structure, and also the methodology used by them.

In the future, it is represented: the specified defined points will wait for new transformations. Complication of public life and new calls of the external environment will demand from comparativists of new conclusions, estimates and the conclusions.

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REFERENCES

LEGAL FOUNDATIONS OF STATE STRATEGIC ADMINISTRATION IN THE RUSSIAN FEDERATION

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ABSTRACT
Relevance of a research of this problem is caused by the fact that now improvement of legal regulation of strategic management in Russia is the priority direction of legislation development. Strategic management includes generally programs of strategic planning (development) which represent ideal models of further development in various spheres of social life. In this regard, article is directed to a research of legal bases of the public strategic administration in the Russian Federation. The leading methods to a research of this problem were the general and specific scientific methods, including formal and logical methods. Special methods have allowed to draw conclusions on understanding of strategy as forecasting of various, including crisis situations in various fields of activity in the states and on a global scale. Use of the specified methods has allowed to generalize the main theories of strategic management and to allocate the public strategic administration as the direction of scientific knowledge. In article the concept of strategic management is opened, application of methods of strategic management at a research of the state and legal phenomena is proved, the normative legal acts adopted at the federal level which have strategic character are revealed. Materials of article are of value for law-making and improvement of standards of the domestic legislation. Separate provisions can be apprehended by jurisprudence by consideration and permission of affairs.

Keywords: strategic management, strategic planning, state, strategy, strategic management.

INTRODUCTION
The system of strategic public administration is the most important factor of ensuring competitiveness of economy and national security of the country. Strategic management provides formation of long-term priorities of activity of the state, transparency and coherence of plans of the federal and regional authority, realization of large-scale tasks.

In modern conditions studying of legal bases of strategic management in the Russian Federation is represented urgent. At a present stage of development of the country in public administration to the forefront there is a strategic planning as a basis for creation of ideal model to which it is necessary to aspire when carrying out state policy in this or that sphere of social life. Fixing in normative legal acts of strategic plans allows to speak about need of consideration of questions of formation of the budget, and implementation of priority national projects. In this regard the research of documents of program character and budget planning, and also the procedure of their acceptance is represented urgent.

METHODS
The scientific contents of the concept of legal bases of the public strategic administration in Russia can't be investigated without use of classical approaches within a dialectic method. It is planned to define a concept and theories of strategic management, structure and the practical importance of legal regulation of strategic management by the analysis, synthesis and analogy. By means of structural and system approach it is possible to give the characteristic of evidence-based theories of strategic management at the state level within which the existing normative legal acts will be studied and recommendations about her improvement will be provided. Besides, it is necessary to use legallistic approach which allows to analyze the existing regulations.

The method of a research is focused on studying of the legislation and law-enforcement practice. In work the general and specific scientific, including formal and logical methods (a hypothesis, the analysis, synthesis, deduction, induction) were used. From special methods also other methods of scientific knowledge were applied historical, law-technical, inter-industry, comparative and legal, system.

Feature of the used method is transition from text analysis of strategic programs to practical aspects of their realization (document flow, interaction with federal and municipal bodies, information and human resources, public opinion of public servants and businessmen on questions implementation of programs.)

Use of a comparative and legal method allows to study foreign experience, to compare him to the Russian practice, to define ideal models which can be recognized as positive experience for the Russian legal system. Besides, also other methods of knowledge acquisition about the analyzed phenomenon are used, and all these methods have (in total) allowed to study the declared subject comprehensively and deeply.

RESEARCH

SOURCE REVIEW

Social management has multilevel structure. Her highest level can be called strategic management. The term "strategy" originates from the theory of military science: so, "art of the general" means definition of the general plan of a campaign or battle, forming of consecutive main actions, allocation of the directions of the main blow, distribution of the main forces on the front, development of possible options of the course of battles. "Art of the lieutenant" is in how in the best way to execute the received order and to provide the solution of the tasks set by the top management.

Initially "strategic management" knew economic value and has widely entered practice of the western management in the 60th years of the 20th century. Allocation of a strategic component in management has demanded creation of the theory, separate branch of administrative knowledge which has received the name "strategic management". If to consider schools of sciences of strategic management, then it is necessary to allocate several groups. Followers of the first group (A. Chandler (Chandler, Alfred D., Jr., 1962) [1], K. Andrews (Andrews, K., 1986) [2] generally consider strategy formation. Second group of research schools (G. Simon (Simon, Herbert A., 1976) [3], J. Quinn (Quinn J.B., 1980) [4]) are interested in descriptions of real processes of development of strategy. Third group of schools (P. Khandavalla (Khandwalla, Pradip N., 1985) [5], D. Miller (Miller, D., 1986) [6]) unites approaches, collecting the content of strategy, process of her formation, organizational structure and its environment in the consecutive stages making life cycle of the organization.

The research of strategic management demands consideration of definitions of a concept "management". In a general view, management is the activity directed to achievement of definite purposes. Let's note that the term "management" is wider, than "management", and is applied in different spheres of human activity: for example, government, army, the car, the enterprise, management in technical systems, in computers, etc. B. A. Rayzberg (Rayzberg B. A., 1999) notes that the English word "management"
meaning "management" in translation into Russian is less universal in comparison with Russian and treats only administrative management, the management (administration, direction) Government in English is characterized by the term "government", the control of different technical means sounds as "control", "steering", "driving", "piloting". Therefore the word management (management) should be interpreted in Russian not as management in the broadest sense and as the management, administration, the organization has put" (Rayzberg B. A., 1999) [7].

Strategic management is a continuous process of the choice and realization is more whole also than the strategy of the organization. Efficiency of strategic management depends on three strategic macroinstallations of the organization: on growth, protection and development (Efremov V. S., 2001) [8].

A. R. Khayrullin (Khayrullin A. R., 2006) considers that strategic management has to be understood widely; he can't be reduced neither to management of the economic sphere, nor to management of the organization (Khayrullin A. R., 2006) [9]. L. I. Abalkin (Abalkin L. I., 1998) notes that an essence of required social and economic strategy and a core of reforming – in the gradual, stage-by-stage movement to the Russian model of civil society of post-industrial type. Modern characteristics of quality of the life of people and the environment of his dwelling on the basis of formation of a new technological way of production and multistructure, socially oriented market economy at an active role of the state in her regulation are inherent in her (Abalkin L. I., 1998) [10]. The heritage and potential of administrative knowledge have wide borders, and many theoretical provisions of strategic management find the application in the sphere of strategic government.

Expansion of understanding of strategy as forecasting of various, including crisis situations in various fields of activity in the states and on a global scale allows to allocate the public strategic administration. The strategy of public administration can't be postponed from historical experience of the country, and also historical experience of other countries because various countries and the people have sometimes the differentiated combinations of historical, social, demographic, political, cultural and other conditions. In literature it is noted that the strategy of public administration is directed to definition of the most effective method of application of forces of the state in a crisis situation. The exact evidence-based forecast allowing to estimate the crisis reason, his character which are available and future strategic resources, to choose adequate mechanisms and ways of the public strategic administration as behavior and interaction of people counting upon the future is necessary for her realization.

For understanding of strategic management the theoretical provisions formulated at school of sciences of dependence on resources have fundamental value. J. Pfeffer, J. Sulancik (Pfeffer J., Sulancik G., 1978) specify that the external environment carries not so much real how many symbolical character therefore strategic management has to proceed in a symbolical form and to be aimed at creation of symbols in the external environment (Pfeffer J., Sulancik G., 1978) [11]. In the theory of dependence on resources it is staked on the strategy of adaptation, according to it allocate two main adaptation strategy: change in system or transformation of an external environment. As supporters of this theory consider, in management the principle according to which "the structure follows resources" (The development strategy of municipality, 2003) dominates. [12].

Thus, the strategy of adaptation becomes the main strategy. The specified authors respectively allocate two options of adaptation strategy: or change in system, or transformation of an external environment. For long-term existence management of the external environment is more important, than management of organizational structure. For effective functioning strategic management of system has to consider not only factors of the external environment which seem objective, but also those interpretations of the external environment with which it is necessary to deal.
The theory of "the training school" of H. Mintzberg is of interest in relation to strategic management (Mintzberg H., 1998). In the concept he points to natural strategy which grows from the life, from experience. Many strategy are created artificially out of vital realities and from that are impractical (Mintzberg H., 1998) [13].

Let's note that, in our opinion, strategic planning nevertheless provides a basis of all administrative decisions. In this regard many subjects are focused on development of programs of development. Strategic planning is capable to provide formation of long-term priorities of activity of the state, transparency and coherence of plans federal and regional branches of the power, realization of large-scale tasks, coordination of the decisions made in the course of the public strategic administration with the budgetary restrictions defined both on medium-term and for a long-term outlook (Smirnova O. O., 2010) [14].

RESULTS:

Problems of legal regulation

It should be noted that in the Russian Federation strategic control is generally exercised by means of strategic planning that is represented disputable. The plans developed at the federal level often limit and connect including activity of regions. Really, any developments in the field of strategic planning have to lean on system of forecasts. However the specified forecasting directly assumes development of evidence-based ideas of risks of social and economic development, about threats of national security, about the directions, results and indicators of social and economic development of Russia, her subjects and municipalities.

Until recently standard and legal base of the public strategic administration (including planning) wasn't extensive. In particular the specified question was regulated by the Federal law "About the State Forecasting and Programs of Social and Economic Development of the Russian Federation", the Decree of the Russian President "About Bases of strategic planning in the Russian Federation", etc. In fact, this Decree of the President was the only official methodological document for the organization of work of federal executive authorities and public authorities of territorial subjects of the Russian Federation for realization of strategic national priorities at the federal, regional and branch levels.

Now the Federal law "About Strategic Planning in the Russian Federation" establishes legal bases of strategic planning in the Russian Federation, coordination of the public and municipal strategic administration and the budgetary policy, power of federal public authorities, public authorities of territorial subjects of the Russian Federation, local governments and an order of their interaction with public, scientific and other organizations in the sphere of strategic planning.

The accurate system of strategic normative documents constructed proceeding from a concept of strategic planning is presented in the considered law. The documents of strategic planning developed within a goal-setting belong to the documents of strategic planning developed at the federal level in particular (the annual message of the Russian President to Federal Assembly of the Russian Federation; strategy of social and economic development of the Russian Federation; the strategy of national security of the Russian Federation and other federal documents in the sphere of ensuring national security of the Russian Federation); the documents of strategic planning developed within a goal-setting by the branch and territorial principle; the documents of strategic planning developed within forecasting; the documents of strategic planning developed within planning and programming.

Strategic management as process can be presented in the form of the sequence of several stages (Shekhovtseva L. S., 2000) [15]. One of classical approaches to strategic management provides the
following stages (phases) of this process: 1) definition of a mission of the organization in system of higher level; 2) strategic analysis of external and internal environment of the organization; 3) forecasting of parameters of development; 4) development is more whole; 5) formation and choice of strategy; 6) realization of strategy; 7) control, correcting and regulation.

Let's note that each phase (function) of strategic management comes to an end with a certain result: the strategic analysis of the environment — assessment of the current situation of the organization, her competitiveness; forecasting — the forecast of her future state; the choice of a mission, the purposes and strategy — the planned and adaptive strategy, the strategic plan, the program; realization of strategy, control and a correcting are connected with development of programs, mechanisms of functioning, motivation, financing, organizational and investment design, control, regulation.

Thus, the main results of strategic management can be presented in the form of a logical chain of strategic results: the diagnosis (assessment) — the forecast — strategy — the strategic plan — the program — the project — assessment of results (the last result closes a chain with the first result).

The research of standards of the Federal law "About Strategic Planning in the Russian Federation" shows that in the statutory act there are some defects. So, in particular, we will consider in detail process of realization of strategy of social and economic development. Proceeding from item 3 of Art. 16 of the law, the Russian President defines the main directions and the purposes of social and economic policy of the Russian Federation (for example, in the annual message to Federal Assembly of the Russian Federation). Strategy of social and economic development is developed and corrected taking into account the forecast of social and economic development of the Russian Federation for the long-term period and the budgetary forecast of the Russian Federation for the long-term period. The specified Strategy for six years is developed and approved by the Government of the Russian Federation. The Ministry of Economic Development of the Russian Federation provides coordination and methodical ensuring development and correction of this strategy.

Further industry documents of strategic planning to which branch strategy belong are developed; strategy of certain spheres of social and economic development; other documents of strategic planning. In this case the main thing is that they shouldn't contradict the strategic objectives formulated in basic documents. However, it is worth noticing that the purposes on branches have to promote achievement of the objectives of higher level – the level of the state. Besides the purposes of branches can concern many regions of the country. Thus, the strategy of branch sets the purposes on branch in general in the territory of all state, or his certain territories.

Further the executive body forms the list of programs for realization of long-term strategy for the main directions designated in basic documents and responsibility for development and implementation of programs is defined. They in turn develop programs for the activities. Let's note that at the level of the state program the combination of interindustry and interterritorial approaches can take place. Therefore, the area of influence of the state program can extend both to several branches, and to different territories. According to each program the budget determining the size of the means necessary for implementation of the program which can be specified further has to be created.

At the level of regional approach the strategy of social and economic development of federal districts and certain territories are created. Territorial subjects of the Russian Federation create the strategy of social and economic development and the scheme of territorial planning of regions on the basis of federal basic documents (the forecast and the strategy of social and economic development, the strategy of national security), state programs, branch strategy, strategies of development for federal districts and certain territories, that is on the basis of those documents which have already been lowered from above.
Thus, at the level of subjects the issue of division of federal and regional powers regarding strategic questions is resolved: responsibility for realization, financing, etc. That is regions stand on a side of the solution of questions in the ratio with the interests: on the one hand the strategy of development for the region has to promote achievement of the objectives, designated in basic documents, and on the other hand – to promote achievement of the objectives of state programs and branch strategy within the region.

Summing up told it should be noted the following. In ideal representation initial creation of strategy has to happen on the top level in the most general view, that is by definition of the directions, responsible bodies for realization, the main ways of achievement, questions of approximate financing. Direct specification, it is represented, have to carry out the lower levels of management, branch and regions. Here the accurate purposes, tasks, persons, plans, the budget have to be studied. At the following stage the detailed strategies of development for the region, state programs, development strategies of branches with more detailed budget have to go to the coordinating body which will carry out comparison with the plan of the top level, if necessary will make corrections to the purposes, indicators, initiates adjustment of the budget, will check consistency of strategic plans and programs for all directions with documents of the top level and among themselves. Further the coordinating body lowers the corrected planned documents on the lower levels of hierarchy of management for new planning and establishment of balance of interests taking into account opportunities of the budgetary financing and priorities again development is more whole.

CONCLUSIONS

Thus, the research of legal bases of strategic management in Russia allows to draw the following conclusions:

1. The analysis of the existing definitions of the concept "strategy" shows that she represents the detailed comprehensive comprehensive plan intended to provide implementation of a mission of the organization and achievement of the objectives. Expansion of understanding of strategy as forecasting of various, including crisis situations in various fields of activity (economic, political, world outlook, etc.) in the states and on a global scale allows to allocate the public strategic administration.

2. Consideration of the main theories in the field of a research of strategic management allows to draw a conclusion that experience forms strategy, and strategy is implemented through experience. Therefore the traditional way when strategy is born at top of management hierarchy, and goes down then in local links for execution, it is represented very doubtful as the practical experience of the lower levels depreciates. It is more correct to form strategy from below, and then to lift it upward.

3. Studying of the theory of adaptation shows that accurate dependence is traced: the Wednesday in which the organization functions is more difficult, the role of administration is more important. On the administrator loading on implementation of strategic management, on overcoming dependence on these or those resources, and many other of the above-mentioned lays down. However expansion of administrative responsibility and powers shouldn't be confused to strengthening of administrative control. If the first promotes change and development of system, then the last, on the contrary, only brakes it and promotes not adaptation, but disadaptation.

4. The main results of strategic management can be presented in the form of a logical chain of strategic results: the diagnosis (assessment) — the forecast — strategy — the strategic plan — the program — the project — assessment of results (the last result closes a chain with the first result).
5. The research of strategic management in the Russian Federation leads to a conclusion that strategic control is generally exercised by means of strategic planning that is represented disputable. The plans developed at the federal level often limit and connect including activity of regions.

SUMMARY

The practical importance of the conducted research is that results can be used for law-making for improvement of standards of the Russian legislation. Separate provisions can be apprehended by jurisprudence by consideration and permission of affairs. Scientific offers can find application also by preparation of training programs, grants and when teaching the courses "Theory of the State and law""Problem of the theory of the state and the law" in higher educational institutions.

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PARLIAMENTARY RESPONSIBILITY AS WAY OF ENSURING THE LAWMAKING PROCESS

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ABSTRACT
The question of parliamentary responsibility development as constitutional and legal institute in science system of constitutional law is investigated. The purpose of article is defining types of parliamentary responsibility subjects as key element in establishment of the mechanism of legislative process. The research of practice of legal regulation on structuring chambers of federal parliament and regional parliaments has allowed to formulate types of parliamentary responsibility subjects. The author's typology of parliamentary responsibility is offered, the prospects of internal parliamentary responsibility legal regulation are specified. The reasons of parliamentary responsibility institute development insufficiency are established. So, legal basis development in establishment of measures of parliamentary responsibility is interfered by lack of the accurate characteristic of subjects of parliament (joint and individual structural components of parliament) that generates ambiguity in the argument of parliamentary responsibility at various stages of legislative process. A conclusion about need of development and a legal regulation of specific classification of parliamentary responsibility subjects for streamlining of the mechanism on implementation of legislative procedures in parliaments is formulated.

Keywords: parliament, structure, responsibility, deputy, lawmaking, legislative process.

1. INTRODUCTION

At the present stage of institute development of parliamentarism theoretical researches are supplemented with new spheres of a research. In science theoretical researches about defining the place and a role of parliamentary responsibility as type of political ministerial responsibility before parliament gain development [1]. Traditionally in researches in the sphere of the world-class parliamentary law political and constitutional and legal types of responsibility are considered as the external responsibility applied to parliament [2]. Or, on the contrary, it is indicated a factor of the accountability of executive power as mechanism of implementation of parliamentary responsibility [3].

Parliamentary responsibility is shown as control function of authorities in system of the principles of federalism. One of forms of control is the law of the parliamentarian to ask questions to members of executive power. The parliamentary inquiry to become the effective and effective instrument of parliamentary control around the world [4]. It is specified that it is the most important function of modern parliaments which is still insufficiently settled in systems of the national law [5]. Parliamentary function of control is offered to be considered as a type of external parliamentary responsibility. Such control has to be subjected to close attention from researchers as the place of a question of the parliamentarian, as well as other forms of parliamentary control in system of national legal regulation remains not clear.
"Parliamentary responsibility" in science of constitutional law both on international, and at the national level of researches, not enough attention is paid to the characteristic. The institute of parliamentary responsibility in parliamentary associations is insufficiently investigated. There are no researches about the system organization of parliament as element of value judgment of parliamentary responsibility. All this adversely influences development of legislative procedures of parliaments. Discontent in the sphere of a problem of increase in efficiency of legislative process is caused by wide circulation not only on national, but also at the international level [6]. The research of tools of parliamentary responsibility will allow to provide increase in efficiency of legislative process.

2. DATA AND METHODS.

The analysis of sources has allowed to carry out use of a general scientific method of a research of deduction. Structural components of parliaments and chambers of federal parliament as types of parliamentary responsibility subjects are as a result defined. The method of generalization has allowed to define the general regularities of structuring parliaments. The special and legal method has allowed to investigate practical aspects by defining types of parliamentary responsibility subjects, to estimate legislative practice of subjects of the Russian Federation by defining compound components of parliaments. In particular, use of a comparative and legal method has allowed to carry out external processing of legal material, and formalistic approach has provided generalization and classification of legal sources of subjects of the Russian Federation by a regulation of status keeping of subject structure of parliament. Philosophical methods have allowed to formulate conclusions on the basis of the available doctrinal doctrines. Regulations of chambers of federal parliament and laws of subjects of the Russian Federation on establishment of legal status of legislative (representative) public authority of the subject of the Russian Federation were the most important sources of the law.

3. RESULTS.

The modern science of constitutional law promotes development of standards of the Constitution of the Russian Federation. The legislature receives fresh wordings of the parliamentary power and becomes independent public institute [7], the institute of parliamentary responsibility appears.

Legal responsibility in the theory of constitutional law is supplemented by political responsibility and parliamentary responsibility [8]. Parliamentary responsibility is shown in two types: as a way of control in the federal relations and intrasystem responsibility of public authority. The first type of responsibility contains bases of interaction executive and legislature, the second type of responsibility is characterized by an intra organizational order of parliament.

Parliamentary responsibility as an element of the federal relations in practice of legal regulation receive the legal fixing at the federal and regional level of system of the law in the mechanism of control powers. Such responsibility is enshrined in the law of May 7, 2013 #77-FZ "About parliamentary control". According to the law control functions allocate not parliament completely, and his structural elements. First, functions of control allocate the State Duma (points 1, 3, 4, 13, 14 of Art. 5 of the Law). Secondly, functions of control allocate both chambers of Federal Assembly of Russia at the same time, but control is exercised only by one chamber (points 2, 7, 8, 9, 11, 12, 15, 16, 17, 18 of Art. 5 of the Law). Thirdly, control is entrusted to not established subject: either chamber, or in common parliament – the legislator doesn't specify (points 5, 6, 10 of Art. 5 of the Law). Thus, a subject of external parliamentary responsibility is either the separate chamber of Federal Assembly, or her structural component. The term "legislature" in the law "About Parliamentary Control" isn't applied therefore sees perspective to consider control of parliament as a type of external parliamentary responsibility in relation to the object determined by the legislation.
The special attention is deserved by parliamentary responsibility in legislature (the second type of parliamentary responsibility). Primary activity of parliament is concentrated on legislative function. Adoption of laws is an obligation of parliament. Not performance of a duty is the basis to use of parliamentary responsibility. The problem of practical application of this type of parliamentary responsibility consists in defining subject structure.

Traditionally subjects on internal parliamentary responsibility are officials: deputies of the State Duma, members of the Federation Council, deputies of legislative (representative) public authorities of subjects of the Russian Federation. Practical use of parliamentary responsibility becomes complicated principle of collective leadership at decision-making. Only the parliament has the law to apply sanctions against the parliamentarian or parliamentary structural education.

Lack of a constitutional and legal defining parliamentary responsibility allows to reveal various forms of realization of this type (internal) responsibility. It is offered to allocate two forms of parliamentary responsibility: joint (parliament or parliamentary structural education) and individual (parliamentarian). The first form of responsibility is characterized by sanctions which are directly projected on parliamentarians equally as a part of a structural component of parliament. Responsibility of body is provided with the positive characteristic of responsibility, has the constitutional nature.

For specification of parliamentary responsibility in rules of law it is offered to define types of parliamentary responsibility subjects depending on the structural components founded in parliament. It is offered to allocate individual structural components to which individual parliamentary responsibility can be applied.

Key individual structural component are the Chairman and his deputies (are established by Art. 101 of the Constitution of the Russian Federation). In regional legislature the procedure of structuring a position of the Chairman and his deputies have the non-uniform legal nature, but are formed imperatively. Parliamentary responsibility to this official as a part of parliaments can be imputed in view of non-performance of the functions fixed in rules of law.

The chairman of the commission (committee) is a special structural component of parliament which provides representative and organizational function. Chairmen of committees, their deputies are created in all structural elements of regional parliaments. These structural components of committees are the integral and obligatory element of the internal organization of all parliaments. Parliamentary responsibility to this official as a part of parliaments has to be provided by the legislation in two directions: in relation to parliament and in relation to structure of committee.

The deputy is not only an independent legal element of system (parliament or chamber of Federal Assembly), and at the same time compound component of fraction, committee, commission, the chairman of the committee/commission, etc. To the deputy parliamentary responsibility as to an important element of legislative process in parliament has to be provided. The individual form of parliamentary responsibility of an individual structural component (especially, the deputy or the member of the Federation Council) has to be supplemented with the social factors based on moral standards. Condemnation by the people of deputies gains estimated character now. Recently lighting in media of the parliamentarian who "immorally" behaves is an unusual occurrence. Immoral acts of deputies are blamed by modern society, requirements of the people to behavior of deputies is provided with increase in level of moral criteria. Not only legislative establishments to moral behavior of the deputy, but also a moral and imperative control method of the population to implementation of parliamentary activity by the deputy are noted [9].
To a position of the deputy as participant of legislative activity the level of requirements increases. Along with requirements of ethics and culture the deputy has to show interest in policy, have the corresponding qualification [10]. Any requirements in relation to the deputy are a projection to responsibility. Discrepancy to requirements or default on obligations by the deputy is the basis to use of parliamentary responsibility.

The following type of subjects of internal parliamentary responsibility are joint structural components of parliaments. Parliaments are collegial bodies therefore a certain attention at the international level has to be paid to a problem of their structuring. In world practice the question of the organization of parliament is based on the principle of self-organization. It is fairly noted that organizational bases affect legislative activity of parliament [11]. From that as the parliament is arranged efficiency of the legislative procedure depends. It is offered to determine standard joint structural components of the Russian parliaments (chambers of Federal Assembly and legislative (representative) public authorities of subjects of the Russian Federation) as types of parliamentary responsibility subjects by observance of rules of lawmaking.

Primary joint structural component of parliament are committees and the commissions, the quantitative and qualitative lists of whom is defined independently. The commissions and committees in all world parliaments are structured in his system organization and represent independent socio-political institute of democratic parliaments [12]. In federal parliament of Russia committees and the commissions are established by the Constitution of the Russian Federation as an obligatory element (Art. 101). Legal status of committees and the commissions is detailed in regulations of chambers of federal parliament, but the provision on structuring committees and the commissions proceeding from political pluralism and equality of public associations before the law [13] is imperative.

In regional parliaments the procedure of formation of standing committees and commissions has no legal fixing at the federal level of legal regulation that provides realization of the principle of self-organization of legislature in regional system of the law. The mechanism of a regulation of the procedure of formation and activity of committees and commissions finds the applications in specialized laws on regional legislature (for example, in the law of the Republic of Buryatia of April 19, 1995 for No. 111-I "About the National Hural of the Republic of Buryatia"). Less often the specific law meets (The law RM of March 10, 1995 No. 62-1 "About committees and the commissions of the State Meeting of the Republic of Mordovia"), but the regulations (in the Republic of Dagestan, Kabardino-Balkar Republic, Republic of Tatarstan, etc.) remain a traditional source.

Parliamentary responsibility to this type of a structural component has to be provided with activity (a branch or functional orientation). As the primary legislative activity is concentrated in this structural element of parliament, ensuring effective legislative process will be a compound component of the parliamentary responsibility applied to the committees/commissions of parliaments. So, for example, it is offered to estimate responsibility of committee on legislative activity within productivity of their lawmaking [14].

Important modern structural component of parliament is the fraction - the basis of modern parliamentary structure formed by deputies of parliament, the elite according to the corresponding party lists [15]. The fraction is established as obligatory structural unit in the State Duma according to the Federal law of May 8, 1994 #3-FZ "About the status of the member of the Federation Council and the status of the deputy of the State Duma of Federal Assembly of Russia". In regional parliament the fraction is an obligatory component according to the Federal law of October 6, 1999 #184-FZ "About the general principles of the organization of legislative (representative) and executive bodies of the government of territorial subjects of the Russian Federation". The Federation Council of fraction isn't formed, but one of representatives from legislative (representative) public authority of the territorial subject of the Russian Federation is a
member of fraction. At regulation in practice of parliamentary responsibility of fraction establishment of responsibility to party, before the population and before parliament is supposed.

The leading joint structural component is Council – body for preparation of lawmaking activity and consideration of organizational issues of activity of body of representation. Creation of this structural component has no constitutional and legal fixing. The mechanism of legal regulation of this type of parliamentary responsibility assumes existence of standard providing limits of competence of body. The chairman of the board at the same time is the Chairman of the parliament (chamber). It should be noted specifics of regional legislature where this type of internal parliamentary responsibility can't be applicable in a type of lack of this structural component (for example, in the Altai regional Legislative Assembly Council is absent and his functions are performed by the Chairman and the device).

Facultative structural joint component of parliament are the working groups, subcommittees, expert or advisory councils. The special characteristic in regulation questions in practice of parliamentary responsibility in relation to the listed structural components it should be noted their specifics as parts of committee or subcommittee, and as parts of parliament (chamber). The characteristic of responsibility of the advisory or advisory boards is specific its structure. These persons aren't a part of chamber of federal parliament, but provide legislative process and not his procedures influence. Therefore it is necessary to approach these participants of parliamentary legal relationship taking into account their personal characteristic (the famous scientists, the acting officials and authorities).

The legal basis on a formation mechanism regulation in regional parliaments of the advisory advisory boards in the legislation of the Russian Federation isn't regulated, but finds the reflection in norms of system of the regional law. Powers of committees on formation of advisory councils without specification of the mechanism are established (for example, in the Ulyanovsk City Council, the Yaroslavl region duma, or in the State Council of the Komi Republic); the mechanism of creation by committees of advisory councils with a regulation of the status of advisory council on a voluntary basis with the law of involvement of experts and scientists is installed (in the Altai regional Legislative Assembly); legal status of advisory councils at committees as permanent structural elements decides on specification of powers, functions, the bans and restrictions to members of the expert advisory board, an order of the statement of members (so, number from 15 members is defined (from which not less than five members rotation – in Legislative Assembly of Krasnodar Krai are subject every two years); the special normative legal acts establishing competences, interaction bases, structure, an organizational basis of advisory councils as a part of committees on a constant basis (in the State Meeting - Kurultai of the Republic of Bashkortostan are adopted).

4. CONCLUSIONS.

On external and internal types not only the Russian, but also national legislation of the world parliamentary states on settlement of control in the federal relations and on providing an intra organizational order of parliaments in the sphere of lawmaking will allow to enrich theoretical offers on differentiation of parliamentary responsibility. The offered typology of subjects of an interior of parliamentary responsibility will allow to create effective legal base on establishment of the standard of due behavior in daily work of each structural component of parliament in the sphere of lawmaking. The real theoretical developments about types of parliamentary responsibility subjects will be useful to specification of content of parliamentary responsibility in practice of legislative regulation of parliamentary responsibility for increase in efficiency of legislative procedures in federal parliament and in regional legislative authorities.

6. SUMMARY.
Parliamentary responsibility is a fundamental basis to increase in efficiency in implementation of legislative activity. Responsibility is projected on discipline of parliament and is followed by legal fixing in sanctions. Such situation is confirmed by modern reforming of the Russian legislation on responsibility in parliamentarians. The federal law of May 3, 2016 #140-FZ has made changes to article 4 of the law "About the Status of the Member of the Federation Council and the Status of the Deputy of the State Duma of Federal Assembly of Russia". The law provides that deputies of the State Duma and members of the Federation Council of Federal Assembly for 30 missed meetings will be deprived of powers for systematic non-execution of the duties. Such changes in legal regulation are a consequence of development of researches in the sphere of parliamentary responsibility as element of increase in efficiency of legislative activity.

CONFLICT OF INTEREST

Authors confirm that the submitted data don't contain the conflict of interests.

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THE DEVELOPMENT OF MODERN LEARNING THEORIES: COMPARATIVE ANALYSIS

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ABSTRACT
The article reveals the nature and content of the basic theories of learning that are in demand in national higher school (the theories of problem-based, context, modular, concentrated, project-based learning); determines their place in the task of training, meeting modern requirements. It gives a brief analysis of the major tendencies in the development of learning theories in Western schools and schools of the USA. It has been concluded that, despite some differences in the key ideas, the methods used and teaching techniques, home and foreign learning theories are interrelated to a certain extent. The main vector of the development of modern theories of learning in Russia and abroad is their focus on the development of thinking and motivation for self-development. Worthy of attention is the tendency in the development of learning theories in the USA which is associated with reliance on a multidisciplinary approach, the use of neuroscience data for the development of the learning process.

Keywords: learning theory, problem-based, modular, context, concentrated, project learning; development of learning theories in pedagogy of the West and the United States.

1. INTRODUCTION

The development of modern society is characterized by an increasing dynamism, penetration into new levels of cognizing nature, the change in the framework of society and the emergence of qualitative activities in previously unknown areas. Under these conditions, there is actualized the problem of research of modern trends of development of learning theories that make up the foundation of a flexible system of professional training, allowing to form the high level of culture of thinking, communication and behavior, receptivity to changes in the labor, the ability to act in situations of uncertainty and contradiction, the readiness for realizing creativity to business in future specialists. Therefore, the theory and practice of the learning process today needs to seek a new level to the basic problems of learning theories and ways of solving them.

2. MATERIALS AND METHODS.

To solve the problem, theoretical research methods are used: analysis, comparison, contrasting, synthesis, generalization, extrapolation. The basic didactic works which give the substantiation of learning theories were studied. Since didactics (both home and foreign) has accumulated a solid furniture of scientifically based theories of learning, so for the analysis there were selected the didactic theories to be the most well-known and used only in practice of teaching: problem-based, modular, context, project, concentrated learning.
3. RESULTS.

The theory of problem-based learning. This learning theory was developed extensively in the 70-80s of the last century with the efforts of I. Ya. Lerner, D. V. Vilkov, M. I. Makhmutov, A. M. Matyushkin, M. N. Skatkin. Problem-based learning is defined as “a system of specific techniques and methods facilitating both an independent extraction of knowledge and its independent use in solving new cognitive and practical problems. The problem-based learning combines systematic search activity of students with their assimilating ready conclusions of science, and the system of teaching methods is built according to the principles of goal-setting and problematicity” [1, p.127]. One of the most characteristic features of problem-based learning is the formation of knowledge and lines of action in the course of an independent search of cognitive activity of students themselves. However, this does not mean that all learning is built as an independent search by students. Here we have a focus on an optimal combination of the reproductive and productive cognitive activity through the use of appropriate methods and techniques of training.

At the present stage of development of education the theory of problem-based learning plays the key role in improving the quality of learning meeting the requirements of the 21 century. And this is understandable, because this theory is aimed not only at raising the scientific level of teaching but also influences the development of motivation, improves the emotional appeal of the learning process.

The realization of problem-based learning implies consideration of a number of psychological and didactic conditions. One of the most important conditions is to comply with the requirements of the principle of simplicity, according to which, the academic problems posed before students should be at a level that would be feasible for pupils of a particular class or learning group. In this case the opportunity of independent acquiring knowledge by students and development of new knowledge or action will be provided, which in turn leads to emotional upheaval. If there is a considerable progress in solving the academic problems, as it captures the consciousness of the student, it is perceived as a value significant.

The theory of contextual learning. The author of this learning theory is A. A. Verbitsky who defines the contextual learning as “training, in which with the help of the whole system of didactic forms, methods and tools of the subject and social content of future professional activity of a specialist are modeled, and mastering of abstract knowledge as a sign systems is laid on canvas of this activity” [2, p. 40]. The main point of the theory of contextual learning is to immerse the student into the context of future professional activity, bearing in mind its social constituents. It is a successful attempt to solve this contradiction between the academic nature of learning activities and holistic nature of professional work of the future specialist. The means of resolution of this contradiction are consistent purposeful combination of forms and methods of active learning (problem-based lectures and seminars, didactic and business play, etc.), in the process of which there takes place an entry of the student into the context of future professional activity.

The theory of concentrated learning was developed by G. I. Ibragimov, who treats concentrated learning as a “special technology of the educational process, in which an attention of teachers and students is focused on mastering the subject more completely by combining activities into the blocks, reducing the number of parallel disciplines studied during the school day, week (such learning is called “immersion” into the subject, but, from our point of view, the term “concentrated learning” reflects the core of the phenomenon more exactly)” [3, p.101]. The main idea of this theory is to offer such organizational structure of learning that would allow the student to immerse into mastering the discipline, without scattering his attention to many subjects and processes. The essential features of the concentrated learning are: decrease in the number of concurrently studied subjects (no more than three or four); integrity and continuity of the learning process; integration of the theory and practice within one class; complexity and
variation of teaching forms and methods, including regularities of change in capacity of students and teachers for work, etc.

The author has developed three basic models of implementation of concentrated learning, characterized by the degree of concentration. In accordance with the first model it is offered to study one basic subject during certain period. The second model of concentrated learning involves extension of the school day only, reducing the number of subjects to one or two within it. The basic organizational unit in this model becomes a study unit that includes succession of basic forms of learning organization: lecture - independent work of students, practical - test. The third model implies simultaneous and parallel study of no more than two or three disciplines that make up the module, which is based on the principles of interdisciplinary connections, continuity, their focus on the formation of a certain group of competences.

Generalization of existing experience of the concentrated learning gives reason to highlight some of its advantages: to provide in-depth and lasting mastering of completed holistic blocks of the studied material; to create opportunities for differentiation, individualization and professionalization of learning; prolonged set for the study of the discipline is formed in students, which, in turn, actualizes the motivational basis of learning.

The theory of modular learning. The main point of modular education is that the student has the opportunity for independent mastering of training program, presented in the form of modules. Each module usually includes the invariant elements such as: a task program of action, a block of information and study guide on organization of learning activity aimed at achieving the objectives of the module. Learning is controlled by testing via using the rating system of control.

In our country, modular learning became widespread in the late 80-ies of the last century, thanks to the efforts of P. A. Yutsyvichene [4, p. 68], M. A. Choshanov [5, p.160] and others. An important advantage of the theory of modular learning is its providing opportunities to give flexibility to the content and process of learning. Modular learning on that ground creates favorable conditions for the formation of individual educational programs and educational routes. In addition, modular learning is integrative in nature, it allows to combine in its structure the elements of problem-based, individual and differentiated, programmed and active learning.

The theories of learning in Western pedagogy. V. Y. Pilipovsky distinguishes at the level of methodology the leading paradigms in the western learning theories: traditionalist ideology in learning theory; rationalist model of the school and learning process; phenomenological tendency [6, p.107]. The author shows the main goals of learning strategies within these paradigms and arrives at the conclusion that the strategy of learning within the traditionalist-conservative paradigm is put in the forefront in the West, which “represents the backbone orientation in the field of education in the West ..., is the protection of the functions of education, school as a stabilizing social institution that preserves and protects the cultural heritage of the past and - and what is equally important - passes it to successive generations” [6, p.108].

From our point of view, here are a few more important points in this article. American pedagogical psychologist R. Ebel issued a direct challenge to neopedagogy-centered ideas in his paper “What are schools for?” [7, p. 3-7]. He writes, in particular, the following. “Schools are not the place for social experimenting, where the society could delegate the responsibility to find the necessary ways and solutions aimed at eliminating various defects of social life. The schools should not also be considered as adoption agencies to deal with emotional problems of youth, juvenile crime prevention, diversion of youth from “influence of the street” or from too early entry into the world of work. Schools should not be “adaptation” centers, undertaking the mission of direct adjustment to life, development of positive self-awareness, etc
Another American pedagogue N. Postman wrote that “the school should not adapt to the chaotic tendencies in society. On the contrary, it should be a place where triumphs order and discipline aimed at implementing very strictly selected and clearly defined academic tasks” [6, p.110].

It is clear from these considerations that researchers are giving the alarm in the connection that school performing multiple functions (social, ideological, adaptation, etc.) evades the completing of its main mission – solving its academic problems, forming the system of scientific knowledge of the reality.

Modern learning theories in the USA. Their analysis is given in I. A. Tagunova’s paper, who notes that the theoretical foundation of the learning process in the United States consists of the following theories: 1) constructivism; 2) social theory; 3) transformation; 4) humanistic - cognitive theory [8, p. 115].

The theory of constructivism. Its backbone is that the knowledge, abilities, skills are not transferred as the finished product, but they represent a combination of successive and interrelated actions of teachers and students, aimed at their conscious and firm mastering, forming the ability to apply them in practice. The central concepts of the theory of constructivism are self-improvement, self-actualization, self-realization, personal experience in self-construction of new knowledge, individual trajectory of development.

Social Theory. Learning, according to this theory, is the result of: a) supervision of different models of behavior; b) mental repetition of these models; c) subsequent simulation. Social theories of construction of knowledge are based on the following didactic positions: the concept is a combination of different meanings attributed to it; understanding the concept is never final and complete - any concept can be reconsidered; ability to develop different contexts of construction of meanings creates a comfortable environment for inclusion of an individual into the real life; the models of learning should be pragmatically oriented [9].

The theory of socio-constructivist learning focuses on the formation of critical approach in students' to public attitude, the construction of social identity, etc. It is essential: to form the students' understanding that knowledge builds society [10]; to strategically develop the learning process as a goal (motivational learning) [10, p. 149-183]; to maintain a motivational learning technologically (for this purpose, in particular, M. Skardamalia and K. Berayter have created a special computer program via which students form their own knowledge); to promote the development of learning communities (for this purpose multimedia educational environment has been created) [11, p. 393-451]; to apply the form of learning such as the projects based on case technologies [12]; to introduce the methods problem-based, cognitive learning, to focus learning on authentic, real-world problems [12, p. 32-41]; to develop students' cognitive flexibility (R. Spiro stresses the need for a flexible use of existing knowledge and the importance of teacher’s appeal to the complexity of the so-called ill-structured domains such as social or economic sciences) [13, p24-33]; to give a good mathematical education [14, p. 2-33]; to rely on intuition in teaching students, to constantly form their metacognitive skills.

One of the most developed theories today is the theory of perspective - transformative learning. J. Mezirov, the author of this theory, says that transformative changes do not take place in people as long as “new raw materials will not fit comfortably into our existing reference systems” [15]. According to him the starting point in transformative learning is life experience of students [16]. He believes that in transformative learning, an important point is the atmosphere of lessons for which characteristic are: familiarization of all students with exhaustive information about the learning process; being free from doing under compulsion and having possibility to choose any role; willingness to accept different views; responsiveness and attentiveness.
Humanistic - cognitive theory. The backbone of this theory is thought processes, research in neurophysiology and neuropsychology. Psychologists George W. Miller and Neisser lay special emphasis not on behavior but on consciousness which is closely interrelated with mental processes. Humanistic - cognitive theory is multi-disciplinary that brings together anthropologists, physiologists, philosophers, linguists, psychologists, teachers, and the representatives of neuroscience of learning. Neuroscience is the science that deals with the nervous system which combines neuroanatomy, neurology, molecular biology, etc.; explains the processes connected with thinking, emotions, consciousness at different levels of organization.

The theory of multiple intelligences was developed by H. Gardner. Its main point is that individuals differ in their natural abilities, numbering eight different types of intelligence differentiated by H. Gardner: interpersonal (ensuring effective interaction with others), intrapersonal (oriented to self-knowledge), logical-mathematical, musical, linguistic, bodily-kinesthetic, spatial and naturalistic [17]. Each of these types of intelligence is important for the individual, and different people may have a dominating intelligence developed (or combined). According to H. Gardner, in schools (regardless of the level and orientation) the focus on the formation of a limited number of types of intelligence is dominated - linguistic and logical-mathematical.

4. SUMMARY.

The analysis of learning theories in Russia and the Western countries and the USA shows that, in spite of some differences in the key ideas, the used methods and means of learning, they are all related in one way or another. The main vector of the development of modern theories of learning in Russia and abroad – their focus on the development of thinking and motivation for self-development.

We draw attention to the fact that in home didactics of learning theory we have powerful substantiation in terms of the development of psychological, didactic and methodological foundations. As of the learning theories in the West and the USA, the focus on a multidisciplinary approach involving reliance on the data of neuroscience that combines scientific knowledge of neuroanatomy, neurology, molecular biology and others is distinct.

5. CONCLUSION.

These materials in the article can be useful for young scholars in the field of modern didactics, psychology of learning, because for the first time it shows in a concentrated form the characteristics of the main theories of learning developed in Russia, the West and the USA. In addition, the materials are of interest for the teachers of didactic courses, educational psychology, history of pedagogy, as they will enrich the respective disciplines. They will be useful for the students enrolled in the training programs of future teachers.

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VERBS DESCRIBING IRRESPONSIBLE BEHAVIOR IN THE RUSSIAN, ENGLISH AND TATAR LANGUAGES

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ABSTRACT
The article under consideration studies verbs of the Russian, English and Tatar languages which are used to describe irresponsible behavior of people. The results of the research show some peculiarities of semantics and functioning of these verbs. For instance, it is stated that the composition of lexico-semantic group of verbs of behavior in three languages is not homogeneous since there is the nucleus as well as the periphery. The number and nature of semes differ in the Russian, English and Tatar languages. Some verbs in different contexts are able to actualize their potential semes and come close to other lexico-semantic groups of verbs. On the whole verbs of irresponsible behavior in the three languages contain common semes as well as the semes which are unique for the particular language and reflect the mentality of the native speakers.

Keywords: behavior; irresponsible behavior; verb of behavior; lexico-semantic group; semantics, seme.

INTRODUCTION
Behavior is understood as the system of observed and subjected to evaluation actions and conducts of a person in the material, intellectual and social aspects of life due to his/her needs as well as his/her cultural and individual characteristics [Aminova, 2016]. Nominative potential of verbs of behavior lets one laconically and at the same time concisely convey the multifaceted situation of behavior as a whole. In the semantics of these verbs there is necessarily the evaluative component which usually has negative connotation [L. Vasilyev, 1981]. The presence of evaluative component in the meaning of the verbs characterizing behavior was expressed by such scientists as L. Vasilyev (1981), O. Zhdanova (1985), O. Isachenko (2000), A. Plotnikova (2009) and others. The evaluation of actions observed is done by a person by comparing them with existing in the cultural community concepts about the norm and standard. And not just an observer, but also the subject of the behavior himself/herself can evaluate their own actions:

Rus. Mne prishlos’ za desjat’ dnej podgotovit’ sja k jekzamenam, tak kak letom ja lentjajnichala [RNC] / ‘I had to prepare for the exams during ten days, because I goofed off in the summer;’

Eng. I just loafed around, eating and watching television [Macmillan].

Tat. Plaschny almaganyma ükenäm, läkin unynchy katka menärgä dä irenäm [TNC] / ‘I regret that I did not take the riancoat, but I am too lazy to get up to the tenth floor.’
The aim of this article is to elicit some peculiarities of semantics and functioning of verbs describing irresponsible behavior in the Russian, English and Tatar languages.

The object of this study is the lexico-semantic group of verbs characterizing irresponsible behavior of a person.

Verbs of irresponsible behavior indicate the relation of man to work. Hard work is referred to the dignity of the individual; conscientious attitude to work is considered to be model behavior, while dodging – denounced behavior. Practically at all levels of language there are means of expressing the negative attitude to manifestations of indolence, parasitism, laziness, among which not the last role belongs to verbs of behavior.

For the first time verbs of irresponsible behavior were identified on the material of the Russian verbs by T. Matveeva, E. Kuznetsova and others [LSGRV 1988: 77]. Verbs describing irresponsible behavior of the Tatar and English languages have not been subjected to special scientific research. In our study we try to fill this gap by identifying the analyzed verbs in three structurally different languages and describing their semantic and functional peculiarities. The material for research was collected from the most representative Russian, English and Tatar dictionaries. The functioning of verbs was studied on the material of national corpuses (RNC, BNC, TNC).

The analysis of verbs describing irresponsible behavior in the comparative aspect in terms of the anthropocentric and system approaches will uncover national specifics of the studied linguistic phenomenon.

METHODS

For the analysis of semantics and functioning of verbs of behavior in structurally different three languages the following methods were used:

1) the method of analysis of dictionary definitions and the method of component analysis for compiling classifications in unrelated languages;

2) contextual analysis to identify different meanings and shades of meaning in verbs;

3) descriptive method for explaining and organizing research material;

4) comparative method in identifying the differences and similarities of structural and semantic features of the verbs under consideration in three languages.

DISCUSSION

The group of verbs characterizing irresponsible behavior in the Russian language is represented by 73, in Tatar – 23, in English – 64 lexical units. In all three languages the group splits into three subgroups: I. Verbs indicating laziness, idleness; II. Verbs, indicating sluggishness, a waste of time in the affairs; III. Verbs indicating evasion cases. The composition of the subgroups and the number of verbs within them differ.

The first subgroup contains 5 synonymous series in the Russian language, 2 synonymous series and 1 verb in the Tatar language, 3 synonymous series and 1 verb in the English language. So, in the Tatar language characteristics of irresponsible behavior expressed by the seme 'to stay in luxury, idleness, indulge in pleasure', 'to lead the life of a sponger', 'to spend time hanging out and interfering with smb.' are not
presented lexically. However unlike the Russian and English languages in the Tatar there is one verb with the seme ‘to pretend to be busy’: selkenü. In English, the the varieties of behaviorexpressed by the seme ‘to be lax, slack, to do nothing’, ‘to spend time hanging out and interfering with smb’ are not nominated lexically. However, unlike the Russian and Tatar languages in English the kind of behaviorexpressed by the seme ‘to waste time instead of working’ is differentiated, e.g.: goof off, muck about / around, dilly-dally.

The composition of the second and third subgroups in three languages is similar: two synonymous series in the second subgroup and one synonymous series in the thirds subgroup in each language. The difference lies in the quantitative composition of synonymous series. So the verbs of the Russian language are able to describe in more details the behavior expressing idleness. The parallelism between the languages is found in the category of behavior that expresses sluggishness, a waste of time and evasion cases.

RESULTS

The verbs under consideration in the Russian language were recorded in the training reference dictionary edited by T. Matveeva as verbs of irresponsible behavior [LSGRV 1988: 77]. The base verb bezdel’nichat’ ‘to sit back’ means ‘to spend time in idleness, doing nothing’. According to the materials of ideographic dictionaries and dictionaries of synonyms we found 73 verbs belonging to this group. The fact of the large number of verbs of behavior in this group in the Russian language is due to a well-developed system of names of persons (e.g., lentyaj – lentyajnichat’, bezdel’nik – bezdel’ nichat’, parazit – parasitstvovat’, etc.). One can observe the rich emotional and stylistic markedness of the analysed lexical units in the Russian language. Clearly seen are varying degrees of manifestation of inert, irresponsible behavior from the idle pastime to the existence at someone else’s expense.

The Russian verbs baklushnichat’, bezdel’nichat’, bolt&t’sja, kisnut’, lenitsja, lentjajnichat’, lobotrjasnichat’, lodyrnichat’, okolachivat’sja, oshivat’sja, sachkovat’, filonit’ have the widest field of usage and are characterized by common seme ‘to have nothing to deal with.’

The verb kisnut’ ‘to be lazy and bored’ has the additional seme ‘to be bored and whining’:

Domashneehozjajstvovedetjekonomka, territorijuokrugdomaobsluzhivaetsadovnik – odnim slovom, delat’ Nine reshitel’nonechego, ionastalakisnut’ otskuki, periodicheskiustraivajamuzhuskandalys ‘The household is done by the housekeeper, the area around the home by a gardener – in a word, there is absolutely nothing to Nina to do, and she was bored and inert periodically arranging her husband scandals’ [RNC].

In the meaning of the verb sachkovat’ ‘to skive’ the seme ‘shy away from duties’ is accented, thus emphasizes the controlled nature of this type of behavior. From the context it is clear that the subject of behavior in this case does not try to hide his intentions:

Korochegovorja, 1 maja my usilennosachkovali v rybnomzootdelesupermarketa s cel’juotlovit’ parochkuzolotyhrybok [RNC] / ‘To cut it short, on May 1, we strongly skived in the zoo department of the supermarket with the aim to catch a couple of goldfish.’

In verbs bolt&t’sja, okolachivat’sja, oshivat’sja ‘hang out’ the seme of multidirectional movement is emphasized:

Javsjoboltalsja s vami, zamuchilsjabezdel[RNC] / ‘I am hanging out with you and got tortured without any work.’
These verbs tend to the periphery of the described group and come close to verbs of motion.


The vast number of examples with the verb zhuirovat’ ‘to lead the life of idleness and ease according to materials of Russian National Corpus are found in the sources of the 19th century (the bulk of the citations belongs to M.Y.Saltykov-Shchedrin). In most cases the verb is combined with a noun zhizn’ – zhuirovat’ zhiznyu:

Ne znaju, zhivali li vy v provincii, no ja, kotoryjblagodenstval v Vjatkeiprocvetal v Permi, zhuirovalzhit’nju v Rjazaninaslazhdalsjadushevnymspokoystviem v Tveri(M.Y. Saltykov-Shchedrin)[RNC] / ‘I do not know whether you have been in the province, but I, who thrived in Vyatka and flourished in Perm, led the life of idleness and ease in Ryazan and enjoyed peace of mind in Tver.’

Note that verbs balbesnichat’, lobotryasnichat’, baldet’, flanerstvovat’, shalopaynichat’, shaloputnichat’ etc. realize the same semes ‘to lead a frivolous way of life’. In the role of the subject in most cases appears a healthy young person who spends time in fun and entertainment rather than working:

Mitjabylmrachnyjkrupnyjparen’, ne uchilsjai ne rabotal, shalopajnichali, poslovammateri, pisalneplohies [RNC] / ‘Mitya was a gloomy big guy, did not study and did not work, but according to his mother, he wrote good poetry’

The highest degree of irresponsible behavior is expressed in Russian colloquial verbs darmoednichat’, zahrebetnichat’, parasitirovat’, parazitstvovat’, parazitnichat’, tuneyadstvovat’ realizing these semes ‘lead the life of a sponger, live at the expense of others’:

My rabotaem, aonadarmoednichaet [RNC] / ‘We are working, and she lives like a sponger.’

These verbs are close to the lifestyle verbs and therefore, are on the periphery of the analysed group.

In the English language the behavior of a person who does not want to work is represented by 64 lexical units. The great number of verbs of irresponsible behavior in the English language include the same of time, e.g.:loaf, inf. ‘to spend time doing nothing, usually when you should be working’ [Macmillan]; muck about / around, inf. ‘to waste time, especially when you should be doing something useful or paying attention’ [Macmillan]. In our opinion, this is due to the mentality of native speakers; within the meaning of verbs emphasizes scrupulous attitude towards time and its rational use in the society where time has real value and maintain order in the organization of people’s lives.

Basic synonymous verbs idle, loaf, lounge, loll, lazedo not always carry a tinge of disapproval, and can express a pleasant, relaxed pastime, which has a certain justification. Verbs loll, lounge have an extrasemeto sit in a comfortable position’ and therefore have a localized nature:

He lolled in his chair, head back, eyes staring [BNC].

Semes ‘to be lazy’, ‘not to work’ are expressed in verbs vegetate, bum around / about, inf :

He spends all his free time at home vegetating in front of the TV [Colllins].
Verbs mangle, slack, shirk, goof off realize the differential seme to ‘to avoid work’, and mangle has one more seme ‘to pretend to be ill’. In some contexts, this seme of the verb can be actualized that brings it closer to verbs of insincere behavior:

Are you sick, Danielle, or are you malingering? [BNC].

The verb sit in combination with different components of adverbial nature develops the meaning of passive behavior: sit about / around ‘to spend time doing nothing’; sit back ‘to relax and stop making the effort to do something’; sit by ‘to take no action when something bad is happening’, e.g.:

Are we just going to sit by and let this happen? [Macmillan].

Verbs potter (AmE putter), dally, loiter, dawdle have a differential seme ‘to delay in the implementation of something’ and belong to the periphery of the group:

She dawdles and procrastinates and puts off homework, and I always swoop in and save the day [BNC].

In combination with the adverbial postpositions and components these verbs take the meaning ‘to hang around, hang out doing nothing’:

He spent the whole day pottering around on the sunbaked roof [BNC].

Verbs mess about / around, inf., muck about / around, inf. also contain a differential seme ‘to hang out’, as well as implementing additional seme ‘to engage in useless, frivolous matters’ and are close to verbs of frivolous behavior:

We just mucked around at home all weekend [Macmillan].

In the Tatar language were found 23 verbs describing human irresponsible behavior in his attitude to work. This arsenal is inadequate for describing the irresponsible human behavior, that is why native speakers resort to a number of verbs of heterogeneous structure, among which there are idioms and verb phrases (e.g., trajtibü, yalkaulyn kabirelû etc.).

The base verb of this group is yalkaulanu ‘1. be lazy, slothful, grow lazy, idle; 2. lazily, reluctantly, unwillingly, without the desire (to do anything)’. The contexts highlight the negative consequences of such behavior:

Kechkenädänyalkaulandy. Eshsöymägän kesheberkayda dasyjmyjshul [TNC] / ‘He had been lazy since childhood. Quitters are not wanted.’

Note that in some texts laziness can be seen as the engine of progress:

Keshe, zhäyäüyörgäyalkaulanyp, at, döyä, ishökkebekmähluhavannarniyälässhtergän. Keshekulköchebelänyözärgätelämichä, kaek-zhilkánuylapchygargan [TNC] / ‘As a result of the reluctance of people to walk they tamed wild animals such as a horse, a camel, a donkey. Reluctantly floating with their hands, the man invented the sailing boat.’

Verb irenû is often used in phrases with infinitive, indicating specific activities:

Zhäyyäükilergäirenêmim, zhäyyäükaytyrgairenäm [TNC] / ‘I do not get lazy going on foot, I get lazy going back.’
Verb iренчäkläңä according to Tatar National Corpus is rarely used in the Tatar language, in contexts it realizes the same ‘to reluctantly carry out activities:’

"<...> yözémeirkälängänkoysnurlarynatüzärlégmekmagach, iренчäklänepekänätörasyittem [TNC] / '<...> unable to resist caressing rays of the sun, with the reluctance I got out of bed.’

Verb üşhänlänün with the sense ‘to be lazy’ contains the same ‘to be stubborn’ which is clear from the following example:

Ivan Vasylyevichynvafatynnan son boyarlarbiküshänään, boeryklarnyütärgähichtäashkynptomnyjlär [TNC] / ‘After the death of Ivan Vasilyevich the boyars got lazy and do not hurry to carry out orders.’

Synonymous verbs shalopaylanu, shalapaylanu, shalagaylanu ‘1. to behave playfully, lightly; 2. to be lazy, good-for-nothing’ found in some dictionaries, according to Tatar National Corpus are rarely used in the Tatar language; more often there are examples of predicative constructions with the structure “adjective + bulu”, where the adjective is the appropriate derivation motivator of these verbs:

Мин сине шалопаюбulsyn dip, tudyrmadm [TNC] / (I have never thought you are going to be good-for-nothing) . The same applies to verbs zhobalgylanu ‘do something reluctantly, slowly’, zhilkuarlanu, zhilbäzäkläńä ‘to demonstrate frivolity, levity’. The latter verbs in different contexts either the sense ‘to show fickleness’ or ‘to dawdle’ can be actualized.

CONCLUSION

Thus, laziness and irresponsibility, being common in any culture, are reflected in the verbal lexicon of three structurally different languages. The study of semantics and functioning of verbs in the Russian, English and Tatar languages let us identify the following features:

1) The composition of the group of verbs characterizing irresponsible behavior in the three languages is heterogeneous, they contain the nucleus and the periphery.

2) The quantitative composition of the studied verbs varies. In the Russian language were revealed 8 semes, in English — 7, in Tatar — 6. Some verbs in different contexts are also able to update their additional semes and approach the verbs of other lexico-semantic groups. In general, verbs of behavior in three languages have common semes and the semes which are unique to the language.

3) The Russian language is characterized by the presence of a wide range of verbs describing the sloth, passivity and unwillingness to work. Unique semes in the Russian language are semes of intensity and emotion, as well as the same ‘to lead the life of a sponger.’

4) Verbs of the English language definitions contain the sense of time in their definitions, the presence of which can be associated with the mentality of native speakers. In addition, verbs of behavior in English have localized meaning that is created using the adverbial components around, about in phrasal verbs.

5) Lack of verbal units indicating varying degrees of irresponsible behavior in the Tatar language is compensated for by means of different levels, such as the free phrases and idiomatic phrases.

Such studies of verbal language can be useful for cross-cultural and cross-language communication [Gilazetdinova, 2014] in terms of the relationship of different cultures to the laziness and diligence as well as the rational use of time.
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J. AL-AFGHANI’S “RUSSIAN ROUTE” IN THE PERIODICAL PRESS
(LATE 80-IES OF THE XIX CENTURY)

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ABSTRACT
The relevance of the investigated problem is caused by the revival processes seized the modern Muslim world, active politicization of Islam and the wide spread of radical movements. The article is aimed at studying the activities of a prominent religious reformer and public figure Jamal Ad-Dina Al-Afghani in Russia. The leading approach to the study of this problem is the civilization approach, which enabled us to consider contemporary changes in the life of Russian Muslims in the context of the global Islamic community general trends. On the basis of the periodical press materials, the authors came to the conclusion about the activity of Al-Afghani in Russia, associated with the spread of ideas of religious reformation, Muslims unity and anti-British negotiations. Materials of this article may be useful for the further development of scientific problems in the history of Islam and Muslim peoples, as well as the history of culture and social thought of Russian peoples.

Keywords: J. Al-Afghani; Russian Empire; the end of the XIX century; Pan-Islamism; anti-colonial movement, Central Asia.

1. INTRODUCTION

Originally the consolidation of Muslims on religious grounds was the result of anti-colonial struggle against the Islamic world. "Originally being a pure theory, after publishing in the press this idea gradually found the supporters of its practical application" [1]. J. Al-Afghani’s passionate call to unite all Muslims under the caliph (against the domination of European countries) found a wide response in the Muslim intelligentsia. Correspondence from Istanbul to the newspaper "New Era" (1881) drew attention to the anti-colonial character of the emerging pan-Islamic movement: unfolded "preaching" the unity of Islam, "is presented as" the last resort rescue from the wiles of the Europeans". It is "almost in extenso" (completely) the publication of the Turkish newspaper "Terdzhumani Hakykat". It starts with the slogan "Unity of Islam is our indisputable confession!" and expresses confidence that "this saving call meet an echo in all the followers of Islam inhabited the globe". Urging all "Muslims to a unanimous rebuff the Europeans", the author Calls upon to overcome the enmity between Sunnis and Shiites. "Persian newspaper" Shakhter "gladly welcomed this view of the unity of Islam and reprinted in their columns in the translation of an article in which the idea of Muslim unity was interpreted and thus brought to the notice the views expressed by even the Muslims of Central Asia". Educational and reform tasks in this case is an important condition for the realization of political goals of liberation:"If only, being aware of duty and responsibility to serve as a civilization, to show befitting jealousy to the progress of Muslim science, we will form a huge force that can oppose their enemies" [2].
The administration of the Turkish Sultan Abdul Hamid II had high hopes for the success of pan-Islamism. "The current governor - said Yu Akchura - instead of the title" Sultan", "Padishah" wanted to adopt a religious san of "caliph", "in his general policy the religion begins to take more place. He "sent propagandists throughout the Muslim world: they can be found in India, and in the south of Russia, and Central Asia, and in China and in Java, in Africa" [3]. Abdul Hamid II believed not without reason: "The eyes of all Muslims converted to Istanbul. And we need to consolidate from year to year religious ties that unite the faithful" [4]. In a letter to Turkestan coreligionists Colonel J. Khaki, the secretary of Sultan, calling to continue the "relations with Muslim countries," expressed confidence that "in the Indian subcontinent, Africa, Afghanistan, the Caucasus and in the whole world the true pan-Islamism awake and ready to rise up against their gaur government". Similar appeals from Persia spread along with Turkish ones to the Muslims of Tatarstan, the Volga region, the Caucasus [5].

According to the Afghan emir Abdar-Rahman Khan, representing himself as one "of Islam leaders", the enmity between Muslims only gives "wrong triumph over the faithful," because until now, "we are full of mistakes." Taking into account that the "fall ... of Mohammedan states in the East was due to the lack of consensus", the "unity in Islam should be the main slogan and the first condition of its strength. "Abdar-Rahman expressed his willingness even to enter into the "triple alliance" between Afghanistan and Turkey and Persia because "the interests of Turkey and Persia to Afghanistan as close as their own."He has also expressed hope for support of Russian Muslims "If Russia starts a war against a Muslim country, I can perturb all Mohammedan chiefs, mullahs and other leaders of different tribes across Russian Turkestan."[6].

2. METHODOLOGICAL FRAMEWORK

The methodological basis of this article is a civilization approach, which enables us to consider the social and political processes of Russian Muslims life in the context of the global Islamic community overall trends. "The variety of individual national culture based on Islam, does not prevent us to speak about the presence of a single Muslim civilization foundation, which implies domination of habitual behavior, stable moral value system formed for centuries and common to all living Muslims" [7]. A self-contained Islamic civilization "retains its vital sources" up to the present time [8], as well as the entire Muslim world, including numerous Diasporas and enclaves, and still has a cultural community. Russian Muslims being in contact with the "Muslim continent" on the outskirts of the empire, and found in another confessional environment, are considered by the authors as an integral part of the Islamic civilization, with its archetypical characteristics and development trends. According to the fare statement of A. Bennigsen, "the Muslim countries of the Caucasus, the Volga region and Central Asia are not distant and detached provinces of the Islamic world, but, rather, on the contrary, his heart, and for centuries are the most prominent of the Turkey-Persian Islamic cultural centers" [9]. Accordingly, the positive changes in their way of life are considered in line with the general Islamic modernization, in the dynamics of interaction and mutual influence.

The level of the given problem research, the semi-official character of the arrival of the Muslim leader predetermined the address to newspaper sources, which could be preserved as "traces" of J. Al-Afgani's Russian journey. In the course of this work (in order to find the necessary materials) the method of continuous viewing of a number of 1887-1888 years periodicals was used ("Moscovskie vedomosti", "New time", "A native newspaper Turkestan" and others). As a result, we succeeded in isolating a set of newspaper articles concerning the residence of al-Afgani in Russia, which allowed us partly to highlight the little-studied issue.

3. RESULTS
In the Russian Empire the problem of Muslim unity was perceived less acute. Azerbaijani educator and playwright M.F. Akhundov wrote in a letter to G. Zardabi (1877) with a pain in his heart: «We are not united. Muslims inhabiting the Caucasus, subdivided into two sects: half of them - the Shiites; the other - the Sunnis. Shiites hate Sunnis; they can’t tolerate the Shiites, the antagonism between the two reigns. None of them each does not want to listen to each other, how to be a union? [10]. However, Al-Afghani slogans about the unity of the Muslims have been widely reflected in the pages of "Tardzheman" (Bakhchisarai), which actively promoted the consolidation of the Islamic movement in Russia [11]. The authorities, in turn, gradually approve the opinion that the "pan-Islamic movement among Muslims certainly exists" (State Archives of the Orenburg region).

J. Al-Afghani in Moscow:

Many students of al-Afghani, Abduh, who studied at Al-Azghar University (Cairo) contributed greatly to the spread of the ideas of pan-Islamism in Russia. In 1887 Jamaleddin Al-Afghani himself arrived in Moscow, and it gave an additional push to the popularization of his ideas among the Russian Muslims. Before that he had only visited the Russian Caucasus way from Persia to France. In any case, "Moscovskie vedomosti", "find" his residence in the ancient capital from the beginning of July. He led a very active lifestyle, met with scientists, spoke about the situation of Muslims in Russia, which, as it appeared in the light of anti-British sentiment, is better than that of their co-religionists in India, etc. [12]. Al-Afghani was also seen at the funeral of "Moscovskie vedomosti" editor M.N. Katkov, that in general it would not be so surprising if he had not visited the grave three days later (July 26), fro the second time [13]. Perhaps it is connected with Katkov's anti-Western political views.

It is likely that Al-Afghani's arrival in Moscow and his participation in the funeral of Katkov is explained by the publication on August 10 in "Moscovskie vedomosti" as the positive reviews on the book of the Muslim modernist A. Bayazitova "The attitude of Islam to science and to the Gentiles" (1887), which angered conservative Russian public so much [14]. In this respect, the new editor's refusal to publish the refutation is quite understandable. After Al-Afghani, his colleague, who lives in Paris, Sheikh Abu Nadara [15], learning about Katkov's death sent a telegram, in which he expressed "his regret and consolation to his widow". Abu Nadir, the editor political-satirical newspaper "The man with glasses", issued on behalf of the Egyptian National Party and the Indian Muslims, stressed in his message that "Russia as well as France rejected the convention to give Egypt to their England" [16].

J. Al-Afghani in S. Peterburg:

Later Al-Afghani moved to St. Petersburg, where he directly got acquainted with Ahoon A. Bayazitov [17-19]. It was Bayazitov who became the main intermediary in contacts with al-Afghani, scientific, social and political circles, the aristocracy and the Muslim Russian beau monde. According to R. Fakhretdin, "his meeting with the renowned Muslim thinker and politician Sheikh" al-Afghani awakened his mind. In the "important events" part of his autobiography, he wrote: "during this trip (in the summer of 1888) in St. Petersburg I visited the Muslim philosopher Jamaletdin al-Afghani, where I was given a great honor ..." [20]. At this meeting he was invited by Bayazitov whose views were also in tune with the ideas of the leader of the Islamic reform movement. In 1917, during the heated debate about self-determination of Muslim peoples Fakhreddin dedicated to Al-Afghani the most extensive essay category "Famous people and great events" of the magazine "Shura" [21]. He considered both Al-Afghani and Sh. Mardjani his ideological teachers. In his travel notes about the trip to Kharkov and St. Petersburg prominent merchant Mirza Bukharin, Mirza Abdullin from Samarkand describes a visit to the meeting of the Eastern branch of the Archaeological Society and acquaintance with professor N.I. Veselovsky, Ahoon Bayazitov and Dzhamaledtin Sheikh, as well as their subsequent joint dinner [22]. The rhetoric of al-Afghani on Russia's eastern policy is probably associated not only with courtesy and care of foreign guests, but with the possibility of negotiations on the basis of anti-British. The occupation of Egypt and
forced flight completely alienated him from England. Hence, perhaps, are the sources of the future, "Russian-eastern agreements", put forward by I. Gasprinsky (1896) [23]. It is obvious that, having stayed in Russia until 1889, Sheikh Jamaletdin actively spread the idea of uniting the Muslims among its supporters.

4. DISCUSSIONS

J. Al-Afghani's residence in Russia belongs to the little known problems of history. Numerous publications on the life and work of al-Afghani, in the best case, limited to a common reference about this period in the late 80-ies of the XIX century [24]. Accordingly, a number of questions on this topic are debated. Sources used in this article differ from conventional ideas regarding the Al-Afghani’s trip to Russia. The author, hiding under the pseudonym S.S ... writes that for the first time his hero was in the Russian Caucasus way from Persia to France [25]. His arrival in 1887 was probably the second visit of the Russian Muslim leader. Some newspaper articles also indicates that al-Afghani came to Russia from France [26], although in the majority of scientific publications it is stated that in the years 1886-1887 he lived in Iran, from which arrived in Russia. Obviously, some subjects affected by given problems require further study.

5. CONCLUSION

Al-Afghani's arrival in Russia had a significant impact on the mentality of Russian Muslims, especially in the world of leaders of Muslim movements: A. Bayazitov, R. Fakhratdin, G. Baroudi, R. Ibragimov, etc. Since the beginning of 1890-ies the slogans of religious reform and unity of Muslims from different countries and areas are beginning to be widely disseminated among the Russian Muslim intellectuals. According to the police, "Astrakhan muallim" G. Gumari told his students that exactly from this period he was "waiting for unification of all of Islam." Subsequently, he "as much as possible by himself, and through his former students" contribute much to it, calling the Tatars to get closer to the Muslims of the Caucasus, the Crimea, Persia and Turkey [27]. Calls for the modernization of the vital pillars of the Muslims and overcome their disunity will be the main religious-political slogans of the Muslim movement in the early twentieth century.

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INTERNATIONAL RESPONSIBILITY OF A STATE FOR DISTORTION OF HISTORICAL FACTS: THEORETICAL ASPECTS OF THE PROBLEM

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ABSTRACT
The problem of distortion of historical facts by individuals and officials of the states is extremely relevant at the present time. One of the main reasons for the "free" interpretation of the facts that took place in the history of different countries and of the history of mankind as a whole seems to be the absence of rules setting forth international responsibility of States for such acts. In order to develop an approach to the solution of this problem from the point of view of international law there were considered and analyzed provisions of international legal instruments, as well as the norms of the Russian law, establishing criminal and administrative responsibility for the distortion and denial of the facts of the World War II. The analysis proves the necessity of international recognition of wrongfulness of the act aimed at distorting the facts of history, followed by fixing the international legal responsibility of States for relevant internationally-wrongful acts.

Keywords: international responsibility; responsibility of a state; internationally wrongful act; invocation of responsibility; distortion of historical facts; falsification of history.

INTRODUCTION
Currently, one of the most serious problems the international community came across, the problem that is both a cause and a consequence of political tension, is the aggressive policy aimed at the distortion of historical facts, misrepresentation of facts that took place in the past.

It is worth mentioning that this problem is not the new one. Mankind came across this problem not once, even in the modern history. The attempts of "free" interpretation of reasons, certain events and results of the World War II, took place even right after the completion of that terrible war. For example, A. V. Bykov underlines that after the World War II there were published wartime memoirs, articles, analytical reviews, containing distortion of historical facts [1]. They were published in foreign countries, first of all in the Federal Republic of Germany, England and the USA. The same techniques and methods (selective analysis of official records, partial coverage of events) use modern “exposers”. It concerns not only the facts of the World War II but also other historical events. In particular, an opinion that Turkey is “practising a denialist policy” in respect of the act of genocide of Armenians, that took place in 1915-1916, was offered in scientific literature [2].

There has been fairly mentioned that nowadays the main method of cognition is mostly the mass media, where the prevailing Internet provides the youth with retelling of the mostly mythologized histories, which are sometimes falsified [3]. Electronic present sense impressions present a unique opportunity for interested parties to fabricate admissible evidence in anticipation of litigation [4].
2. METHODS

2.1. Responsibility of a State for the Conduct of State Organ or Official

The analysis of the positive international law shows that human right for free search, access and distribution of information, established in Art. 19 of the Universal Declaration of Human Rights (1948), corresponds just to the obligation of a State to give the citizens a possibility to exercise this right. The successive establishment of this state obligation can be observed in such international acts of obligatory and recommendatory character as the Convention on Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters (1998); Report of The Commission On Science and Technology for Development (1995); The UNESCO Universal Declaration On Cultural Diversity (2001). However this human right must correspond to another one no less important obligation of a State – the obligation to be liable for the official information, especially concerning historical events, because the freedom of speech may lead to the abuse of this right.

It is necessary to take into account that in accordance with the international law the conduct of any State organ is considered as an act of that State, whether the organ exercises legislative, executive, judicial or any other functions, regardless of the position it holds in the organization of the state, and regardless of its character as an organ of the central government or of a territorial unit of the state. A state has the rights and duties as a whole, as a single unit. Consequently it is liable for its acts in the same capacity. International judicial bodies in such cases use also the term 'effective control' and the broader term 'overall control', that have been used, in particular, by the International Court of Justice in the proceedings on Genocide in Bosnia [5]. However, as well as other legal entities international legal entities can operate only through their organs [6]. That is to say that responsibility of a State and its officials is indivisible. It means inter alia impossibility of existence of reverse situation – invocation of responsibility of an official for an offence committed by the state. On this matter in Congo v. Belgium case the International Court of Justice has held quite a contradictory decision which was already subjected to criticism in scientific literature [7, 8, 9].

Therefore, speaking about distortion of historical facts, it is necessary to admit that any statement of a State official is considered to be an act of that State, whatever position that person holds in the organization of the state, and whatever its character as an organ of the central government or of a territorial unit of the state.

2.2. Responsibility of a State for the Conduct of an Individual.

As a rule, a conduct of an individual (private person) or entity which is not an organ of a state is not considered as an act of a State in accordance with international law, unless the person or entity is empowered by the law of that State to exercise elements of the governmental authority. This rule is also formulated in the Article 4 of the Draft Articles on Responsibility of States for Internationally Wrongful Acts, worked out and adopted by the International Law Commission and then annexed by the UN General Assembly to the resolution 56/83 of 12 December 2001 commending the Articles to the attention of Governments without prejudice to the question of their future adoption or other appropriate action. Thus the suggestion to adopt the Articles as annex to the Resolution was proposed by the International Law Commission as it gave a possibility of further reflection on the text and might help to avoid possible divisive and inconclusive debates in the Sixth Committee [10].

Thus conduct of a private person or entity, is not considered as an act of a State, and they enjoy freedom of speech. However, this freedom is not absolute as we can see in precedent-setting decisions of the European Court of Human Rights and the European Commission of Human Rights. As P. Lobba pointed out, national prohibitions imposed on denials of the Holocaust have produced a 30-years practice of the
given international bodies. In spite of the declared principles on free speech, the Strasbourg organs have progressively developed an exceptional regime in this regard based on the ‘abuse clause’ envisaged under Article 17. As a result the abuse clause was extended to encompass a growing class of utterances, including the denial of historical facts other than the Nazi genocide [11]. It means that insofar as historical facts is concerned, when it is a matter of the people’s history or history of the mankind as a whole, even private persons have some certain limits of freedom of speech, some restrictions can be established even with respect to individuals. And for public authorities the given restrictions are even more essential as their Statements are not private, they proceed as a matter of fact on behalf of the State.

In the given context it is important to understand that falsification of history differs from simple subjective opinion in respect of one or another event by the fact that falsification is always deliberate. It means that falsification is not nearly an accidental distortion of facts, this distortion intentional. The second distinctive feature is the existence of a specific aim of falsification – political, economic, social or other. Achievement of this objective is seen to the falsifier in formation of the certain attitude to different events.

It seems that one of the reasons of such acts is the absence of international rules establishing responsibility of States for similar acts or at least fixing their wrongfulness.

3.RESULTS.


Invocation of international responsibility of a State is possible if only there are both legal (de-jure) and factual (de-facto) grounds of international responsibility. Only in that case we can be sure that there exist all elements of the internationally wrongful act in the State’s actions.

The legal ground is the legislative confirmation of wrongfulness, illegality of an act. This ground solely, undoubtedly, is not enough for invocation of State responsibility as international norms in the sphere of responsibility contain just a hypothetical possibility of bringing a State to responsibility. To make legal relationship in the sphere of international responsibility arise the act of the State breaking rules of international law is also necessary. That would constitute the factual (de-facto) ground which is considered as that legal fact. In international law doctrine these grounds are also quite often interpreted through the answers to questions «on the basis of what» and «for what» international responsibility is invoked [12].

Though concerning the grounds of international responsibility there is no unity of opinions in the scientific researches. Speaking about the grounds of responsibility K. L. Sazonova emphasizes that there are different terms used as synonyms in scientific works and research papers on international law. This is not beneficial to a theoretical regulation of branch [13]. R. L. Hachaturov in particular points out the normative and legal-factual grounds of international responsibility, specifying that the normative ground supposes an abstract possibility for bringing to responsibility for an offence, but it is not enough for the appearance of specific legal relationship on responsibility, existence of the legal facts creating legal relationship on responsibility is also necessary [14]. Even the mentioned Draft articles on Responsibility of States for Internationally Wrongful Acts do not clarify the terminological problem and even set some confusion on the question of regulation of the grounds of international responsibility. Thus, Article 2 establishes a rule according to which there is an internationally wrongful act of a State when conduct consisting of an action or omission: (a) is attributable to the State under international law; and (b) constitutes a breach of an international obligation of the State. As a matter of fact, the given Article actually establishes the grounds of international responsibility of a State, however the Article is entitled «Elements of an internationally wrongful act of a State». It is worth of noting that in interrelation with the
Article 1 of the given document (which lays down a rule in accordance to which every internationally wrongful act of a State entails the international responsibility of that State) the rule established in the Article 2 seems to be filled with greater sense and theoretical similarity to the grounds of international responsibility.

It means that the first of the grounds set forth in the Article 2 (conduct attributable to the State under international law) with reference to the questions of responsibility of a State for distortion of historical facts can be expressed, for example, in the Statements, official applications of public officials of a State expressing denial or bringing into a question well known historical facts. More than that, actions or inactivity directed on destruction of monuments of history or expressing disrespect for them, nonacceptance of measures on their protection from crime offences on the part of private persons can be also qualified as the factual ground of international responsibility. As one can see, there is no problem with the factual grounds for invoking State responsibility for distortion of historical facts. However it is not enough. As discussed, there is a necessity in simultaneous existence of both factual and legal grounds. The latter is understood as a contradiction of the specified actual actions (or inactivity) to the norms of international law or as it is set forth in Article 2 of the Draft articles on Responsibility of States for Internationally Wrongful Acts, a breach of an international obligation of the State. And a breach of an international obligation of the State takes place when an act of a State mismatches the given obligation irrespective of its origin or character. Such characterization is not affected by the characterization of the same act as lawful by internal law.

3.2. Problems of Revealing of Grounds of International Responsibility for Distortion of Historical Facts.

The abovementioned means that the first of the grounds set forth in the Article 2 (conduct attributable to the State under international law) in the context of responsibility for distortion of historical facts may consist of utterances, official acknowledgements denying or calling into questions well known historical fact. As a factual ground of responsibility may also be considered acts directed to destruction of monuments and statues or expression of disrespect towards them or failure to take measures aimed at vandalism protection. It is worth noting that nowadays we come across plenty factual grounds of international responsibility for distortion of historical facts. But it is not enough as the presence of legal ground is also necessary. As a legal ground of international responsibility should be considered inconsistency of the State’s actions to its obligations in accordance with international law.

Therefore, even in case of adoption of the Articles on responsibility of a State for internationally wrongful acts in a form of Convention, in case of making its provisions binding to the States, this document will not be of great importance for the purpose of invocation of international responsibility for distortion of historical facts as it does not include a list of internationally wrongful acts that may be attributed to States. The system of international law is organized with a complicated way – obligations of States the breach of which may be considered as internationally wrongful acts are set forth in various bilateral or multilateral international treaties, agreements and conventions. This situation, I suppose, is quite explainable considering variety of types of international relationships. Undoubtedly there are international treaties fixing at the same time wrongfulness of an act and the responsibility for that act (for example the United Nations Convention on the Law of the Sea 1982, Treaty on Principles Governing the Activities of States in the Exploration and Use of Outer Space, Including the Moon and Other Celestial Bodies 1967, which establish responsibility of a State for separate types of offences not concretizing thus types and forms of responsibility). However the majority of international treaties usually fix just wrongfulness of an act without establishing specific forms in which the State-offender may be brought to justice and even without establishing the responsibility as a whole. And in all these international treaties there are no rules establishing wrongfulness of distortion of historical facts, les setting forth human right for respectful attitude to the facts of the people’s history, of the progressive development history, the so-called «right to the truth» which as fairly is emphasized by P. Tacar and M. Gauin encompasses all aspects of the truth.
and all the pages of history [15]. It seems the essentiality of such international rules has really taken shape.

**4.DISCUSSION**

4.1. The UN General Assembly Resolution 60/7 “Holocaust Remembrance” in the International Rulemaking Process in the Sphere of Responsibility of a State for Distortion of Historical Facts.

A huge step on the way to establishment of international wrongfulness of acts aimed at distortion of historical facts was made in 2005, when the UN General Assembly adopted resolution 60/7 “Holocaust remembrance”, which contained an appeal to remember the crimes of the past and to ensure they will never be repeated in the future. With this purpose Article 3 of the Resolution established rejection of any denial of the Holocaust as a historical event, either in full or part. This provision that was formulated quite concrete (rejection of any denial of the Holocaust), nonetheless called some questions. In particular, who is the addressee of this provision (who should follow this rule), what exactly should be understood as “rejection”, does it mean rejection of denial exclusively or rejection of disapproval as well?

In 2007, the UN General Assembly adopted another resolution 61/255 devoted directly to this issue by means of which the before established provision was more concretized. The resolution which consists just of two Articles firstly establishes the condemn without any reservation any denial of the Holocaust, and secondly urges all Member States unreservedly to reject any denial of the Holocaust as a historical event, either in full or in part, or any activities to this end.

The wordings used in this document seem to be more concrete and reflect the attitude of the Member States to any act aimed at distortion of the Holocaust as a historical event more clearly – such acts will not be merely rejected but will also be condemned by the whole international community. The provisions of this Resolution are addressed not only to specific persons or entities, but also directly to States that are called upon to reject such acts.

The UN General Assembly resolutions, even adopted on extremely important issues, are not binding, they do not contain mandatory provisions, but their importance from the point of view of the progressive development of international law is unquestionable. And in this context the abovementioned resolutions have made an enormous contribution to the progressive development of international law, to the formation of international rules setting forth the unlawfulness of distortion not only of the Holocaust facts, but also of the other well-known historical facts.


It is worth noting that in the Russian Federation the problem of responsibility for distortion and denial of historical facts is paid due attention. In 2009 there was established the Commission on counteraction to attempts of falsification of history causing damage to the interests of Russia. That Commission was established by the Russian Federation Presidential Decree, which faced criticism on different grounds (the aim of the document, doubtful demand for it, structure of the Commission, the Decree’s title). On February, 14th, 2012, less than in three years that document became invalid because of the acceptance of another Russian Federation Presidential Decree №183 which has at the same time abrogated the Commission. But the problem of counteraction to attempts of falsification of historical facts and events (undertaken with an intention of causing damage to the interests of Russia) was never forgotten. In the Article 8 of the same Decree which has abrogated the Commission, the specified activity was established as one of the key activity directions of the Committee specially created at that time within the carried out in Russia Year of the Russian history.
In this regard the Federal law No. 128 of May 5, 2014 “On Introducing Amendments to Certain Legislative Acts of the Russian Federation” is of great importance in the process of establishing responsibility for falsification and distortion of historical facts. That law has actually made the extremely important amendments concerning establishing illegality of acts directed on deliberate distortion of the historical facts into the Criminal code of the Russian Federation and into the Code of Administrative Offences of the Russian Federation. Thus there has appeared Article 354.1 “Rehabilitation of Nazism” in the Criminal code of the Russian Federation. In accordance with this Article’s provisions, on its entry into force the following acts are considered to be criminal: denial of the facts established by a verdict of the International Military Tribunal for the Trial of War Criminals of the European countries of axis, approval of crimes established by the specified verdict, and propagation of the obviously false information on activity of the USSR within the World War II, as well as public propagation expressing obvious disrespect for a society by spreading false information about days of military glory and memorials of Russia connected with protection of Motherland, as well as desecration of symbols of military glory of Russia committed publicly. As for the Code of Administrative Offences of the Russian Federation, it was supplemented by the Article 13.15 establishing the administrative responsibility in the form of penalty up to 1 million rubles for public propagation expressing obvious disrespect for a society by spreading false information about days of military glory and memorials of Russia connected with protection of Motherland, as well as desecration of symbols of military glory of Russia committed particularly but not exclusively by means of mass media and (or) telecommunication networks (including “Internet”).

Such steps at an internal level are extremely necessary as they are directed on protection of historical memory of the people, as well as on impeding attempts of deliberate distortion of historical facts. Undoubtedly the mechanism of these legal provisions realization should be very precise to avoid infringement of a freedom of speech. I believe that detailed determination in the dispositions of the legal norms of the elements of the given offence is the certain guarantee that the above-noted norms will not be interpreted unreasonably loose.

5. CONCLUSION

Thus at the present time there is no international mechanism of invocation responsibility of a State for distortion of historical facts but the progressive development of international law in that sphere is obvious. Coverage of this problem is carried out in the scientific works of historians, but it is extremely important to study it fully, from different perspectives, including international law to develop the approach to the further regulation of international responsibility for such acts. It will be useful to take into account the experience of those countries that have included the appropriate norms in there legislation. In particular, it might be helpful to consider appropriating legal framework containing in the Russian legislation. Undoubtedly the internal rules construction especially of those that establish responsibility in the sphere of public law differs greatly from the way of rule-making process and construction of international rules because on the international level there are no imperative instructions and orders, legal entities in international law have to reach an agreement while laying down international rule. Nevertheless, the approach used in the framing of dispositions of the abovementioned legal rules of the Russian legislation could be used in the international rule-making process while establishing wrongfulness of acts directed on distortion, denial and falsification of historical facts.

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THE FORMATION OF SELF-EDUCATIONAL COMPETENCE OF UNIVERSITY STUDENTS IN THE PROCESS OF FOREIGN LANGUAGE LEARNING

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ABSTRACT
Today in Russian higher education we can observe a paradigm shift from “teaching” – when the person is taught to the “learning” – when the person learns himself, which means the transition from educational paradigm to self-educational paradigm, where self-education has become a real need of each person. The article aims to analyze the formation of self-educational competence of university students in the process of foreign language learning. The author gives the definition of the concept «self-education» in the context of lifelong learning, defines the nature and content of the self-educational competence of university students. The author distinguishes four components of self-educational competence of university students: motivational, cognitive, activity and reflexive and gives detailed description of them. The materials of this research can be used by teachers in the development of special courses of lectures and seminars on the organization of self-education of university students.

Keywords: self-education, European Higher Education Area, self-educational competence, lifelong learning, language self-education

1. INTRODUCTION
Higher professional education in the XXI century is focused on the realization of the new educational paradigm, actualizing in accordance with the requirements of post-industrial society the problems of training highly educated, competent professionals with a strong individual style of self-education, development of their academic and social mobility and the formation of such a set of competencies that would enable them to be competitive in an increasingly globalized labor market. Among the leading factors that activate the need for the development of students’ self-education are the challenges of the modern civilization: globalization and informatization of all spheres of human activity, the crisis phenomena in the financial and economic sphere, the integration of political, economic, educational space.

Russia's acceptance of the Bologna Process and the formation of a unified Higher Education Area have set new challenges for the modern higher school. Schools are now responsible for helping future specialists to prepare to solve specific professional tasks, to effectively realize professional activities, and to be responsible for professional results. The implementation of these tasks is impossible without the formation of self-educational competence of students in the contexts of globalization and the integration of education [Sagitova, 2011]. A priority and key principle of European Higher Education Area formation is the academic mobility promotion, which is also impossible without the development of students’ self-education. The Bologna Process involves a paradigm shift in higher education from “teaching” (when the person is taught) to “learning” (when the person learns independently).
In modern society continuous self-education becomes one of the main conditions of progress of human society, the world in general and, of course, a condition of vital success of separately taken person. Self-education becomes particularly important in the context of lifelong learning, where the planning, organization, management, and implementation of education depends on the individual, and the process of education develops into the process of self-education. An American philosopher and psychologist John Dewey emphasized that the most important attitude that can be formed in a man is that of the desire to continue learning [Dewey, 1916].

Thus, in modern conditions the necessity in self-education is caused, primarily, by requirements of society and the person (individual). At the same time, most of students of higher educational institutions are not ready and do not know how to effectively organize the process of self-education. Therefore, in modern conditions the problem of formation of self-educational competence of university students is actualized and the solution of this problem will promote improvement of quality of training of future specialists in the context of globalization of education.

2. METHODOLOGICAL FRAMEWORK

2.1. Objectives of the Research

The main objectives of the study are: 1) to examine the role of self-education in the context of lifelong learning; 2) to define and substantiate the nature and content of the self-educational competence of university students in the conditions of globalization and internationalization of education.

2.2. Theoretical and Methodological Basis of the Research

Our study is based on the theoretical research method – the analysis of foreign and national philosophical, pedagogical, methodical literature on a problem; analysis and generalization of modern pedagogical experience; empirical – research and analysis of pedagogical experience; observation, interviews with teachers and students.

3. RESULTS

3.1. The role of Self-Education in the Context of Lifelong Learning

Analysis of modern Russian pedagogical literature allowed us to identify several approaches to the concept of self-education: self-education in the theories and concepts of personnel training and professional development [Muhametzyanova, 2008; Fakhrutdinova, 2016]; self-education in the context of lifelong learning theory [Candy, 1991; Oleynikova, 2009; Tregubova, 2013]; self-education in sociological research [Field, 2000; Nigmatullina, Boltakova, 2014]; self-education in the context of pedagogical and social psychology [Long, 1992; Sakhieva, 2015; Zimnya, 2006]. Having analyzed different definitions of the term “self-education” in Russian and foreign pedagogical references and encyclopedias it can be summarized as a purposeful cognitive activity, managed by the learner himself/herself and aimed at achieving certain personal and socially significant educational goals [Sagitova, 2011].

A success of a person in the modern society depends on their ability to handle knowledge, to update it, to select what is appropriate for a particular context, to learn permanently, self-educate, to understand what is learned in such a way that it can be adapted to new and rapidly changing situations. A famous American scientist A. Toffler noted that people who have to live in a super industrial society need to have new skills in three key areas: the ability to learn, to communicate and to choose… And therefore in
schools of the future it has to be taught not only the sum of knowledge, but also the ability to operate with it. Students have to learn how to learn [Toffler 2002, 449].

The role of students’ self-education has become stronger since the realization in the Russian higher educational system the main provisions of the Bologna Process, which have led the transition from educational paradigm to self-educational paradigm, where approaches centered on the learner are increasingly important. The previous paradigm involved an emphasis on the acquisition and transmission of knowledge. Elements in the changing of this paradigm include: education centered on the student, the changing role of the teacher, further definition of objectives, change in the approach to educational activities, shift in from input to output, and a change in the organization of learning [Tuning, 2002]. This process prescribes a three-cycle system of higher education by the formula “bachelor-master-doctorate.” The descriptions of three cycles of education adopted at the European level define the basic vectors, according to which the requirements of the learning outcomes for each cycle of programs should be formed. The Dublin Descriptors offer generic statements of typical expectations of achievements and abilities associated with awards that represent the end of each Bologna cycle. Thus from 1st cycle (Bachelors) to 2nd cycle (Masters) to 3rd cycle (Doctorates) there are differences or “step changes” between the respective Dublin descriptors. The process emphasizes that in bachelor degree programs there has to be a balance between special knowledge and general skills, with the emphasis on autonomous study, which will allow students to develop learning skills that are necessary for optimal self-education. In magistracy programs students must have learning skills that allow them to study autonomously [Bologna Working Group on Qualifications Frameworks, 2005].

In the context of a new educational paradigm we regard self-education as a purposeful, independent, cognitive, practice-oriented activity to enhance available knowledge and competences, the acquisition of new knowledge and the formation of modern competencies in one or more areas of human activity, self-improvement of the personality throughout life [Sagitova, 2011].

2.3. The Nature and Content of the Self-Educational Competence

Russia's integration into the unified Higher Education Area coincided with the development of the third generation of state educational standards of higher professional education, which are based on the competence-based approach, involving the development of students’ self-education process, and thus the formation of their self-educational competence. General conceptual idea of competence-based approach can be formulated as follows: competence-oriented education is aimed at integrated development of knowledge and ways of social and professional activity, providing the successful functioning of a person in the key spheres of life in the interests of both him/her and society, and the state in general. The concept “competence” acts as the central “key” notion of competence-based approach. In the Russian educational standards of higher professional education, the term “competence” is defined as the ability of the person to apply knowledge, skills and personal qualities to be successful in a particular field. According to the TUNING project, competence is understood as including knowing and understanding (theoretical knowledge of an academic field, the capacity to know and understand), knowing how to act (practical and operational application of knowledge to certain situations), knowing how to be (values as an integral element of the way of perceiving and living with others and in a social context) [Tuning, 2002].

In the framework of Tuning Project there are two different sets of competences: subject-specific and generic competences. Subject-specific competences are crucial for any degree and they are intimately related to specific knowledge of a field of study. They are referred to as academic-subject-related skills and competences. These give identity and consistency to the particular degree program. Generic competences are classified into 3 groups: instrumental, interpersonal and systemic competences. Generic competences are not related directly with the solution of professional tasks, but are associated with the success of professional activity indirectly. They are based on the certain characteristics, such as the ability
to learn, ability for analysis and synthesis, etc., and are common to all or most of the degrees. As the most important Generic competencies both graduates and employers (according to the results of the questionnaire in the framework of the TUNING project) highlighted capacity for analysis and synthesis, capacity for applying knowledge in practice, ability to work autonomously, capacity to learn, interpersonal skills, information management skills, research skills [Tuning, 2002]. It follows that in fact in the TUNING project it is implicitly emphasized the priority of fundamental training of university graduates and development of their skills to self-education.

The analysis of the Russian educational standards of the third generation, works of domestic and foreign researchers, has allowed us to define self-educational competence as the integrative characteristic of the person which includes knowledge, skills, methods and experience of self-education and also personal qualities manifested in needs, abilities and readiness for implementation of the activity directed on achievement of personal, professional, social self-realization of the person. Thus, within our research we refer self-educational competence to the most significant Generic competencies which has to be formed at all students, irrespective of their future profession.

The analysis of psychological and pedagogical literature allowed us to distinguish four components of self-educational competence of university students: motivational, cognitive, activity and reflexive. The motivational component of self-educational competence includes the student’s need for continuous self-development and self-improvement, promotes the formation of a complex of motives, sustained interest, provides a positive attitude towards self-educational activity, aspiration to continuous self-education, awareness of its personal and social importance. The cognitive component describes the level of student’s knowledge about the nature, forms, methods, ways of self-education, the level of proficiency in general education, subject and professional knowledge, ability to continuous personal self-education through the use of modern information and telecommunication technologies. The activity component of self-educational competence of university students assumes the possession of a set of constructive-designing, organizing, communication skills, ability to organize their own self-education activity, ability to work independently with the information, conduct research, carry out interdisciplinary projects, etc. The reflexive component of self-educational competence involves reflection and self-assessment of their readiness for self-education, includes an adequate assessment of their achievements, the need for self-reflection and the possession of reflexive technologies in the field of self-education [Sagitova, 2011].

4. CONCLUSION

1. The presented definition of the concept "self-education" promotes expansion of scientific knowledge of self-educational activity of students.

2. The theoretical analysis of the problem has allowed us to define that in the context of a new educational paradigm “Lifelong Learning” self-education is purposeful, independent, cognitive, practice-oriented activity to enhance available knowledge and competences, the acquisition of new knowledge and the formation of modern competencies in one or more areas of human activity, self-improvement of the personality throughout life.

3. The study of the nature and content of the self-educational competence of university students showed that this competence relates to the most significant Generic competencies and has to be formed at all students, irrespective of their future profession. Theoretical substantiation of the essence and content the self-educational competence of university students specifies and expands the scientific understanding of the competences of modern specialist and competent-based approach in general.

5. RECOMMENDATIONS
The materials in this research can be used by teachers in the development of special courses of lectures and seminars on the organization of self-education of university students.

6. ACKNOWLEDGMENTS

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PRAGMALINGUISTIC PARAMETERS
OF A PROFESSIONAL OATH AS A PERFORMATIVE SPEECH GENRE

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ABSTRACT
The article presents the authors’ view on pragmatic and linguistic parameters of the oath as a performative speech genre. Viewed as a communicative act the oath is analyzed as a whole made of the four components: con-situation, semantic context, presupposition and speech. The comparative analysis of Russian and English texts of oaths revealed similarity of the composition of an oath as a non-fiction text comprising three parts. The analysis pursued demonstrated similarity of the spectrum of the functions fulfilled by the oaths: performative, inspirational, declarative, integrative, intensifying.

Keywords: oath, performative speech act, pragmatic and linguistic phenomenon, communicative act, con-situation.

INTRODUCTION

Unprecedentedly long existence of vows and oaths confirms their significance in society. Texts of oaths change and differ in times and countries, but the phenomenon itself is universal: there is no country, or a tribe, or an ethnos which does not practice making vows or taking oaths. The main pragmatic reason for the oaths to be non-perishable is probably because they imply a greater than usual care in the act of the performance of one’s duty.

The presented study is aimed at defining and comparing pragmalinguistic parameters of Russian and English professional oaths taken while changing an occupational (social) status, i.e. taking office, entering the law, joining the army, going to the bar, taking the chair, etc.


LITERATURE REVIEW

The study of oath as a text and speech act (or genre) has a very wide bibliography worldwide, obviously due to its complexity as a pragmalinguistic phenomenon. Another factor to the popularity of oath as a linguistic topic is its cultural implications, because the text of an oath always retains some kind of markedness: either national (cf. oaths of judges of the Russian Federation and Judicial or Official Oaths of judges of the United Kingdom), or ethnic (cf. sailors’ oaths of Slavs and Greeks), historical (cf. the versions of the Hippocratic oath of the third century BC and modern times), etc.

The social functions of oath as a performative act has been changing throughout the centuries. In the feudal system lacking a proper institution of law, the oath as a verbal commitment (‘word is bond’) played a very important role and performed a wide range of functions sustaining the state, the institution of family, all types of social relations, as well as professional ethics [Canfield 1989].

John Searle views the oath as ‘a commissive/constative hybrid’, i.e. as a statement (constative) and a declaration of certain obligations (commissive) [Searle, 1980]. And since the oath obliges the speaker to perform a series of actions (In a certain quality (As a physician, a member of the organization, the husband ...), I promise to do X, Y, Z), it plays the role of an identifying marker and a regulator for future action. The spectrum of liabilities, i.e. obligatory actions, is presented in the text of the oath: to serve, perform, love, carry out, fulfill, officiate, execute, etc. The text of the oath also marks the person uttering the oath in some particular capacity: "getting the high rank of a doctor and starting professional activities ... ", "I, (name), deliberately, unselfishly and without coercion, joining the Party of Communists-Bolsheviks", "I, (name, last name), do solemnly swear that I will faithfully execute the office of the President of the United States", "I, (name and surname), having been appointed an officer in the (Service) of the United States", etc.

Oaths are implemented in speech acts (I swear, this will never happen again.), as well as in the texts of the corresponding speech genre – performatives. “In cases when performative acts impart their character to a certain set of simple communicative actions, then, in our view, we can talk of a performative genre. It is in the genre, not a separate act (which, according to contemporary pragmatics, are universal and few) the cultural identity of epochs and peoples is manifested to the utmost, it reflects the nature of the language use, experience and understanding of its nature” [Karabykov 2010].

As a pragmalinguistic phenomenon the text of a professional oath implies some extra-linguistic context and is pronounced in a standardized environment relevant to the historical stage of the development of the society and professional community. The standardized environment in this case refers to a non-textual typical, accepted and recognized by the community con-situation of the utterance of the oath, i.e. presence of the addressee, some attributes, following the scenario, duration of the ceremony, trooping the Colour, using the Bible, putting hands on the chest, etc.

STUDYING THE QUESTION

Types of con-situations

The authors distinguish between (1) the con-situation of an oath as a speech act, i.e. when the oath is being taken and (2) the con-situation of an oath in a broader context. The first implies following the
accepted rituals during the time the text of an oath is pronounced, the second requires executing of what is obliged by the oath. In case of failure of the latter, the Agent becomes a perjurer and co-agents get the right to punish the Agent. The Oath-breaker is entitled to a plea for forgiveness to the third, but not the second party.

Taking the oath is preceded by a period of training: by this time the Agent is to acquire some experience and be ready to move to a new stage of his life joining a position or an organization. E.g. he was trained at the University to become (a doctor, a teacher, a judge) participated in the events in which the Agent received an approval of Co-Agents, addressees, people, society, a community, the population etc.

When viewed in a chain of stages of the event "preparing for the oath (Stage 1) → the oath (Stage 2) → following the commitment, executing the obligation (Stage 3)" , the roles of participants alter. Preparing for the oath (Stage I) involves two categories of actors: (1) Agents approving willingness of a patient for the oath and (2) a Patient experiencing the actions of the Agents. During the oath (Stage II) the roles of participants are changing: the Patient of Stage I becomes the Agent, while the Agents of Stage I losing their active role still retain their significance as verifiers of the event, Co-Agents. The oath loses its significance if taken without verifiers, witnesses (Co-Agents). On Stage III (executing the obligation) Co-Agents become Agents again, assessing the activities of the one who took the oath (Agent of Stage II).

At Stage 2, which is the central one, Co-Agents (verifiers, witnesses) of the oath are representatives of the population or the country, government (women, men, colleagues, patients / the sick, teachers, comrades, students / pupils, participants / competitors), sharing the presupposition of the Agent about the significance and importance of what is happening. The Agents may be of two major categories: those who took the oath before (members of the party, soldiers, etc.) and those who though sharing axiological principles of the Agent have never had the experience. The Recipients of the oath may be a much wider spectrum of recipients than those present at the ceremony: all citizens of the country (swear ... my homeland [Military Oath, 1993], comrades, peers ("In the face of his comrades solemnly swear ..." [Oath of the Pioneer of the Soviet Union, 1986]); In the name of all the competitors [Olympic Oath (part 1 - sportsman), 2000]; In the name of all the judges and officials [Olympic Oath (part 2 - judge), 2000]. The Agent may address his oaths to other Co-Agents including God (to God ... I swear [Oath of Teachers, 2006]), gods (I swear by Apollo physician, Asclepius, Hygieia, and Panacea, and I all the gods and goddesses), abstract concepts such as honor and conscience (I swear to conscience [Oath of teachers, 2006]; On my honor [Scout oath, 1908])

In occupational ritual speech acts (Oath of Enlistment, execution of a written commitment, fulfilling a covenant), the oath is successful only if both the addresser (Agent) and the addressee (Co-Agent) have some special powers. It is obvious that in a real situation there are cases of (1) an asymmetrical relationship of the addresser and the addressee (president – people, liable for military service – military leaders) when the communicative situation implies the Agent (addresser) is due to occupy a higher position than co-agents and (2) a symmetrical (balanced) relationship (a pioneer / scout – mates / friends, a communist – members of the party), when the actors are peers.

In both cases, the bidirectional relationship of the addresser and the addressee is implemented based on the three aspects of a typical con-situation of an oath as a conventional act. Firstly, there is some degree of familiarity of the addresser and the addressee (it is impossible to promise and swear to strangers): the incoming doctor - doctors: the incoming president - officials, an athlete - athletes, coaches, and others ("In the face of my comrades I solemnly promise ..." [Oath of Pioneers of the Soviet Union, 1986]). Secondly, the addresses acquires some obligations to the addressee on the implementation of a specific action (s).

These commitments impose a certain amount of responsibility on the addressee: if the oath is violated, the addressee has the authority to take measures: to punish, shame, blame, publicize the act, etc. : «Now if I
keep this oath and break it not, may I enjoy honour, in my life and art, among all men for all time; but if I transgress and forswear myself, may the opposite befall me» [Hippocratic Oath, 1924], «If I fulfill this oath and do not violate it, may it be granted to me to enjoy life and art, being honored with fame among all men for all time to come; if I transgress it and swear falsely, may the opposite of all this be my lot» [Hippocratic Oath, 1943]. This right is implemented due not to laws, but professional ethics. And finally, thirdly, in the case of a broken oath, the addressee loses confidence in the addresser, “Whatsoever in the course of practice I see or hear (or even outside my practice in social intercourse) that ought never be published abroad, I will not divulge, but consider such things to be holy secrets” [Hippocratic Oath, 1924], “What I may see or hear in the course of the treatment or even outside of the treatment in regard to the life of men, which on no account one must spread abroad, I will keep to myself, holding such things shameful to be spoken about” [Hippocratic Oath, 1943]. Hence, the variety of functions performed by oaths is broad: identifying, performative, inspiring, declarative, integrative.

The identifying functions of the oath implements in lexical objectifications of the Agent: "I swear that while exercising the powers of the President of the Russian Federation", "I solemnly swear to honestly and conscientiously fulfill the duties of a lawyer», «I, ____, do solemnly swear that I will faithfully execute the office of the President of the United States and..."

The texts of oaths contain performatives of two types: informative (descriptive, narrative, argumentative) and verifying (convincing, effecting). The first type, informative, are implemented in the following texts: I will apply, for the benefit of my students, all strategies known to be effective, avoiding busy-work in favor of work with real meaning to the students and their families [The PSU Teacher's oath, 2010]; I swear that, while exercising the powers of the President of the Russian Federation I will respect and protect the rights and freedoms of men and citizens, observe and protect the Constitution of the Russian Federation [Oath of the President of the Russian Federation, 1993]. The second type, verifying, is implemented in the modifiers, describing the addresser’s actions: to teach without fee or contract, I observe this Oath and do not violate it [Hippocratic oath, 1950]; gladly share, great humbleness, to inspire one another to achieve excellence [The PSU Teacher's oath, 2010]. As we can see, the inspiring function is also realized in the performatives of the second type.

The inspiring function of oaths as texts used to encourage people becomes possible only due to the shared presuppositions of the addressee(s). A medical school graduate taking an oath, inspires addressees with a hope for cure and a high quality of health care services, a new judge – for justice and order in the society, President – for the prosperity of the nation. The lexical markers used are words nominating emotions and noble actions (use treatment to help the sick, protect the rights, freedoms and interests of principals, to faithfully serve the people), and praise for the addressee (to cherish their trust, to see and respect personality in every student, will serve to the glory, greatness and prosperity of my homeland - Great Russia !, for the glory of sport and the honour of our teams).

Likewise, the general presupposition of the actors induces common semantic meanings of the oath constitution: inspiration, solemnity, formality, the significance of what is happening, the binding authority of the oath to society, etc.

The declarative function implements in the proclamation of the principles of action of the Agent (see the examples above), the declaration of the duty, occupational responsibilities and problems. The declaration of the duty implies the proclamation of moral obligations of the addresser to the addressee (abstaining from ... injustice, being far from all intentions of injustice and harm, without hiding anything, without distorting or ignoring, not stooping to hatred, blasphemy and slander; keeping myself free from all intentional wrong-doing and harm; will keep them from harm and injustice; I will abstain from harming or wronging), patriotic duty (passionately love my country; rigorously observe laws of Pioneers of the Soviet Union; courageously defend freedom, independence and constitution of Russia, the people and the
fatherland; defend the Constitution of the United States; to obey the Scout Law), civil duty (to respect and protect the rights and freedoms of men and citizens, to protect the rights, freedoms and interests of principals; to help other people at all times). Linguistic markers for declaration of one’s occupational duties are words of the corresponding semantic domain: art (to hold him who has taught me this art as equal to my parents, in purity and in holiness I will guard my art), treatment (I will use treatment to help the sick according to my ability and judgment), work (use in their work the knowledge and experience of science teaching, avoiding busy-work in favor of work with real meaning to the students and their families), power (I will use my power to help the sick to the best of my ability and judgment), obligations (I impose upon myself this voluntary obligations).

However, taking the oath the addresser does not only declare his intentions, but exhibits his attitude relating his future actions in a new way: e.g. dearly love their country, to comply strictly with the requirements of military regulations.

The integrative function is implemented not only with the explicit lexical markers, the so called "signs of integration" (comrades, people, citizens of my country, my fellow citizens, to do my duty to God and my country; preserve, protect, and defend the Constitution of the United States, and others.), but with pragmatic markers: solemnity, attention, focus on the agent and others. The complete integration involves a high level of pragmalinguistic presuppositions of the addresser and the addressee: the same or similar opinions and views on the appropriateness / acceptability of words, behavior, appearance, attributes, maintenance, etc.

CONCLUSION

Thus, in a professional discourse, the oath as a performative speech genre is implemented in a number of pledging texts, the so called ‘promissives’, which while publicly uttered change the professional (social) status of a person. Pragmalinguistic similarity of the studied Russian and English professional (public) oaths is provided by (1) the presence of the agent/ sender/addresser (the person who enters the office, joins an organization) and the recipient, addressee (representatives of people, authorities), by a third party in control of the undertaking (God, power, etc.); (2) the spectrum of their functions (performative, inspirational, declarative, integrative, intensifying).

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REFERENCES

NUTRITIONAL STATUS: ITS RELATIONSHIP TO THE ACADEMIC PERFORMANCE IN ENGLISH AND MATHEMATICS OF GRADE 2 PUPILS IN BULUA CENTRAL SCHOOL

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ABSTRACT
One of the unending concerns and in fact, the unresolved problem of the Department of Education in the Philippines is the significant effect of nutrition among students’ performances in various academic strands. As presented in many educational surveys, the development among Filipino students when put into a scale is extremely different. However, Crosnoe (2007) noted that there are other noted societal “epidemics” which has been regarded to draw broad public attention: the failure in the Philippine educational system in sustaining the student’s interest throughout the school year and poor performance of students are sometimes connected to the underlying problem which is poor nutrition among students. Amidst the constant effort of the Department of Education with its Feeding Program campaign, Gulayan sa Paaralan program and the like which aim to aid the detrimental effect to the performance of students, Filipinos are still facing a serious public health problem or the health condition of the students although DepEd has provided a set of well-defined expectancies and competencies, and teachers are trained to become competent teachers in the classroom. This research paper examined the nutrition status and its academic achievement in Mathematics and English of Grade 2 pupils in Bulua Central School, Cagayan de Oro City. Moreover, descriptive method of research was employed. It is believed that no learning takes place with an empty stomach. In other words, poor health condition greatly affects the academic performance of students.

Keywords: Nutritional Status, academic performance, feeding program, health condition, public health.

INTRODUCTION
Education and health play a significant role in the development of a country. The country’s growth is always propelled and supported by individuals who are gifted with intellectual, physical, and social capacities. People, therefore, are of paramount importance in this newly industrialized country.

Relative to this, there are pressing issues, which are levied towards the school considered an organization whose mission involves the total development of an individual in holistic aspects. It aims in developing the human qualities into useful and productive individuals in the realm of life. These qualities can be formed and shaped through the guidelines and standards set by the Department of Education.

However, Crosnoe (2007) stressed that there are other noted societal “epidemics” which has been regarded to draw broad public attention: the failure in the Philippine educational system in sustaining the student’s interest throughout the school year and poor performance of students are sometimes connected to the underlying problem which is poor nutrition among students.
Amidst the constant effort of the Department of Education with its Feeding Program campaign, Gulayan sa Paaralan program and the like which aim to aid the detrimental effect to the performance of students, Filipinos are still facing a serious public health problem or the health condition of the students although DepEd has provided a set of well-defined expectancies and competencies, and teachers are trained to become competent teachers in the classroom. Schafft (2009) noted that it is important to note that one’s success is largely affected by the students’ drive and motivation to learn. Children are not eating healthy, well-balanced diets and, as a result, there is a rising incidence of malnutrition.

This has posed a challenge to education stakeholders as manifested in the 6th National Nutrition Surveys in the Philippines. Accordingly, the country has adopted the Millennium Declaration in 2000 and committed to build a better world in the 21st century. Among the strategies towards “building a better world” is by focusing on children and childhood, and their nutrition situation.

It is in this premise that learning will not take place with an empty stomach. In other words, poor health condition greatly affects the academic performance of the pupils. The nutritional records as well as the academic records of the elementary pupils of Bulua Central School showed that nutritional status has a tremendous effect on the academic performance of students. Records show that students with normal nutritional status have higher grades in Mathematics and English than those students who are severely wasted.

As cited in the study of Schmunck (2010), malnutrition has significant and enduring effects on the neurological development and behavioral capacity of children. Children who do not eat a balanced diet, even for a short time, can develop problems with their physical, emotional, and cognitive development. Research (The Hunger Site 1999) indicates that even mild malnutrition experienced by children during critical periods of growth can impair their behavior and school performance.

Children who consume insufficient, excessive, or imbalanced quantities of nutrients are more likely to struggle in an academic setting. They are at an educational disadvantage which compounds through the years of childhood and adolescence and can conceivably cause children to have lower levels of aspiration, accomplishment, and even intelligence.

Thus, it is the desire of the study to deeply unravel the facts of the present nutritional condition of the elementary pupils and open ways to help malnourished pupils perform well in their classes. The view of this study is further premised on the principle that “no learning takes place with an empty stomach”.

**OBJECTIVES**

The study intended to:

1. find out the nutritional status of the pupils—wasted, severely wasted and normal—of the Grade 2 pupils of Bulua Central School;
2. identify the academic performance of the pupils specifically in English and Mathematics as tested in every grading period;
3. identify the relationship between nutritional status and academic performance of pupils; and
4. suggest areas of interventions to aid pupils who are severely wasted uplift their academic performance.

**MATERIALS AND METHODS**
RESPONDENTS OF THE STUDY

The respondents of this study are the Grade 2 pupils of Bulua Central School. There are 15 heterogeneous sections with approximately 45 students per class thus giving a total of 623 Grade 2 pupils possessing different body mass index and status towards nutrition with different perceptions.

Bulua Central School conducted School-Based Feeding Program as part of the programs of Department of Education. The Feeding Program is conducted every morning from Monday to Friday. The School Feeding Coordinator monitors the attendance of the beneficiaries (see Appendix C), likewise the coordinator prepares the daily menu (Appendix D). A list of menu or the cycle menu is prepared ahead of time for the in-charge to identify the needed ingredients before the feeding day.

Thus, the School Based Feeding Program of Bulua Central School officially started on September 14, 2015 for the SY 2015-2016 with 120 feeding days (table 0).

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<th>Table 0. School Based Feeding Program of Bulua Central School</th>
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<td>12</td>
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<tr>
<td>13</td>
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<tr>
<td>14</td>
</tr>
<tr>
<td>15</td>
</tr>
</tbody>
</table>

SAMPLING PROCEDURE

Bulua Central School has 15 sections which vary in class size and characteristics of its pupils. From the master list, the names were identified using the stratified sampling procedure that belong to severely wasted individuals.

THE INSTRUMENT

There were two research instruments used during the study: Instrument A was used in gathering the pupils nutritional status based on the format given by the Department of Education DepEd Order no. 37 Series 2014 (see Appendix E) and Instrument B was their report cards. The academic record of the pupils’ before the feeding program (first grading) and after the feeding program (third grading) was taken from...
their respective class advisers. The grades in the report cards for the 2 grading periods would determine the academic performance with the following classification:

- 90-100: Outstanding
- 85-89: Very satisfactory
- 80-84: Satisfactory
- 75-79: Fairly Satisfactory
- below 75: Did not meet expectations

STATISTICAL TREATMENT

The statistical analyses of the data in this study involved the following tools:

Descriptive and inferential statistics such as mean, percentages and standard deviation in describing the respondents according to the variables embedded in this study.

The variables suggest qualitative and meaningful analysis, thus they required use of techniques to come up with a desirable and intended interpretation. The relationship of the aforementioned variables were supported by Pearson’s r to determine the relationship of the Independent Variable and Dependent Variable. This was tested at .05 probability level.

III. RESULTS AND DISCUSSIONS

FINDINGS

Problem # 1:

1. What is the profile of Grade 2 pupils according to gender, grades in Math and English, and Body Mass Index?

Table 1.1 Distribution of Pupils by Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>20</td>
<td>57.14</td>
</tr>
<tr>
<td>Female</td>
<td>15</td>
<td>42.86</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Table 1.1 indicates that the most of the respondents are males with 57.17%, while females are only 42.86%

Table 1.2 Distribution of pupils academic performance before and after feeding program

<table>
<thead>
<tr>
<th>English</th>
<th>Before Feeding Count</th>
<th>Before feeding Percentage</th>
<th>After Feeding Count</th>
<th>After Feeding Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>74 &amp; below</td>
<td>6</td>
<td>17.14</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>75–79</td>
<td>15</td>
<td>42.86</td>
<td>14</td>
<td>40.00</td>
</tr>
<tr>
<td>80–84</td>
<td>7</td>
<td>20.00</td>
<td>14</td>
<td>40.00</td>
</tr>
<tr>
<td>85–89</td>
<td>6</td>
<td>17.14</td>
<td>6</td>
<td>17.14</td>
</tr>
</tbody>
</table>
Table 1.2 shows a comparison of the performance in English and Mathematics of the respondents, before and after the feeding program.

For their performance in English, it is noticeable that after the feeding program, no student has a failing grade (74 & below), in contrast with the 17.14% inadequacy before the feeding program. Also, it can generally be said that their performance improved after the feeding program, with more students getting grades in the 80–84 range, while for the other intervals, there is not much difference.

On the other hand, for their Mathematics performance, the 8.57% failure before the feeding program was eradicated after the feeding program. There is also a general improvement in their performance after the feeding program in the higher grade intervals. For instance, 8.57% of the respondents already have grades in the 90–94 range. None of the respondents obtained this grade before the feeding program.

<table>
<thead>
<tr>
<th>Mathematics</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>74 &amp; below</td>
<td>3</td>
<td>8.57</td>
</tr>
<tr>
<td>75–79</td>
<td>18</td>
<td>51.43</td>
</tr>
<tr>
<td>80–84</td>
<td>7</td>
<td>20.00</td>
</tr>
<tr>
<td>85–89</td>
<td>7</td>
<td>20.00</td>
</tr>
<tr>
<td>90–94</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Table 1.3 Distribution of BMI

<table>
<thead>
<tr>
<th>Body Mass Index (Male)</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.0–9.9</td>
<td>2</td>
<td>10.00</td>
</tr>
<tr>
<td>10.0–10.9</td>
<td>5</td>
<td>25.00</td>
</tr>
<tr>
<td>11.0–11.9</td>
<td>6</td>
<td>30.00</td>
</tr>
<tr>
<td>12.0–12.9</td>
<td>6</td>
<td>30.00</td>
</tr>
<tr>
<td>13.0–13.9</td>
<td>1</td>
<td>5.00</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>100.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Body Mass Index (Female)</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.0–9.9</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>10.0–10.9</td>
<td>2</td>
<td>13.33</td>
</tr>
<tr>
<td>11.0–11.9</td>
<td>12</td>
<td>80.00</td>
</tr>
<tr>
<td>12.0–12.9</td>
<td>1</td>
<td>6.67</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Table 1.3 indicates that roughly, most of the male respondents’ BMI (85%) are evenly distributed in the intervals 10.0–10.9, 11.0–11.9, and 12.0–12.9. On the other hand, most of the female respondents’ BMI fall on the 11.0–11.9 range.
Problem # 2:

Is there a significant relationship of the pupil’s nutritional status in the academic performance in English and Mathematics before the feeding program?

**Table 2.1. Distribution of pupils BMI before feeding program**

<table>
<thead>
<tr>
<th>Male Respondents</th>
<th>Correlation Coefficient, r</th>
<th>p-value</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (before) BMI</td>
<td>−0.238</td>
<td>0.311</td>
<td>Not Significant</td>
</tr>
<tr>
<td>Male Respondents</td>
<td>Correlation Coefficient, r</td>
<td>p-value</td>
<td>Interpretation</td>
</tr>
<tr>
<td>Mathematics (before) BMI</td>
<td>−0.139</td>
<td>0.560</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

Table 2.1 above indicates that there is no significant relationship between the male students’ nutritional status and academic performance in English and Mathematics. Both correlation coefficients are weak negative correlation.

**Table 2.2. Distribution of pupils BMI before feeding program**

<table>
<thead>
<tr>
<th>Female Respondents</th>
<th>Correlation Coefficient, r</th>
<th>p-value</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (before) BMI</td>
<td>0.361</td>
<td>0.186</td>
<td>Not Significant</td>
</tr>
<tr>
<td>Female Respondents</td>
<td>Correlation Coefficient, r</td>
<td>p-value</td>
<td>Interpretation</td>
</tr>
<tr>
<td>Mathematics (before) BMI</td>
<td>0.474</td>
<td>0.074</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

In Table 2.2, the female students’ nutritional status and academic performance in English and Mathematics are both not significant. It can be noted, however, that the relationships are both moderate positive relationship.

Problem # 3:
Is there a significant difference in the pupils, academic performance in English and Math before and after the feeding program?

Table 3.1 Summary of value showing the pupils academic performance in Math and English before and after feeding program

<table>
<thead>
<tr>
<th></th>
<th>English</th>
<th></th>
<th>Mathematics</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Standard</td>
<td>Mean</td>
<td>Standard</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Deviation</td>
<td></td>
<td>Deviation</td>
</tr>
<tr>
<td>Before</td>
<td>78.77</td>
<td>4.94</td>
<td>78.94</td>
<td>4.70</td>
</tr>
<tr>
<td>After</td>
<td>80.51</td>
<td>4.54</td>
<td>80.17</td>
<td>4.67</td>
</tr>
<tr>
<td>t-value</td>
<td>-1.54</td>
<td></td>
<td>-1.10</td>
<td></td>
</tr>
<tr>
<td>p-value</td>
<td>0.129</td>
<td></td>
<td>0.277</td>
<td></td>
</tr>
<tr>
<td>Interpretation</td>
<td>Not Significant</td>
<td></td>
<td>Not Significant</td>
<td></td>
</tr>
</tbody>
</table>

Table 3.1 reveals that there is no significant difference in the respondents’ academic performance in both English and Mathematics before and after the feeding program. Although there is a noticeable improvement in their academic performance, but it is not significant enough.

This non-significance may be due to some intervening factors. For example, the topics discussed in both subjects may have already been more difficult after the feeding program, or it could be due to poor study habits of the students, or lack of interest.

CONCLUSION

Based on the analyses and interpretations of the data from the respondents (the Grade II pupils of Bulua Central School), it is therefore concluded that there is no significant relationship between the pupils’ academic performance and their Body Mass Index. However, the computed value does not support the claim that there is a significant relationship between the pupils’ Body Mass Index and their academic performance. This means that malnutrition is not the sole factor why students have very poor academic performance or failure in studies. There must be some intervening factors that affect their academic performance.

RECOMMENDATION

Based on the above mentioned results, this study recommends the following:

1. It is highly recommended that continuing School-Based feeding program be strengthened to address the severely wasted pupils both boys and girls.
2. Promote Gulayan sa Paaralan and Backyard Gardening at home to augment the fresh green leafy vegetables at all times.
3. Constant monitoring of Grade 2 pupils must be recorded to continually feed them in their Grade 3 level to get their weight and height according to age.
4. The nutrition knowledge and practices of parents must be taken into consideration so that the school and home will work hand-in-hand in promoting good nutrition considering the recommended daily allowances of children according to age.

5. Teachers handling the severely wasted pupils must take into account the menu served at home by their parents to supplement the needed dietary allowances of their children, particularly in Grades 1 to 3.

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S.C.N and H.L.D

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8th National Nutritional Survey FNRI-DOST, 2011/
PRIORITIES FOR FORMATION OF ANTI-CRISIS TAX POLICY

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Federal State Autonomous Institution of Higher Education North-Caucasus Federal University

ABSTRACT
The article describes the essence of the fiscal and regulatory functions of taxes; their role is defined in creating favorable conditions to support economic activity and to promote economic growth. It is proved that adopting a tax incentives policy is expedient in the periods of economic recession due to the expansion of regional tax authorities; it will ensure the effective implementation of the regulatory impacts on the restorative economic growth processes. Perspective directions have been defined to reform the legislative framework towards the taxation liberalization of the enterprises’ capital ensuring achievement of the cumulative effect on the development of production and the increase in budget revenues. An economico-mathematical model has been suggested to evaluate the effectiveness of providing tax benefits for the corporate profit tax. The simulation results indicate that the increase in the taxable base of enterprises in the short term will not be able to compensate for the resulting budget losses.

Keywords: Tax policy, economic growth, promotion, cycle, industry-specific complex

1. INTRODUCTION

In the modern conditions of overcoming the consequences of the global financial crisis, an acute problem exist to develop the priorities of the national economic policy and adaptation of the enterprises’ financial and economic activity thereto, which will contribute to sustainable economic growth both in the industry-specific and territorial aspects.

Currently, the executive and legislative agencies of all levels assign a critical part to the tax regulation mechanisms. However, absence of a set of interrelated instruments stimulating reproduction processes and effective management systems for socially oriented development of individual regions, territorial and industry-specific complexes creates additional obstacles for sustainable economic growth, and it could be one of the causes of crisis situations in the future.

In forming an optimistic Russian economic performance scenario, it should be taken into account that the development and implementation of an effective system of governmental regulation has a number of restrictions on the planning horizons. If the monetary and credit policy is more oriented on smoothing the cyclical fluctuations in the short term, the use of tax instruments can also solve these problems in the medium and long term.

The aforementioned leads to the need to improve the existing tax system, to make a critical generalization of domestic and foreign experience in the use of tax instruments in order to eliminate the inappropriate
dissemination of external crisis processes on any internal activities and, ultimately, to create a science-based complex of the tax regulation measures that stimulate economic growth.

2. SPECIAL FEATURES OF THE TAX POLICY INFLUENCE ON THE DEVELOPMENT OF ECONOMIC COMPLEX

A radical change in views on the role of the state in the economy has become a characteristic feature of the last decade. Hopes for an automatic self-regulation of the market did not materialize. In this context, the idea of minimum interference in the economic system both in practice and in theory moved to the background for a while. A new understanding of a state and public regulation appeared; it is based on the use of indirect instruments, including tax ones.

L. Erhard said the resource allocation between the present and future tended to a distortion, since economic agents were inclined to overdiscounting of the future [16]. The tax system should take this into account, otherwise the savings would not be sufficient. In this respect, he adhered to the classical economic tradition, in contrast to J.M. Keynes [1].

Later, in connection with the crisis of Keynesian ideas, expediency of adopting the active fiscal stabilization policy was challenged from different viewpoints. The main argument was that the impact of growth in government expenditure on the aggregate demand could be leveled by lower private investment and consumption expenditure [14]. In other words, at full employment there is a displacement of private expenditure by public one so that the tax policy can eventually have no stabilizing effect, but it only redistributes a product between the public and private sectors of the economy.

Change in taxes inevitably affects an offer of debt liabilities and, consequently, a monetary policy. Assuming that the increase in financing through the debt issuance is undesirable or unacceptable, it imposes additional restrictions on the discretionarily tax policy, because in such circumstances, any tax reduction should be compensated by an identical change in expenditure.

The rational expectation hypothesis proves that economic agents try to anticipate future events [4]. Such actions are considered rational in the sense that they combine all available information and, therefore, they do not lead to any systematic errors of the forecast. Regarding the problem under consideration it is understood in this case that the economic agents would depreciate any general expected change in taxes in the decision-making process.

According to the Ricardo-Barro equivalence theorem [10], the taxation and public debt issue acting as alternative ways to finance current public expenditure can be considered as equivalent by their influence on the economy. This implies that at any of them economic agents consider financing of public expenditure as taxes - current or future (for servicing and repaying of previous debt liabilities), and the discounted value of both ways (assuming an infinite planning period, complete prediction of the future tax burden and some others) is the same.

However, despite a reasonable criticism of the conscious use of taxes to solve the macroeconomic regulation issues, in general it has retained its significance. Many contemporary taxation professionals recognize anyway the regulatory tax function. For example, P. Krugman directly notes: "The change in economic situation requires changing tax regulations" [3]. Among the fiscal system’s functions, G. Haberler calls a stabilization one, under which the use of tax policy as a means to maintain a high level of employment, acceptable price stability and appropriate economic growth is understood [12]. P. Samuelson and W. Nordhaus point out: "The main government tool to control the cyclical fluctuations and to ensure the economic growth is monetary and fiscal policies" [11].
Russian scientists also emphasize the importance of the regulatory function of taxation. For example, V.G. Panskov points out that "...each tax is based on a regulating function" and that "...a state can deliberately use it to regulate certain proportions in the socio-economic life of society" [8]. Yu. Yutkina notes "The formation of government revenues should not only solve the problem of financing, but also meet the objectives, which are defined by the governmental functions in a market economy" [17]. Emphasizing the dynamic aspects of the problem, M. Shmakova highlights "... regularity of increasing the regulatory function of taxes subject to the strengthened governmental intervention in social and economic processes and their reduced regulatory significance on the condition of easing the governmental regulation of the economy" [13].

In this connection, it is necessary to emphasize that in the modern sense the regulation includes not only a certain arbitrary interference in market processes, but above all the adjustment of embedded mechanisms in the cases where they fail to work. At the same time, it has been argued about the effectiveness of discretionary tax policy at the macro level for the reason that the market's inability to automatically ensure sustainable development is widely recognized, but the main problem is to find the best ways of conscious influence on the economic processes.

4. TAX STABILIZERS IN ENDOGENOUS GROWTH MODELS

As known, the reproduction complex is characterized by a diversity of various social, economic, environmental, regulatory and other properties, processes, and relationships between elements. The study of its functioning in the framework of existing theories and paradigms suggests that mainly the dynamic approach provides an integral space-time picture of the causes of recurrent imbalance in the national or territorial socio-economic systems.

Supporters of the exclusively market-based economic models assign a leading part to the "built-in fiscal stabilizers" [18] acting in self-control mode and limiting governmental intervention by determining the economic development directions and by using bounds to the territorial space. Meanwhile, the obvious advantages of the above instruments should not lead to an overestimation of their abilities because when reducing market fluctuations, they can not eliminate them completely.

Increased market uncertainty and availability of crisis manifestations should indicate the need for changes in the governmental position regarding the impact on the internal economic situation. In this case, the discretionary tax policy becomes demanded in respect of conscious adjustments of applicable tax instruments to increase the volume of domestic production, to improve employment of population, to stimulate investment activity, to contain inflation, etc.

Studies of the empirical relationships of economic growth and indicators of public policies establish a connection of the economical growth rate with a variety of parameters, the reason for which can often be explained by the indirect impact on investments or uneven distribution.

The specifics of governmental policy in the endogenous growth models occur when a difference arises between private and social rates of return [6]. If a social rate of return exceeds a private, subsidies for production or investments may enhance the latter up to the social return level and, consequently, increase the rate of balanced growth to the optimal level.

However, the public policy issue appears in a special way in the models that set the existence of any specific relationship of economic growth versus governmental behavior and governmental policy parameters. The model of productive government services has different versions, interpretations, and applications that can be used to explain the economic growth relationships. In the majority of them, the analysis of the state tax policy and its impact on the country's budget system comes to the fore.
5. PRECONDITIONS FOR USING THE MODEL OF TAX STIMULATION OF ECONOMIC ACTIVITY

Based on the provisions of welfare economics, the generally recognized sphere of governmental tax regulation of economic processes is, first of all, the so-called market failures or market inabilities [7]. In their absence, any search for specific grounds to differentiate the effective corporate profit tax rate becomes impractical. Thus, the condition for the use of a single effective corporate profit tax rate is a special condition of the institutional business environment. To this end, it should have three properties.

1. The economic agents’ profit should reflect the economic efficiency of the employed capital and the management system used under competitive conditions, rather than a possibility of seeking for rent in connection with a special position, which one or another corporation holds in the market.

2. Financial results of economic activities should take into account the costs or revenues related to externalities (negative or positive) of economic agents’ operation in an adequate manner. In terms of the Coase Theorem, it assumes that property rights in the economy are relatively clear, transaction costs are low, so the result of negotiations between a producer and externality receiver can be a Pareto optimality, which does not require any special governmental intervention [2].

3. The market failures that need governmental regulation and financing do not directly affect the economic activities of enterprises; they appear as external problems towards them. In this case, the taxes, as a means for solving these problems, can be neutral, i.e. the tax adjustment relating to operation of enterprises is not needed because, guided by the market incentives, they independently use their limited resources in the best way.

However, in practice, these conditions are generally not fulfilled. First, even in developed countries, and especially in Russia, the market is not fully competitive. A significant part of the agents operating thereon has the monopoly power both in relation to natural and technological features of business (natural monopolies) and virtual absence of any of the five competitive forces, namely: competition among sellers; competition among goods; threat of new competitors; competitive forces due to economic opportunities and trade abilities of buyers; competitive forces due to economic opportunities and trade abilities of suppliers.

Secondly, the institution of property rights in Russia is not perfect, so the problem of externalities can not be solved through negotiation of market agents. As noted by a number of researchers, in the modern conditions, the property rights are not specified clearly [15], therefore, as a rule, the externalities are not adequately reflected in the costs of economic agents, and, consequently, the financial results declared in public accounting are distorted. A high level of transaction costs should be also taken into account; it is connected, primarily, with the existing problems in the search for information, and in particular, the protection of property rights and the coercion to performance of contracts.

Third, there are market failures, which directly affect the enterprise’s behavior in a competitive environment. In particular, it is associated with the practical impossibility in the early stages of development and application of new products and technologies to anticipate economic consequences of their mastering. Therefore, in practice "...transition to a new technology is almost always less economical than preservation of an old one, as a new technology needs acceleration" [9]. As a result, even in competitive markets, the power of influence of natural economic incentives can be insufficient to direct the activities of economic agents towards technical solutions that eventually turn out to be the most effective [5].
Thus, in view of these circumstances, the profit obtained as a result of economic activities of different enterprises is not completely neutral, and therefore it can and should be subject to different effective tax rates, which differentiation is caused by targeted use of tax incentives in order to control and optimize economic processes.

6. TAX BENEFIT EFFICIENCY MODEL AS EXAMPLIED BY CORPORATE PROFIT TAX

In our opinion, the corporate profit tax benefits should influence the industry-specific structure of regional reproduction complex, which is associated with the following. Firstly, because of granting special industry-specific benefits and, secondly, on the grounds that the full tax benefits, for example, aimed at encouraging scientific and technological progress, have consequences, including the industry-specific ones. However, the changes occurred in the industrial structure evidence the low efficiency of their use.

The profit tax has a significant impact on the economic agent’s economic activity and financial condition. This is explained by the fact that a part of the working capital of profitable economic agents is withdrawn; therefore, changing the tax rate, it is possible to regulate the economic processes. If it is reduced, an amount of financial resources to be available to enterprises increases; they, in turn, can be invested in the expansion of production. As a result, under otherwise equal conditions, the sales profit with regard to products, works and services increases, and through the tax base expansion – the enterprise’s payments in the budget.

However, to achieve simultaneous reduction of the tax rate and increase in the budget revenues may not be possible in practice. This requires a relatively high growth rate of the tax base arising from a decrease in the tax pressure on the economic agents’ performance, which corresponds to the A. Laffer hypothesis, or, mathematically speaking, a condition is to be complied, under which [125].

\[ \frac{df}{dt} \cdot \frac{t}{f(t)} \leq -1, \]

(1)

where \( t \) is a profit tax rate;

\( f(t) \) is a tax base.

In turn, the tax base growth rates are determined by the factors such as the profitability of manufactured products, the working capital turnover, the ratio of fixed and semi-variable costs and a number of others. It is important to consider here that these factors have expressed industry specifics, as the profitability varies considerably across industries, the working capital turnover is determined by technological features of an industry (for example, a production cycle in the mechanical engineering is larger than in the light industry), etc. Therefore, reducing the profit tax rate by the same value, different results can be obtained in individual industries. In some, the tax base will increase with the necessary pace, while ensuring a simultaneous increase in government revenues, and in others, despite a slight broadening of the tax base, the budget revenues will be reduced.

In this connection, the industry can be divided generally into two parts: industries, which, under otherwise equal conditions, positively respond for a specific period at reducing profit tax rate and ensure the growth of budget revenues, and those, in which the Laffer Curve condition is not satisfied. It should be taken into account that at any given point of time the industry’s reaction to the change in profit tax rate depends on the industry’s structure.
In order to create such a model, represent each industry as a single enterprise, which using the material and human resources, manufactures products, sells them in the market at the prevailing exogenous prices, receives sales revenues, pays a corresponding profit tax, and uses the remaining part for own needs. Subsequently, the cycle repeats itself (Table 1).

**Table 1. Mathematical model of industry-specific economic activity**

<table>
<thead>
<tr>
<th>Item no.</th>
<th>Sales cost</th>
<th>Sales profit</th>
<th>Amount of tax paid to the budget</th>
<th>Profit available to a branch of industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>$n_0 \eta t$</td>
<td>$\Pi_0 = n_0 \eta t - (C + vn) = n(\eta - v) - C$</td>
<td>$D_0 = \Pi_0 T$</td>
<td>$O_0 = \Pi_0 - \Pi_0 T = \Pi_0 (1 - T)$</td>
</tr>
<tr>
<td>1</td>
<td>$n_1 \eta t$; $(n_1 = n_0)$</td>
<td>$\Pi_1 = n_1 (\eta - v) - C$; $(\Pi_1 = \Pi_0)$</td>
<td>$D_1 = \Pi_1 T$</td>
<td>$O_1 = \Pi_1 (1 - T)$</td>
</tr>
<tr>
<td>2</td>
<td>$n_2 \eta t$; $(n_2 = n_0)$</td>
<td>$\Pi_2 = n_2 (\eta - v) - C$; $(\Pi_2 = \Pi_0)$</td>
<td>$D_2 = \Pi_2 T$</td>
<td>$O_2 = \Pi_2 (1 - T)$</td>
</tr>
<tr>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>m</td>
<td>$n_m \eta t$; $(n_m = n_0)$</td>
<td>$\Pi_m = n_m (\eta - v) - C$; $(\Pi_m = \Pi_0)$</td>
<td>$D_m = \Pi_m T$</td>
<td>$O_m = \Pi_m (1 - T)$</td>
</tr>
<tr>
<td>Total</td>
<td>$(n_0 \eta t) \sum_{i=0}^{m} \frac{1}{(1 + r)^i}$</td>
<td>$\Pi_0 \sum_{i=0}^{m} \frac{1}{(1 + r)^i}$</td>
<td>$\Pi_0 T \sum_{i=0}^{m} \frac{1}{(1 + r)^i}$</td>
<td>$\Pi_0 (1 - T) \sum_{i=0}^{m} \frac{1}{(1 + r)^i}$</td>
</tr>
</tbody>
</table>

where:

- $n_i$ is the number of manufactured and sold product units;
- $\eta$ is the unit price of a product;
- $v$ are variable costs per a product unit;
- $C$ are fixed costs of the entire volume of sold products;
- $\Pi_i$ is the sales profit earned on the results of the $i$-th economic turnover;
- $T$ is a profit tax rate.

It is obvious that the modeled industry is the payer of a single tax – the corporate profit tax. It is believed that other taxes do not have a significant impact on the amount of funds remaining available to the industry, as the offer of goods is elastic. Such taxes, as the VAT and payroll charges, are fixed per a product unit, and the other taxes (property tax) remain unchanged, they are a part of the fixed costs. In this case, the funds for their timely payment are available in sufficient amount, they are composed of the resulting sales revenue. The profit remaining after the tax payment is fully allocated, and therefore, it is not spent for the production expansion. External sources of expanded reproduction are not involved.

In view of these circumstances, the condition, under which an increase in budget revenues is achieved due to a decrease in the profit tax rate, consists in the following:
In our case, the impact of changes in the industrial structure on the budget revenues is to be assessed provided that a corporate profit tax rate is reduced. In this connection, a general mathematical solution to inequality (2) should be to found for a limiting case, when $m \to \infty$. In other words, the question is: under which values of the variables $R$ and $L$ of the industry-specific enterprises the condition is basically satisfied, that is, if the time interval of the study is not restricted and infinity of economic turnovers is allowed.

To make further transformations, introduce the following notations:

$$\beta = \frac{R + L}{1 - L} = \frac{\Pi + C}{V};$$

(3)

$$\gamma = \beta(1 - T + \Delta T).$$

(4)

After condition 2 has been checked, we obtain:

$$\frac{\beta(1 + r)}{r^2} > \frac{1 + r}{(T - \Delta T)r}; \quad \beta(T - \Delta T) > r \Rightarrow -\gamma > r - \beta.$$  

(5)

Besides

$$F(m, \beta, T, \Delta T, r) = \beta \left( \frac{m}{r} - \frac{1}{r^2} + \frac{1}{r^2(1 + r)^m} \right).$$  

(6)

This implies that government revenues will not reduce because

$$F^0 = \lim_{m \to \infty} F(m, \beta, T, \Delta T, r) = +\infty.$$  

(7)

Thus, the condition $\beta \geq 1 + r$ is necessary and sufficient to ensure that the government revenues are not decreased as a result of reducing the industry-specific corporate profit tax rate. The economic sense of this expression is that the product profitability and savings of fixed costs should be greater than a certain critical value determined by the discount coefficient. If it is not observed, the basic condition (2) will not be basically satisfied even at any number of economic turnovers. This condition is checked using the formula (7).

Proceeding from this, the inequality $\beta \geq 1 + r$ can be used to calculate the impact of changes in the industrial structure on the budget revenues in the conditions of changing the corporate profit tax rate, both standard (common to all industries) and differentiated by industries. This can be done by calculating a coefficient, which reflects a production value share of the industries, which satisfy the condition of non-reduction of the budget revenues after decreasing the corporate profit tax rate.
7. SIMULATION RESULTS

The proposed economico-mathematical model was checked through the example of the Stavropol Krai industrial complex using data of the official statistical reports, as well as the Stavropol Krai's Ministry of Industry, Energy and Transport for the period of 2013-2015. The average level of the economic activity profitability amounted to 13.3%, and the share of fixed costs - 27.9%. In this case, \( \frac{R + U}{1 - U} = 0.57 \).

The actual average duration of a single economic turnover is equal to 0.63 years. Assuming the refinancing rate of the Central Bank of the Russian Federation at 9.5%, we obtain \( dt = 0.06 \). Then we have \( 0.57 < 1 + 0.06 \), i.e. the necessary condition is not satisfied.

The calculation results indicate that the reduction in the corporate profit tax rate in Stavropol Krai will lead to increased efficiency of industrial production (Table 2).

<table>
<thead>
<tr>
<th>Branches of industry</th>
<th>Profitability of enterprises</th>
<th>Difference between the calculated and actual profitability in 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>Calculated</td>
</tr>
<tr>
<td>Industry, total</td>
<td>11.4</td>
<td>7.5</td>
</tr>
<tr>
<td>Minerals extraction</td>
<td>11.3</td>
<td>7.0</td>
</tr>
<tr>
<td>Food processing industry</td>
<td>7.0</td>
<td>7.4</td>
</tr>
<tr>
<td>Consumer goods industry</td>
<td>2.8</td>
<td>-6.5</td>
</tr>
<tr>
<td>Woodworking industry</td>
<td>-18.6</td>
<td>-11.8</td>
</tr>
<tr>
<td>Chemical industry</td>
<td>46.0</td>
<td>24.0</td>
</tr>
<tr>
<td>Metalworking production</td>
<td>12.3</td>
<td>5.4</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>10.0</td>
<td>18.0</td>
</tr>
<tr>
<td>Manufacture of transport vehicles and equipment</td>
<td>6.1</td>
<td>1.8</td>
</tr>
<tr>
<td>Production and distribution of power, gas and water</td>
<td>4.3</td>
<td>3.2</td>
</tr>
</tbody>
</table>
*The calculation implies that the fixed costs include: depreciation charges and other expenses, 10% of material costs; 30% of labor costs and benefits-related deduction. Accordingly, the semi-variable expenses include 90% of material costs; 70% of labor costs and benefits-related deduction.

The consequent increase in the taxable base of enterprises in the short term will not be able to compensate for inevitably resulting budget losses. The minimum profitability ensuring the preservation of the same level of tax revenues is significantly higher than actually achieved indicator in most types of industries.

8. CONCLUSIONS

The main directions of the tax policy’s transformation should comply with phases of the market cycle, when active influence on the reproduction complex of built-in fiscal stabilizers should accompany the intense economic growth periods, and dominant influence of discretionary tax instruments – the economic recession stages. Increased market uncertainty and availability of crisis manifestations should indicate here the need for changes in the state's position regarding the impact on the internal economic situation. In this case, the discretionary tax policy becomes demanded in respect of conscious adjustments of applicable tax instruments to increase the volume of domestic production, to improve employment of population, to stimulate investment activity, to contain inflation, etc.

The territorial entities’ tax authority should be broadened as to adjustments to the existing legislation according to the current economic growth trends, national targeted priorities, budget interests and civil society’s needs. The necessary condition to realize this development scenario consists in harmonization of interests of all parties to the reproduction process. The fiscal aspect includes delimitation of tax authorities; it is based on the mechanisms of budget federalism and involves the formation of regionally adapted tax policy. Based on the national priorities of functioning of the economic space, the Russian Federation constituent entities should pursue their own fiscal interests and take them into account in the models of regional development. In this case, the tax potential is the basis for budget independence, and its size largely determines the local government agency’s prospects for implementation of their social obligations.

CONFLICT OF INTERESTS

The authors confirm that the provided data do not contain any conflict of interests.

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REFERENCES

ABSTRACT
The article is devoted to consideration of the practices and social institutions, created by Muslims in order to consolidate the Muslim community. At the initial stage of revival of Islam, Russian Muslims were influenced by imported ideas. In this context, the analysis of the work of the Muslim organizations on building organizational and managerial activities within the community for the achievement of balance and integrity is interesting. Using the institutional method, the structures are analyzed, designed to ensure the coordination of the Muslim organizations in the field of strengthening traditional Islam and localization of ideological differences. Analysis of documents helped to reveal the mechanisms of maintenance of unity in the Muslim community, to prevent radicalization of the Muslim youth. The study of local documents, worked out by the Muslim community is a roadmap, representing on behalf of the Russian Muslims the attitude of Islam towards the state and secular society. It is concluded that Russian Muslims created institutions, allowed to reconcile the interests inside the Muslim Ummah. Thus, the study of internal mechanisms of developing common norms, values, taking into account national specificities, shows the constructive activities to identify the different range of views and solution of problems, existing in the Muslim Ummah, which has practical importance.

Keywords: Islam, Muslims, value conflicts, security.

1. INTRODUCTION
Tatarstan is a part of Islamic civilization and as one of the major Muslim regions of the Russian Federation. It is no mere chance that the President of Tatarstan Rustam Minnikhanov is the President of the strategic vision Group "Russia – Islamic world."

Russian Muslims and the Muslim organizations are involved in consolidating of all-Russian civic identity, creating internal mechanisms for the conservation of the canonical unity and traditions of their ancestors. The article is based on the study of appeals and speeches of the leaders and representatives of the Spiritual administration of Muslims of Tatarstan (SAM RT hereinafter) and identifies the internal sources of the resolution and prevention of problems, caused by the destructive activities of the Muslim community.

The study demonstrated that the formation of a common system of values for the Tatars Muslims (following the Hanafi mathhab) resolves distorted interpretations and an understanding of the directions of development of Islam in the region is achieved. The establishment of unified requirements to the amount of necessary knowledge of pupils of Muslim schools, creates a unified educational space and opportunities for their professional and personal fulfillment. The provision of the parishes of professional and modern-minded imams, recognized by young Muslims, will weaken the interest to overseas pseudopreachers and reduce the risks of involvement in various religious groups. Elaboration of local documents orients as Muslims themselves and members of other religions to the true understanding of the peaceful nature of Islam and its relationship to modern socially important phenomena and problems. We believe that such practices can enhance the credibility of the Spiritual administration of Muslims of Tatarstan among the various categories of Muslims and influence the harmonization of relations in the Muslim community.
The search of the content of religious revival in Tatarstan has not escaped the perception of non-characteristic forms of Islam, the answer to which was the formulation of doctrinal principles for the existence of the Muslim community and qualitative changes in the management structure of Muslim life.

In the study, being essentially searching or investigating, the author seeks to systematize successful practices, generated by the Muslim community to further creation of the Bank of means for the resolution of potential or actually existing social contradictions within the community. The author will continue research in this area, in particular the study of technologies of resolution of disputable situations and the tensions between representatives of different religious ideas, where the valuable bases are in the basis of the contradictions.

The obtained results have practical value and can be used by authorities and public organizations in making decisions in the sphere of confessional relations in the Republic.

2. MATERIALS AND METHODS

In the article, as the methodology of the study institutional approach, analysis of documents, discourse analysis are applied. Application of the institutional method contributed to the study of the creation of Muslim social institutions affecting the status of Islam and building a dialogue within the Muslim community.

Analysis of documents – program statements of the leader of the Spiritual administration of Muslims of Tatarstan, local documents - contribute to the identification of technologies for maintaining stability in the Muslim Ummah, adaptation measures for different groups of Muslims to the changing socio-cultural environment. Discourse analysis of Islamic scholars as participants in Muslim life allows us to identify the key problems of functioning of the Muslims.

3. RESULTS

In the Russian Federation in the republics with significant Muslim population, to which Tatarstan is related since the 90-s of the last century, by the efforts of the Muslims the revival of Islam takes place, after seventy years of the period of displacement of religion from all spheres of life. In the situation of the loss of traditions and the preservation of Islam at the level of ceremonialism among Russian Muslims, the interested to the countries of the Islamic world appeared, where Islam is preserved in the "true" form, which assisted to co-religionists. It was done in the financing of madrassas, established in the Republic, which promoted the religious ideology of the sponsors, in disseminating of religious literature, ignoring the specificity of Islam in Tatarstan. The stratum of Muslims has been formed, who assimilated to foreign ideas and tried to reconsider the choice of spiritual guidance, made by ancestors of Tatars – Muslims in the X century.

In 2000 years, there were new threats to the integrity of the Muslim community, which already has opposed to the expansion of various radical movements in Islam, to the involvement of Muslims in destructive groups, prevented radicalization in corrective institutions. In other words, the entrance of Islam to the religious life of the society has not escaped the occurrence of generation and valuable conflicts within the Muslim community. These events demonstrated that in the search for a religious identity, a number of Muslims were not aware of the value and vitality of local forms of Islam. The rejection of the traditions, which, according to Seyda Hussein Nasra, is the spiritual basis of Islamic civilization [1, 7-24], has generated a controversy among Muslims. However, in the confessional history of Muslim Tatars the cases are known when in the early XX century in the Muslim society, there was a dramatic confrontation, in the basis of which was the question of further development of Islam, the modernization of religious traditions, using the achievements of Western culture and Islamic values [2].
is obvious that ideological differences fail to overcome completely, but Tatar Muslims in the ideological struggle have come to the creation of educational establishments of a new type, preparing public and political elite, that is the conflict of values and interests had a constructive solution.

With the aim of promoting the traditional values of Islam (Hanafi mathhab), without assumption of the dissociation and prevention of radicalization of the Muslims, the Muslim organizations produce documents, aimed to bring to wide layers of the faithful the true meaning of Islam.

So, the event for the Russian Muslims had become the adoption in 2013 by the Muslim clergy of the Concept "Islam and Tatar world", aimed at "consolidation of the Tatar people on the basis of Islamic values" [3] and development in two years of "The Social doctrine of the Russian Muslims" [4]. These documents are the testimony of the cohesion and self-organization of Muslims and the instrument of shaping the public opinion about Islam. The main social effect from the elaboration of the local papers is in the possibility for any Muslim to relate his own ideas about various aspects of Islam with common for Russian Muslims norm of Islamic ethics and law, consistent with the interests of the Muslim community, society and the state, to get an idea about the regional peculiarities of application of certain standards of Islamic law (Muamalat) of Muslim Tatars.

In the structure of SAM RT the Ulema Council is created as a collegial advisory body, discussing theological questions. Carrying out methodological support, making authoritative judgments on matters of worship, the Council reaches the ordering of the liturgical practices, provides unification of religious life, within reasonable.

An important direction in the work of Muslim organizations is the prevention of the spread of ideology of violence, reducing the level of radicalization of various groups of the population. With this aim, the Spiritual administration of Muslims of Tatarstan is preparing materials for publication of books and pamphlets that warn about the dangers of sects and calling to the mathhab of Abu Hanifa. So among the last books we call the translation from Arabic of the book by Usama al–Sayyid Mahmud al–Azharl "An obvious truth in response to those who play with religion and are covered by it, to extremist currents (from Muslim brotherhood to ISIL) from the point of view of Islamic scholars". Remind that these organizations are recognized as terrorist organization and are banned in the Russian Federation.

In developing internal mechanisms to prevent the involvement of the Muslims in extremist activities, the Muslim clergy can use foreign experience. So, for example, deserves the attention and study of the possibilities of the application of joint work of law enforcement and educational institutions of Norway. Since mid-1997, the country has a program "Exit", participants of which are employees of the police and the parents whose children were involved in radical groups, and subjected to religious recruitment of terrorists [5]

The Muslim community is working with Muslims who are serving the sentence in correctional institutions. According to Magnus Ranstorp, attention to families of prisoners, the emergence of new useful social ties "contributes to the destruction of the loyal relationship of the individual to groups that are configured radically, and the focus on social initiatives, in contrast to the initiatives of religious propaganda gives a more lasting result, which prevents the return of people to violence as a means of solving problems"[6,18]. The establishment of a system of religious education in penal institutions, individual educational conversations of prisoners with respected imams, elimination of distribution channels for literature of extremist content, the suppression of attempts to recruit new supporters of radical Islam is part of the daily practice of correctional institutions of Tatarstan. The consolidation of the results of the deradicalization process, which was started in places of deprivation of liberty, who have already served their sentence, is of great importance. Within ten years there is a Non-profit center for the reintegration of prisoners, designed to carry out the rehabilitation of former prisoners, including Muslims.
Taking into account that the practical extension of the influence of Islam must have deep theoretical foundations, the training of specialists in the sphere of Islam takes place, who will be able to lead the development of dogmatic Islam and its interpretation as a set of moral and ethic norms.

The establishments of vocational religious education, madrassas, have introduced the academic discipline "Religious of Islam" in excess of 32 hours for initial and basic training and 34 hours for advanced training [7, 23, 56, 98]. Such initiatives are intended to convey to future imams understanding that "upgraded "pure" Islam, breaking from mashabiki traditions, disparagingly referring to the ethnic component and not recognizing the system of customs and rituals [8, 63] is destructive in its nature.

At the same time, according to the former Mufti of Tatarstan G. Iskhakov "training of attendants of religion "familiar with the spiritual and religious heritage of our nation, its history, customs and traditions, is not an easy task" [9, 21.] The ideas of Youssef Wahid, who develops the problem of the global phenomenon of Muslim education, are Interesting in this case. He notes that Muslim education is characterized by freedom of judgment, not overcoming the borderlines of ethical teachings of Islam and universal values, cosmopolitanism, meaning a departure from the framework, set by the state, educational Jihad [10, 2-13].

Muslim organizations initiated the formation of a sustainable system of Islamic education. The need, for harmonization of the educational process is long overdue, as "in the result of the first madrasas activity, a layer of young imams appeared, whose education was based on total (statutory) Islamic principles, divorced from the Tatar religious thought, which led to different interpretations in the field of dogmatics, fiqh, rituals and ethics [11,1878].

Understanding of the need to create adaptation strategies of individuals, trained in foreign Islamic educational institutions takes place, who frequently have non-traditional for Russian Muslims views on the history, current status, and future of Islam, which leads to the demarcation of the Russian Islamic community. Among the significant events of the year was the laying of the foundation of the building of the Bulgarian Islamic Academy, which will allow, without having to travel outside of Russia, to get all levels of education.

In order to improve the protection of informational space, the preventive activities in the media and the Internet are held. The formation at the regional level of Internet sites, publishing educational and scientific literature to seize the initiative from the ideology of violence in discussing the concerns of young people are Initiated. The reconstruction of the national school of Muslim theology means an appeal to the theological and religious–philosophical works of progressive Tatar Muslim religious leaders and educators. In this regard, in 1990 the country had established the Center of Islamic culture "Iman", which is actively engaged in publishing and translation activities. Muslims have the possibility to use the writings of prominent Russian theoreticians of Islam, the works of G. Bayazitov, Baroudi, M. Ramsay, I. Kazembek, J. D. Koblov, Sablukov, Katanov, I. Krachkovsky, P. Tsvetkov, N. Ostroumov and others are preparing to be published. [12,43]. The gap in theological literature, adapted to local realities, is filled by "The Publishing house "Huzur" – "Peace" and Resource center of Islamic studies. Thus, the conditions for the development of the domestic tradition of Muslim theology, for training the competitive graduates, addressed to the needs of Russian society, are created.

4.DISCUSSION

As a result of conducted research we can draw the following conclusions. The activities of Muslim institutions allowed the Muslims to restore spiritual and moral guidance in matters of doctrine and worship, that had been lost, and to mitigate the effects of spiritual disorientation, in which the Muslims had been, while taking the first steps in the course of a religious identity.
Further development of Islam in Russia depends on the ability to convey the true values of Islam. The Muslim clergy, forming a layer of highly educated Muslim youth, increasing the level of religious literacy among the laity, will change the repose of the place and role of Islam in society, and the attitude of the secular part of society to Muslims.

Popularization of the ideas of tolerant and moderate Islam is possible only through learning the true values of the faith on the basis of traditions of the Russian theological school and the training of qualified personnel. Particular importance in ensuring religious security is given to Islamic education, which on different levels, provides generation of Muslims, acting in the interests of the individual, the family, the state and society.

Thus, the process of spiritual self-determination of Muslim Tatars has gone through various stages, from the search of the content of the religious revival, that has not escaped the perception of not characteristic forms of Islam, the quantitative increase of the objects of the Muslim infrastructure (mosques, madrasas), to development of doctrinal principles of the existence of the Muslim community and qualitative changes in the management structure of Muslim life.

5. CONCLUSION

Today Muslims, creating social institutions and speaking about their activities on public, aim to increase their credibility in society and to support emerging initiatives. The development of the theological and legal foundations of religious revival defines the ritual system of Muslim Tatars, which in a certain way creates ideological boundaries.

The work is underway to improve the quality of religious education. A positive innovation is the support of young professionals – imams and teachers of madrassas. A point of view on a system of distribution of graduates of Muslim educational institutions is created.

Measures for prevention of extremism in the Muslim world, the emergence of sects and the prevention of radicalism among youth are held. Mechanisms for studying and promoting the heritage of the local Muslim community are identified. It is necessary to promote in the information space and to popularize the successful practices that help to deradicalise Muslims.

A CONFLICT OF INTEREST

The author confirms that the submitted data does not contain conflict of interests.

ACKNOWLEDGEMENTS

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REFERENCES


AMICABLE AS THE PRINCIPAL MISSION IN A DISPUTE RESOLUTION THROUGH SHARIA ARBITRATION

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ABSTRACT
Feud or dispute which occurs in legal relation of a commercial contract such as in trade and investment usually cannot be settled by the parties concerned themselves; therefore, the involvement of the third party that is neutral is needed to help settle it. The disputing parties (disputants) should hand in the dispute to an arbitrator who acts as a mediator or arbiter in settling it. The objective of settling a dispute is to create the amicable so that contractual relationship of the disputants can continue after the dispute has been settled. Amicable becomes the principal mission in settling a dispute through sharia arbitration.

Keywords: Amicable, Islamic Arbitration, Dispute Resolution

1. INTRODUCTION
Dispute resolution which involves the third party has long been practiced, either in the form of litigation or in the form of non-litigation. A non-litigation form of settling a dispute is conducted outside the formal judicial process established by the government. In the modern atmosphere, settling a dispute out of judicial process is known as an ‘Alternative Dispute Resolution’ (ADR). This type of dispute resolution has been developed either in the developed countries or in the developing countries. Dispute resolution out of court has the characteristic of not being publicized; it is confidential, and the process is relatively fast and efficient. Moreover, the objective of dispute resolution through ADR is a win-win solution and not as a win-lose solution as what occurs in a litigation process in court.

Arbitration is one of the types of ADR (alternative to litigation), which plays an important role as the forum for settling a commercial contract which is mostly selected by many people in carrying arbitration clause in their contracts. Arbitration constitutes the main and the oldest alternative form of dispute resolution selected by conflicting parties by ignoring the Court’s authority to investigate their cases. Arbitration as a forum for settling a dispute, which has the characteristic of private agencies, is selected by disputants with some considerations. Besides avoiding expensive cost and the complexity of litigation process caused by consuming procedure and administration, dispute resolution through arbitration is also related to the attempt to ease the workload of courts.

The qualified skill of arbitrators or arbiters in their respective fields which are in line with the objects of dispute becomes the priority of the conflicting parties.

2 Frans Hendra Winarta, Hukum Penyelesaian Sengketa, Arbitrase Nasional Indonesia dan Internasional, (Jakarta: Sinar Grafika, 2012), p. 9
3 Suyud Margono, ADR (Alternative Dispute Resolution) & Arbitrase: Prosess Pelembagaan dan Aspek Hukum, (Jakarta: Ghalia Indonesia, 2000), p.36
parties in selecting arbitration. A skill constitutes one of the guarantees toward confidence because without confidence, the forum for arbitration cannot function properly.\textsuperscript{7}

Dispute resolution through arbitration has been known long before the existence of modern governments. It is noted that the practice of arbitration had been done in Ur and Mesopotamia since about 2800 BC.\textsuperscript{8} In its modern development, various countries have had institutions and rules which regulate arbitration, and, internationally, various institutions and agreements or conventions had been created as the instruments of arbitration, such as 1965 Washington Convention which bore ICSID Convention, 1958 New York Convention, and Uncitral Model Law.

Islam also has an important contribution to the development of arbitration. Arbitration in the Islamic legal thought, which is called \textit{tahkim}, has had long history since the Arab pre-Islamic tradition. Before Muhammad became a Prophet, he had been an arbitrator in settling disputes among the people in Mecca in his attempt to put back \textit{hajar al-aswad} on its original place.

The coming of Islam carried on the existence of \textit{tahkim} and adapted it to sharia principle revealed by Allah to the Prophet Muhammad. The recognition of the implementation of arbitration (\textit{tahkim}) is carried on in Islam because it has positive and constructive values since it contains negotiation and amicable settlement.\textsuperscript{9} In the midst of the Islamic business and economic development nowadays, the existence of arbitration becomes increasingly urgent in settling disputes which may occur among business people. Dispute resolution through arbitration becomes one of the principles which is highly put forward in maintaining the economic prosperity and social harmony. If there is a dispute, Islam proposes to be settled by an independent and reliable arbitrator.\textsuperscript{10}

The basic principle of arbitration which has the characteristic of contract is found in the Holy Quran which indicates the Islamic recognition of arbitration:

\begin{verbatim}
God doth command you
To render back your Trusts
To those to whom they are due;
And when ye judge
Between man and man, that ye judge with justice;
Verily how excellent
Is the teaching which He giveth you!
For God is He who heareth
And seeth all things.
\end{verbatim}

The Prophet Muhammad recognized arbitration, and he had been an arbitrator in handling cases. He sometimes appointed arbitrators and acknowledged their decisions. The Prophet himself proposed \textit{kabilah} or tribes to perform arbitration in order to settle disputes when they occurred.\textsuperscript{12} Therefore, the Prophet Muhammad could accept Abu Syuraih to take the initiative to be an arbitrator for his people in settling disputes among them.

\section*{2. METHODOLOGY}
\section*{The Concept of Arbitration in Islam}

The validation of arbitration has been recognized by the Holy Quran, \textit{As-Sunnah}, and \textit{Ijmak} or the consensus of \textit{ulamas}.\textsuperscript{13} The verse of the Holy Quran which always becomes the foundation for the recognition of arbitration in the Islamic law is \textit{An-Nisa}: 35,

\begin{verbatim}
Verse 58 of the Surah of the Women (\textit{An-Nisa}) (Translation by A. Yusof Ali, The Holy Quran)
\end{verbatim}

\begin{verbatim}
\end{verbatim}

\begin{verbatim}
Zamakhshari, Teori-Teori Hukum Islam Dalam Fiqih Dan Usul Fiqih, (Bandung: Citapustaka Media Perintis, 2013), pp. 71-75
\end{verbatim}

\textsuperscript{7} Eman Suparman, Arbitrase & Dilema Penegakan Keadilan, (Jakarta: Fikahati Aneska, 2012), p. 75
\textsuperscript{8} Maqdir Ismail, Pengantar Praktek Arbitrase Di Indonesia, Malaysia, Singapura, dan Australia, (Jakarta: Fakultas Hukum, UAI, 2007), p. 3
\textsuperscript{10} Nik Mohamed Affandi bin Nik Yusoff, Islam & Business, (Selangor: Planduk Publications, 2002), p. 95
\textsuperscript{11} Verse 58 of the Surah of the Women (\textit{An-Nisa}) (Translation by A. Yusof Ali, The Holy Quran)
\textsuperscript{13} Zamakhshari, Teori-Teori Hukum Islam Dalam Fiqih Dan Usul Fiqih, (Bandung: Citapustaka Media Perintis, 2013), pp. 71-75
Between them twain,
Appoint (two) arbiters, one from his family,
And the other from hers;
If they wish for peace,
God will cause
Their reconciliation;
For God has full knowledge,
And is acquainted
With all things.\footnote{Verse 35 of the Sura of the Women (An-Nisa) (Translation by A. Yusuf Ali, The Holy Quran).}

This verse becomes the foundation for arbitration (tahkim) in dispute between a husband and a wife. The resolution for the dispute between a husband and a wife is performed by appointing a hakam (arbitrator) from each party in the husband’s side and in the wife’s side. A dispute between a husband and a wife is not always settled before the court; it is always suggested to be settled in a spirit of mutual cooperation and family relationship in order to create reconciliation between the two parties.

Another verse which can be used as the foundation for the recognition of arbitration in the Islamic law is Al-Maidah: 95,

O ye who believe!
Kill not game
While in the Sacred
Precincts or in pilgrim garb
If any of you doth so
Intentionally, the compensation
Is an offering, brought
To the Kaba, of a domestic animal
Equivalent to be killed,
As adjudged by two just men
Among you; or by way
Of atonement; the feeding
Of the indigent; or its
Equivalent in fasts: that he
May taste of the penalty
Of his deed, God
Forgives what is past
Exact from him the penalty,
For God as Exalted,

In Islam, arbitration is not solely done to settle the incidence of dispute, but also to ask those who are not involved in the dispute. The meaning implicated in the verse above is not related to any dispute; it is related to the ascertainment of fine (hadyan) which has to be paid by a person who has violated religious law; he has intentionally killed a hunted animal while he is in a state of purity (ihram).

The practice of arbitration as the implementation of the doctrine of the Holy Quran is done to settle a dispute which occurs between a husband and a wife in their household. If the Holy Quran regulates the validity of arbitration to settle the dispute between a husband and a wife; it is, of course, through an analogy method (qiyas);\footnote{Satria Effendi M. Zein, “Arbitrase Dalam Syariat Islam,” dalam Satria Effendi M. Zein, et.al., Arbitrase Islam Di Indonesia, (Jakarta: Indonesian Muamalat Arbitration Board, Collaborating with Bank Muamalat, 1994), p. 10} in this case, arbitration can be used to put into practice in settling a dispute in the case of property. If we see the period of the Prophet Muhammad in Mecca and moved to Medina, the
dispute resolution at the time had included trade, agriculture, debt and credit, let and sublet, and anything which was related to property. Arbitration in Islam is also put into practice to settle public disputes in politics or war. The incidence of arbitration was also popular when there was a dispute between Ali Ben Abi Taleb and Muawiyat in order to bring to an end the Shiffin war in 657 A.D. The agreement between the two parties to accept the proposal for arbitration was based on some reasons. First, there would be an attempt to bring the war to an end, to protect the Muslims’ birth place, and to become reconciled. Secondly, there was a concern about the extinction of Muslims, particularly the Arabs who were in war at the time. Thirdly, the long lasting war had caused them to have the feeling of too much of it. Fourthly, there was a response from those who proposed reconciliation as it was found in An-Nisa (4): 59 of the Holy Quran, so that Ali answered, “Yes, I give the priority to tahkim. Between us and you is the Message of God (the Holy Quran).”

Among the classic Islamic legal experts, there were different points of view in the concept of arbitration. One of the viewpoints stated that arbitration was a type of coalition to create unbinding reconciliation, unless it was accepted by all parties concerned. In this type of coalition, the process of arbitration was done in an amiable composition which was called ‘arbitration in equity’. Another viewpoint stated that arbitration in the Islamic law had the same meaning as what had been understood in the modern world; that is, a binding decision for the conflicting parties. This concept is equivalent to the ‘arbitration in law’. According to the first viewpoint, even though the parties concerned have agreed to appoint an arbitrator, it does not mean that they have agreed on the decision made by the arbitrator. The agreement of the conflicting parties is needed to make the arbitrator’s decision legally binding. On the other hand, another viewpoint states that an arbitrator’s decision is binding without any agreement of the conflicting parties. Concerning the two viewpoints above, Abdel Hamid El-Ahdab points out that, according to Sharia, ‘arbitration in equity’ (amiable composition) is a rule, while ‘arbitration in law’ is the exception. As long as the expression is not clear enough, it is mostly possible that there will be a difference in its assessment in which, in the one hand arbitration is viewed as the concept of ‘arbitration in equity’; on the other hand, it is viewed as ‘arbitration in law’. In Indonesia, tahkim has given the inspiration for the establishment of sharia arbitration which is realized by the establishment of BASYARNAS (National Sharia Arbitration Board) on the initiative of MUI (Indonesian Council of Ulama) which used to be BAMUI (Indonesian Muamalat Arbitration Board). The existence of BASYARNAS cannot be separated from the empirical fact of the increase in sharia based business and economic activities which need an institution for settling disputes out of court. Indonesia is a country which recognizes the existence of sharia arbitration institution coexisting with non-sharia arbitration, BANI (Indonesian National Arbitration Board), established by KADIN (Indonesian Chamber of Commerce and Industry). The existence of BASYARNAS and BANI is under the umbrella act of Law No. 30/1999 on Arbitration and the Alternative Dispute Resolution. BASYARNAS plays an important role in settling sharia economic disputes. The more increasing the activities of sharia economy in public affairs, the more possible the incidence of dispute occurs. In line with the procedures, BASYARNAS has an authority to accommodate disputes and any other point of view. In settling a dispute, BASYARNAS has the authority on civil cases in commerce, industrial disputes, services, and others which, according to legal provisions, laws, and regulations, are completely controlled by the conflicting parties. BASYARNAS also has the authority to create biding viewpoint on the request of non-conflicting parties about any problem which arises from a certain agreement.

19 Abdel Hamid El-Ahdab and Jalal El-Ahdab, Arbitration with the Arab Countries, p. 11
20 Satria Effendi M. Zein, “Arbitrase Dalam Syariat Islam,”, in Satria Effendi M. Zein, et.al., Arbitrase Islam Di Indonesia, p. 25
21 Abdel Hamid El-Ahdab and Jalal El-Ahdab, Arbitration with the Arab Countries, p. 11
22 Article 1 of BASYARNAS procedures
Sharia arbitration can only have the authority to settle disputes by ignoring the authority of religious court when the parties concerned carry a clause of arbitration in a contract or with a particular arbitration agreement made by the parties concerned, before or after the incidence of dispute. Therefore, an arbitrator should pay attention to the evidence related to the validity of the akad (contract) before starting to settle a dispute.

Dispute resolution through sharia arbitration emphasizes on the resolution in the Islamic way. In implementing the amanah (something given to someone to take care of), we have to pay attention to the Islamic values so that it can be said that law enforcement through sharia arbitration is based on the Islamic guidelines. The capability of settling a dispute based on religious values will create the power of reconciliation since religious doctrine will lead to universal value of humanity. The procedures of BASYARNAS regulate that arbitration decision must be based on sharia provisions and other legal provisions, laws, and regulations which are not contrary to sharia. By these regulations, it is required that an arbitrator (hakam) knows about the Islamic canon law which is related to the dispute which will be reconciled.

Dispute resolution through arbitration also has an advantage, compared with dispute resolution through courts. The capability and the skill of an arbitrator who has been appointed by the conflicting parties, should have already been known in order to settle their dispute righteously and appropriately. The implementation of arbitration process is performed, covered from the public in order to keep it confidential for the sake of the conflicting parties’ good reputation. Besides that, dispute resolution through arbitration, which applies reconciliation aspect, can create harmony, while the court’s verdict will create prejudice among them.

3. DISCUSSION

Amicable Settlement as the Objective of Islamic Arbitration

The main objective of dispute resolution through arbitration in Islam is to create an amicable settlement. A peaceful dispute resolution is highly proposed in Islam in order to avoid various unwanted violence and vengeance since they are contrary to the Islamic mission. Therefore, the position of an arbitrator (hakam) becomes an integral part in creating amicable to settle a dispute without breaking off ties of friendship since it is really aimed to keep ties of friendship among the conflicting parties. By amicable settlement, there is an even position among the conflicting parties which means that no party will oppress and be oppressed; they will be mutually respected since they have been treated righteously.

Amicable settlement in Islam can be understood as a harmonious condition, either physically or socially. Islam requires all its followers to create reconciliation in every walk of life. The main objective of Divine Revelation in the Holy Quran for Muslims is to create the righteous and peaceful social structure. An effort to create reconciliation is a certainty which has to be created in settling disputes among individuals and society. Therefore, reconciliation through arbitration in Islam (tahkim) is permitted in any problems which are in line with jurisdiction, either related to dispute resolution between husbands and wives, or related to the field of muamalah and war or politics.

Dispute resolution through arbitration, using the aspect of reconciliation (sulh) is very flexible, and it becomes a means for creating human welfare as a whole. Sulh will not be used if it brings about destruction and disadvantages for human beings. The objective of reconciliation is to bring about

23 Syahrizal Abbas, Mediasi Dalam Perspektif Hukum Syariah, Hukum Adat Dan Hukum Nasional, (Jakarta: Kencana, 2009), p. 125
24 Article 24, paragraph 3 of BASYARNAS Procedures
26 Satria Effendi M. Zein, “Arbitrase Dalam Syariat Islam,” in Satria Effendi M. Zein, et.al., Arbitrase Islam Di Indonesia, p. 16
28 Syahrizal Abbas, Mediasi Dalam Perspektif Hukum Syariah, Hukum Adat, dan Hukum Nasional, p. 165
advantages and to keep harmonious and everlasting relationship among the disputants. The assumptions, which become the background of and automatically the significance of the implementation of sulh, are:

1. The disputants should be convinced that creating a harmony is better than the victory of one of them,
2. Intervention of the third party (arbitrator) is extremely important in settling a dispute,
3. The process of sulh is aimed to reconcile and develop a harmony,
4. Sulh can satisfy all parties because each of them does not feel that there is no win and lose in the dispute resolution,
5. Sulh leads to peace and quiet, satisfaction, and strengthens ties of friendship among them,
6. Reconciliation can cope with various polemics and eliminate hostility, and
7. Reconciliation can distribute love and affection among Muslims.

In short, sulh will prevent disputants from ‘taking the law into one’s own hands’ (eigenrichting).

In the Islamic canon law, an amicable settlement is an umbrella for dispute resolution, including through arbitration. Encouragement to create reconciliation in settling a dispute is based on a number of verses in the Holy Quran.

*If a wife fears Cruelty and desertion On her husband’s part, There is no blame on them If they arrange An amicable settlement Between themselves; And such settlement is best Even though men’s souls Are swayed by greed But if ye do good And practice self-restraint, God is well-acquainted With all that ye do.*

This verse is related to an attempt to create reconciliation in household affairs when there are fears of the incidence of nusyuz. Another verse describes a command to reconcile two groups of people who are in war, particularly when the war occurs among Muslims.

*If two parties among The Believers fall into A quarrel, make ye peace Between them; but if One of them transgresses Beyond bound against the other, The fight ye (all) against The one that transgresses Until it complies with The command of God; But if it complies, then Make peace between them*

---


With justice, and be fair:
For God loves those
Who are fair (and just).

The Believers are but
A single Brotherhood;
So make peace and
Reconciliation between your
Two (constending) brothers;
And fear God, that ye
May receive Mercy.\(^{34}\)

Besides that, the proposal to make reconciliation is categorized as pious-deed in which the big reward from God will be gained.

In most of their secret talks
There is no good; but if
One exhorts to a deed
To charity of justice
Or conciliation between men,
(Secrecy is permissible);
To him who does this,
Seeking the good pleasure
For God, We shall soon give
A reward of the highest (value).\(^{35}\)

The significance of reconciliation can also be seen in the words of the Prophet Muhammad, “Do you want me to tell you what is more virtuous than the ranks of fasting, charitable gift, and prayer? We (the Prophet Muhammad’s disciples) answered, ‘Of course’. He said. ‘Bring peace (reconcile) between different parties because the destruction of relationship among Muslims constitutes the destruction of religion.’”\(^{36}\) Basically, reconciliation can be performed on the problems which are related to human rights in order to meet the obligation to Allah and His Prophets.\(^{37}\) In line with the Hadist, which was narrated by Abu Dawud, Ibnu Hibban, and Tirmizi, reconciliation cannot be performed if it is solely aimed to permit prohibited things and consider lawful things unlawful.

Islam highly proposes its followers to settle disputes peacefully, not only disputes between husbands and wives but also disputes which are related to properties. Reconciliation gives an opportunity to the conflicting parties (disputants) to always keep harmony among them so that taking the law into one’s own hands which is closely related to violence and vengeance will not occur.

The concept of sulh (reconciliation) in dispute resolution can really be realized, either in court or out of court. Some Islamic legal experts tend to perform sulh out of court where the conflicting parties agree not to use legal path (litigation) in settling their disputes.\(^{38}\) Reconciliation is closely related to justice since both of them are on two sides of a coin. Law enforcement in Islam is very fundamental in creating reconciliation; therefore, both of them have to be seen as related concepts. Advocacy for the former (justice) basically involves the latter (reconciliation).\(^{39}\)

\(^{35}\) Verse 114 of the Sura of the Women (An-Nisa) (Translation by A. Yusuf Ali, The Holy Quran)
\(^{36}\) Shahalah ash-Shawi and Abdullah al-Mushlih, Fikih Ekonomi Keuangan Islam, p. 264
\(^{38}\) Syahrizal Abbas, Mediasi Dalam Perspektif Hukum Syariah, Hukum Adat, dan Hukum Nasional, p. 206
\(^{39}\) Mohammed Abu-Nimer, Nirkekerasan Dan Bina-Damai Dalam, Islam: Teori dan Praktik, p. 16
Amicable settlement should be followed by tolerance, that is, a party should be ready to accept less than what they have expected or release a part of their rights for what they have claimed. On the other hand, the other party should also be ready to return the rights of their harmed opponents. Reconciliation can take place after the testimony of a defendant or his refusal, or reconcile after there is no testimony and refusal (keeping silent) of the defendant. According to ulama Hanafi, reconciliation of the three types above is permitted if the compensation in the positive reconciliation becomes the ownership of the plaintiff. Meanwhile, ulama Syafii points out that a permitted amicable is reconciliation after the testimony because reconciliation can only be made when the ownership exists. This case is not found in the other two types of reconciliation (sulh).

Arbitrator (hakam) can perform various kinds of reconciliation as far as they are in line with the Islamic doctrine, with the limitation of not permitting prohibited things and consider unlawful things lawful. The essence of settling a dispute peacefully which is performed through the forum for arbitration is to settle or eliminate disputes which must be performed voluntarily by both disputants in good faith. The choice of forum and implementation of arbitration which originally came from a contract is always on the principle of good faith.

4. CONCLUSION

Based on BASYARNAS procedures, an arbitrator should make every effort to reconcile the conflicting parties (disputants) before the investigation begins. Actually, the effort to reconcile is made during the investigation until the ruling is handed down and not before the investigation. An arbitrator is successful in performing amicable when he writes reconciliation deed which is final and binding and requires the conflicting parties (disputants) to comply with the agreement voluntarily. If the agreement is not obeyed voluntarily, the implementation of the agreement can be enforced after the decision of the agreement has been registered in the District Court. The purpose of registering the decision of the agreement is not only to provide the power for the execution but also to give an opportunity to the Court not to examine the dispute whose fact is in litigation.

Amicable settlement through arbitration is possible because an arbitrator makes a decision based on the principle of justice and appropriateness (ex aqua et bono); it is not merely based on legal provisions as it occurs in courts. With this principle, an arbitrator is given the opportunity to settle a dispute based on his prudence although he also has to pay attention to religious doctrine. Therefore, the success of an arbitrator in creating reconciliation highly depends on his success in performing his wise behavior and on good faith and transparency of the conflicting parties to reveal the truth.

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THE CONCEPT OF LABOUR MOTIVATION OF THE MODERN RUSSIAN SCIENTISTS

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ABSTRACT
One of the main tasks of personnel management in organizations is the creation of effective system of motivation and stimulation of labour. Scientists for decades have researched the motivation of labour activity. The results of these surveys were recognized as the classical theory of motivation. In the XXI century the Russian scientists propose the models created in accordance with modern economic conditions of Russia. Study of the motivational profile of the employee is also a necessary diagnostic method for assessing existing system of labour motivation. The Russian authors have proposed a number of methods to most accurately determination of the dominant needs of personnel to improve the system of motivation and stimulation of labour activity. Analysis, study and application of concepts, methods of diagnostics of the motivational profile of the individual will help to assess and continue to improve existing one and to create an effective system of motivation and stimulation of labor in any organization.

Keywords: system of motivation of labour, stimulation of labour activity, theories of labour motivation, motivational profile of the employee

INTRODUCTION
Labour motivation, being one of the fundamental techniques of personnel management, encourages employees to achieve goals for them personally and for the organization. To review the mechanisms of motivation to work, it is important to understand the basic models of substantive and procedural nature, the implementation of which in practice needs for special mechanisms. The first studies in this area appeared in the United States. Substantial theories of motivation by A. Maslow, D. McGregor, F. Herzberg and D. McClelland tried to determine what motivates a person, what needs. Procedural theories of motivation emphasized on the fact that people's behavior is formed not only under the influence of the dominant needs but is also defined by: perceptions, expectations, possible consequences of chosen type of their labour behavior. The theories by V. Vroom, S. Adams, B. Skinner, E. Locke, L. Porter, E. Lawler, and others have described the dynamics of interaction of different motives and incentives, and research, how a human behavior is encouraged and directed. Eric Klinger, who has studied the emotional response of an individual to a stimulus, said on the significance of the stimulus (W. Miles Cox, Eric Klinger, 2004). A study of contemporary directions in the study of motivation is collected in the work “Labour Motivation in the context of the global economy”: such scientists as M. Erez, D. Eden, M. Friz and others are studying the various components of internal and external motivation (Miriam Erez, Uwe Kleinbeck, Henk Thierry, 2001). Aspects of the modern motivational theory of self - determination (SDT), based on the psychological needs of the individual are studied by scientists from different countries (Marylene Gagne et al., 2014). E. Deci, M. Ryan, the founders of this theory are studying the driving forces, inherent
for a person, which can lead to effective result and what impact will contribute to this (E. L. Deci and R. M. Ryan, 2014, pp.13-33). Modern Russian scientists, while studying the psychological and social aspects of motivation and stimulation of labor activity, emphasize on organizational and economic study of mechanism of the motivational activity of staff of the organization.

METHODOLOGY AND METHODS

The study of labour motivation is a complex task, addressed by researchers at different levels and from different theoretical and methodological positions. Motivation is initiated by the presence of person’s unsatisfied need when there is a person's awareness of dominant needs in any particular moment of time, which prompts him the choice of this or that behavior to satisfy this need. A. A. Litvinyuk, B. M. Genkin, S. A. Shapiro in their research and development of author's concepts focus on analysis, ranking and periodization of displaying of dominant individual needs. Labour behavior is determined by the combined influence of external and internal motivating forces. The effective management of labor motivation of the organization depends on a mechanism to satisfy these motivations. If this mechanism works, then the consequence is a desire for professional growth, high labour productivity, formed in the individual. Theoretical research, presented in a form of concepts and models of motivation and stimulation of labor, were led by such scholars as A.J. Kibanov, E.A. Mitrofanova, N.A.Tyuleneva, A.N.Vashchenko, V.N. Eye, O.P.Chekmarev. The formation of the effective system of motivation and stimulation of labor activity in the organization is impossible without taking into account the individual characteristics of the workers. The development of author's methods of diagnostics of the motivational profile of the personnel was led by S.A. Shapiro, V.I. Gerchikova, A.V. Rebrov, L.G. Milyaeva. The efficiency of existing systems of motivation and stimulation of labor activity is possible only while keeping the motivational profile of the employee. The development of certain stimulus actions will allow to carry out the main task of each organization - to create a competitive advantage. Its implementation is possible by the account of results of researches presented by Russian scientists in the form of concepts, models of motivation.

RESULTS AND DISCUSSION

Active dominant needs are the object of study for many scientists. Created substantial theories of motivation try to consider the needs of the employee, motivating him to action, especially in determining the scope and content of the work. Modern Russian scientists systematize person’s needs for research and analysis of internal stimuli - internal motives for labor. Personal goals, values, capacity and needs of the individual define and shape the labor behavior of a human. B.M. Genkin grouped all the needs of the individual in two blocks: the needs of the existence and needs of achieving the goals of life [Genkin, 2011, p. 39]. The first group includes the needs of physiological safety, belonging to; the second — all the rest needs: from the highest spiritual to wealth and power. The second group of needs is formed only after reaching the basic levels of satisfying the needs of existence. The transition from one group of needs to another is possible under the influence of attractors (interests, values, inspiration) which depend on the abilities of the person and the conditions for their implementation. The scientist notes that the motives of achieving the goals of life objectively can't have borders of satisfaction. Graphically B.M. Genkin represented the sequence of the formation of human needs as follows (Pic.1);

Achieving a basic level of satisfaction of needs of existence (physiological safety)

I

The action of the factor of self-realization
Formation of a need to achieve life goals (wealth, power and recognition, creativity in art and science, spiritual development)

The new factor of self-realization

The formation of the new demand of achieving the goals of life

Pic.1. The sequence of formation of human needs by B.M. Genkin [Genkin, 2011, p.45].

The model of formation of human needs by B.M. Genkin takes into account both psychological and economic aspects of human behavior and partly adds to the classic substantial theories of labour motivation.

Analysis of existing substantive theories of motivation allowed C.A. Shapiro to formulate the concept of cycles of labour motivation. According to this concept dominant needs of the employee are satisfied at different stages of the life cycle of a person and periodically are actualized. The scientist says that employee’s motivation is undergoing cycle inherent to the individual’s needs in its development. Under the proposed concept, S. A. Shapiro proposes to allocate six groups of needs [Shapiro, 2015, p. 100].

need for information,
need for material wealth
need to achieve social status,
need of the presence of marital status,
need of vertical or horizontal growth
need of self-preservation (A - the preservation of achieved results, B – the provision of security, permanent employment, good health).

Cycles of motivation of the individual are presented by S. A. Shapiro graphically (Pic.4);
<table>
<thead>
<tr>
<th>Информационная потребность</th>
<th>need for information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Потребность материального достатка</td>
<td>need for material wealth</td>
</tr>
<tr>
<td>Потребность достижения социального статуса</td>
<td>need to achieve social status,</td>
</tr>
<tr>
<td>Потребность в наличии семейного статуса</td>
<td>need of the presence of marital status</td>
</tr>
<tr>
<td>Потребность в вертикальном и горизонтальном росте</td>
<td>need of vertical or horizontal growth</td>
</tr>
<tr>
<td>Потребность самосбережения-B</td>
<td>need of self-preservation B – the provision of security, permanent employment, good health</td>
</tr>
<tr>
<td>Потребность самосбережения-A</td>
<td>need of self-preservation A - the preservation of achieved results</td>
</tr>
</tbody>
</table>

Pic.4. The concept of cycles of motivation [Shapiro, 2013, p. 190]

S. A. Shapiro has identified 11, and in some cases more, five-year time cycles (except the first eight years). Thus, using the concept of C.A. Shapiro it is possible to correlate the prevailing needs, depending on the age of the employee and therefore, take into account more the needs of the individual in the formation of a system of stimulating labour activity.

Studies of labour motivation, conducted by A.A. Litwinyuk, allowed him to develop the concept of the motivational complex of labour, reflecting a set of interrelated and interacting motives of labour activity [Litvinyuk, 1997, p.52]. The concept of A.A. Litvinyuk includes the specification of the motivational process in general, which in turn, makes it possible to predict labour behavior within the organization. A person tends to work effectively only for the things, he is consciously experiencing a strong demand [Litvinyuk, 2015, p. 146]. Identified in the process of analysis motives, affecting the staff, the author has united into five main groups:

The first group – acquisition as motives associated with getting by a person a fee for the work performed (both material and moral encouragement). Acquisitional motives initiate the activities associated with a creative approach to its implementation, expanding the scope of activity. At the present stage of socio-
economic development of Russia with a relatively low living standard of the population, the scientist points out that the group of the reasons for the acquisition, strong dominants in the analysis of the reasons for the choice of specific forms of organizational behavior of employees in their organization [Litvinyuk, 2015,p. 164].

The second group - the motives of safety based on the human desire to avoid any unwanted sanctions, punishments as a result of the activities. The safety motives direct the person to protect the stability of his existence and allow him to implement control functions through administrative and legal impact to the controlled object. The set of motives in the first and second groups is reflected in one of the first models of motivation – the models of "a carrot and a stick."

The third group – the motives of energy saving, based on the human desire to carry out labor activity, requiring the least energy expenditure and psychological stress, which is determined by biological factors. Social development of a person often pushes him to the energetically unfavorable form of the work for purposes beyond his existence as a purely biological object.

The fourth group – the motives of subordination, based on the human desire to participate in the labour acting according to the rules, accepted in the organization to meet future needs of the employee (activities within the group more profitable, safer and less energy intensive).

The fifth group - the motives of satisfaction, based on the fact that the person chooses such employment, which causes positive emotions, either in the process of work itself, or in the achievement of results of labour activity. According to the author of the concept, the motives of satisfaction play the role of a filter that prevents the individual from getting unwanted energy or orientation [Litvinyuk, 1997,p.31-35].

All five groups of motifs interact through three types of links: activational, stressing and anti-stressing [Litvinyuk, 1997,p.57]. When the strength of influence of one group of motives increases, the action of the activation relations is manifested as a strengthening of another group of motives, and the action of the stressing ones – as a weakening. Anti-stressing linkages, according to Alexander Litvinyuk, reflect the desire of the motivational complex to maintain its stability by compensating the influences of the stressed groups of motives for stressing. The integrated structure of three types of linkages of motivational complex of labour activities, in accordance with A.A. Litvinyuk, is as follows (Pic. 2);

<table>
<thead>
<tr>
<th>motives of acquisition</th>
<th>motives of satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>motives of safety</td>
<td>motives of acquisition</td>
</tr>
<tr>
<td>motives of energy saving</td>
<td>motives of subordination</td>
</tr>
<tr>
<td>motives of acquisition</td>
<td>motives of satisfaction</td>
</tr>
<tr>
<td>motives of satisfaction</td>
<td>motives of energy saving</td>
</tr>
<tr>
<td>motives of subordination</td>
<td>motives of satisfaction</td>
</tr>
</tbody>
</table>
Pic. 2. The integrated structure of the three types of linkages of the motivational complex of the labour activity, according to A. A. Litvinyuk [Litvinyuk, 1997,p.57]

Motivational complex of employment, reflecting a set of interrelated and interacting motives of labour activity is sustainable self-organizing system. Revealed stability of the motivational complex, its self-adaptation of all external influences, allowed the scientist to formulate the following position – a single application of a stimulus provides one-time, short-term productive effect of the motivational complex. For a permanent increase in the efficiency of labour activity, permanent introduction of new incentives to work is necessary. The author of the concept of the motivational complex of labour activity says that a one-time and unidirectional impact on all five groups of motives of labour activity gives a zero resultant effect [Litvinyuk, 1997, p.67]. The optimum system of stimulation of work, as a process, should be based on the actions that output the motivational complex from the state of absolute equilibrium, and don’t disturb the relative equilibrium. Thus, the stimulation system, as a set of tools of managing the motivation of a person’s labour activity, must be constantly changing according to the changing system of motives of the individual.

People’s behavior is determined not only by the desire to meet this or that need, but the effort to receive it. Therefore, satisfaction of needs is a condition, essential for effective work, but not sufficient one. It is important to establish “how much is the demand”, what effort must be expended to achieve it and on what conditions it is possible to obtain the desired reward. In procedural theories it is analyzed how a person allocates effort to meet the needs in the process of achieving goals and how he chooses a particular type of behavior (actions). One of the main tasks, facing the Manager, is improving the efficiency of the personnel’s labour. To do this he needs the exact choice of methods of influence on the employee with the current motivational profile to a specific point of time. That is the typological model of motivation by V.I. Gerchikov which provides answers to the main question of the head – how to stimulate labor activity of the personnel, taking into account the specific of labour behavior of every employee. V.I. Gerchikov presented his model graphically, as the intersection of the two axes: the axe of labour motivation and the axe of labour behavior. All kinds of labour motives are divided by the scientist into two types: achievement motivation and motivation of avoidance (Pic.3).
The researcher grouped all versions of the relationship of motivation and work behavior into four quadrants on the coordinate plane with the specified axis. While quadrants III and IV with passive, destructive labor behavior excluded from the typological model, none of the five motivational types, stated by the author, are located in these quadrants. On the contrary, in quadrant I are focused four motivational types with different characteristics, but with one defining indicator of motivation of achievement when a worker seeks to achieve something to meet its perceived dominant need [Gerchikov, etc., 2005, p.9].

V.I. Gerchikov distinguishes between the following four motivational types with achievement motivation and characterizes them as follows:

Instrumental motivation. The work is primarily interesting with its price – the value of earnings and other benefits received as remuneration for work. The work itself has no significant value in contrast to the second type of motivation - professional motivation.

Professional motivation. A worker with this type of motivation appreciates the job content, the opportunity to express himself, independence in work. The author notes that wages, in this case, serves as an indicator of management's assessment of employee’s professionalism by the authorities of the company.

Patriotic motivation. Employee with this type of motivation is interested in participating in the implementation of a common cause important to the organization, public recognition of its participation in the shared achievements.

The master's motivation. The desire of the representatives with this type of motivation for maximum autonomy in the job leads them to voluntarily assuming of complete personal responsibility for work.

The fifth type of motivation, referred by Vladimir Gerchikov to the II quadrant with avoiding motivation – underclass - is characterized by a desire to minimize labor effort [Gerchikov, 2006, p.229].

V. I. Gerchikov notes that the motivational type of the employee almost doesn’t change, which resonates with the ideas of W. Richie and P. Martin who believed that inborn motivational qualities are not changed by self-development (Ritchie, Martin, 2004). V.I. Gerchikov suggested algorithm of actions of the head of the organization (or head of HR) on the stimulation of labour activity of the personnel based on motivational types. In the case of properly structured system of workfare, staff with achievement motivation will exhibit high activity, showing initiative in resolving operational issues, striving to acquire the missing knowledge and skills [Gerchikov, 2006, p.227]. Typological model of labour motivation by V.I. Gerchikov, in fact, is a transcription of the foreign theories "X","Y","Z", taking into account Russian realities and accompanied by a huge array of applications and recommendations for the stimulation of labour activity, depending on the motivational type of the employee.
Examine the causes and the possibilities of the existence of various person’s interests (motives), and the level of obstacles, the individual is faced by in achieving his goals, O.P. Chekmarev developed the concept of personal costs [Chekmarev, 2008, p.120]. If the personal material costs, which are obstacles in increasing the level of income of the individual in all forms, can be compared with a certain level of material wealth, the costs of discomfort as obstacles in pursuing of non-financial interests of a person are difficult to compare. O.P. Chekmarev has classified costs of discomfort, by grouping all of them into five blocks:

1. The costs of achieving the result:
   - The costs of the initiative
   - Costs of intensity (activity) of the labour

2. Cost of instability:
   - Costs of responsibility
   - The costs of risk and uncertainty
   - The costs of insecurity (influence of climatic conditions)

3. Social costs:
   - Costs of limitation of communication
   - The reduction of cohesion and understanding in the team
   - The belittling of the social status of the employee
   - Costs of self-assessment:
     - The restriction of freedom, control
     - The impossibility of self-realization
     - The restriction of desire to the leadership
     - Infringement of dignity

4. Costs of recreation:
   - Restriction of free time

Reducing the possibility of communication and caring about people [Chekmarev, 2015, p.9].

The scientist has developed a standardized evaluation scale to determine the level of all allocated in the classification of cost of discomfort. The proposed rating scales were piloted by him in sample surveys of workers of enterprises and organizations of Saint-Petersburg, Leningrad region [Chekmarev, 2015, p.20]. The concept of personal costs by O.P. Chekmarev allows not only to assess the impact of the intangible interests of the person when selection of goals of activity, but also to explore the motivational process of a
particular organization, taking into account costs of discomfort of the individual, to organize motivational mechanism that takes into account the external and internal influence for a person.

Russian scientists studied the mechanism of motivation of labor activity. Motivation and stimulation of labour activity is a complex process of interaction between the internal motive forces (mainly of the needs, interests, values) and external influences (benefits incentives), determining the formation of motives of labor [Mitrofanova,2008]. The mechanism of motivation of labour was investigated by E. A. Mitrofanova, who noted that the process of motivation is caused primarily by internal factors: needs, interests, values. Both the process of formation of motivation and the process of its functioning were considered in the mechanism of motivation (Fig.4).

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Fig.4. Mechanism of motivation of labor activity by E.A. Mitrofanova [Mitrofanova, 2008]

In the structure of mechanism of motivation of work on the subjective-personal level, in accordance with the scheme, it is possible to allocate four stages. At the first stage awareness of the arising of individual’s needs and the formation, as a consequence, of labor activity of the person occurs. At the second stage - of search activity – a search for ways and means to meet the needs takes place; defining the goals of the actions, taking into account personal preferences, the evaluation of personal capabilities, analysis of the situation; evaluation of the appropriateness of the action and the reality of achieving the goal [Mitrofanova, 2008]. The third stage of the mechanism of motivation – formation of motive – is the key in the model by E.A. Mitrofanova: evaluating of the possibility of obtaining benefits in the desired quantity and the level of personal costs occurs. The result may be the rejection of actions to achieve the goals and meet the needs arising. The fourth stage – is functioning of the motivation; the scientist presents the motivational core of the whole mechanism as interaction of such elements as the value of work, practical requirements to job and assessment by employee capabilities to meet them. As a result of the process of actualization of motives, the labor behavior of a person is being formed. Fees and work results become components of satisfaction with job, in case of effective motivation, and dissatisfaction, if the mechanism of labor motivation is not established in the organization. Important demonstration of job satisfaction, according to E.A. Mitrofanova, is developing for employees a sense of loyalty, commitment to the organization with a positive assessment by the employee of his stay in the organization. As a result of imposition of incentives on motives, the area of motivation is formed, the impact on which, using the tools of stimulation, leads to targeted management of labour behavior of personnel.
Motivation to work, and all other kinds of economic activities are generated by the internal potential of the human personality and individuality. Objectively in motivation to the process of labor (it is called procedural or internal motivation) and motivation to its result and the reward (it is called external motivation) are differed [Gorshkov, etc., 2015, p. 85]. Resuming that endogenous stimuli in varying degrees, are understood by the individual, A. N. Vashchenko uses the term "self-motivation". The desire for it, along with the desire for self-actualization and self-determination, the author includes in the subsystem of internal motivation [Vashchenko, 2012]. Thus, the external motivation is connected with labour, performed by the employee for the purpose of receiving remuneration for the result. The process itself, motivating for activities (labor), which brings employee satisfaction, is called internal motivation. Based on these provisions, A.N. Vashchenko has developed a model of the system of internal and external motivation (Fig. 5).
Фиг. 5. The model of the system of internal and external motivation A. N. Vashchenko [Vashchenko, 2012, p. 74]

Internal and external motives interact to either reinforce each other or weaken. A. N. Vashchenko sums up: workers, focused namely on achieving results, have significantly worse results in comparison with those employees who are motivated primarily by doing favourite job, in which they reach greater results. Awareness of the goals under the influence of internal and external motives creates a sense of activity for the employee.

On the basis of the research N.A. Tyuleneva developed the concept of a strategically focused labour motivation, aimed at increasing the motivation of the hired personnel [Tyuleneva, 2009]. According to the concept of N.A. Tyuleneva, each of the elements of the motivation system is strategically oriented. The main elements of the concept and labour motivation as a system are: the objects of motivation, the subjects of motivation, key goals, assessment model and the reward system. The goals of development of each employee of the organization are interrelated with the development strategy of the entire organization. The goals of the organization are considered on the basis of its progressive development in the external business environment, which ensures stable operation of the organization. In the current economic environment increasing of investment to human resources and staffing becomes a long-term factor of competitiveness and survival of the organization. A.J. Kibanov proposed the concept of motivation and stimulation of human resources [Kibanov, 2008], the core of which is a person with his numerous needs. A.J. Kibanov notes that the main features of the system of motivation and stimulation of human resources, based on the corporate concept are: development of all abilities of a person as a social subject, especially innovation and professional readiness to implement innovations, the formation for personnel business activity, consolidation of staff. This concept allows to develop professional qualities, new competences, autonomy of staff and readiness to innovation. These qualities of the employee required for modern production for the successful development in the new economic environment, emerging in the last decade. Specific of motivation of employees of co-operative organizations was studied by V.N. Glaz. The scientist believes that belonging to a social group and organization is the main factor of formatting of the labour behavior of the worker and his motivation to work. Needs are actualized by value orientations of the employee, as a result of his socialization due to the work environment [Glaz, 2012]. The effectiveness of labour motivation will depend on the factor of group behavior, for which, in turn, the cohesion of the group, its size and the situational challenges of the external and internal environment affect.

The management of motivation and stimulation of labour activity of the personnel is one of the most important components of personnel policy of the organization. But before you begin managing such a complex process, it is necessary to know the motivational level of the company. V.I. Gerchikov has developed a test "Motype" (type of motivation). The test is made in two versions: for employees and for newly hired workers. V.I. Gerchikov revealed the correlation of forms of benefits for employees with different types of motivation [Gerchikov, 2006, p. 132]. Knowing the types of motivation, represented in the team of the organization, it is possible to predict the effectiveness of different methods of stimulation, proposed by scientists, to different types of workers. A.V. Rebrov studied labour motivation, using a
typological model by V.I. Gerchikov. During five years (2005-2009) in 11 regions of Russia, the scientist conducted researches of motivational types. Rebrov said that the test "Motype" measures not just the level of expression of the actual needs, but also complex constructs, reflecting a stable relation of a person to labor as a means of achieving life goals [Rebrov, 2011, p. 39]. The author, in studying the motivational profiles of different organizations, enterprises, institutions, proposed a categorization of staff, dividing all workers into four categories: workers, specialists and employees, line managers and commercial staff, senior managers. A. V. Rebrov notes that the motivational structure of different groups of staff has significant differences. Therefore, the analysis of the motivational profile of the Russian workers without regard to official position in the organization does not make sense.

To identify the dominant needs of staff S. A. Shapiro has developed the Test methodology that includes 96 questions, that allow, after the analysis of the responses, to identify the prevailing needs of the worker. After receiving the results of the study within this concept, the authority can conduct activities on motivation and stimulation of labour activity, proposed by S. A. Shapiro, to meet the immediate needs of workers, taking into account available material and financial means [Shapiro, 2013, p.199-201].

L.G. Milyaewa proposed the method, based on the separation of all of the motives for three levels of significance (highly significant, mid-significant and low-significant), to build a motivational profile of the worker, as well as the classification of staff, based on the structure of motives’ scale [Milyaeva, 2010, p.231]. Depending on the significance of labor motives, the following motivational categories of personnel were identified:

1. Innovatively motivated employees, whose structure of labor motives is dominated by the desire for innovation activity (MIA): creative and innovative nature of the work, coupled with the use of new working methods, systematic acquisition of new knowledge; the possibility of participation in specialized exhibitions and conferences; the possibility of retraining and/or requalification by the company; involvement in the implementation of the strategic plans of the organization; material and moral encouragement of the results of innovative activities, etc. [Milyaeva, 2010, p.230].

2. Traditionally motivated workers, whose structure of labor motives is dominated by the motives to traditional activities (MTA): possibility of career growth; the satisfaction from taking a favorite work; the diversity of the social package; convenient working hours; normal socio-psychological climate; material and moral encouragement for the work experience in the enterprise, etc.

3. Indefinitely motivated employees, in the motivational profile of whom the MIA and the MTA are practically the same.

Division of staff on provisional (motivational) categories and targeted (based on the motivational categories) of management actions, according to L.G. Milavskaya, is an effective way to regulate the level of internal work motivation of personnel [Milyaeva, 2010, p.240]. In the current economic environment, when special attention is paid to the innovative component of development of the company, the focus on innovatively motivated employees becomes decisive when making changes to the system of motivation and stimulation of labor.

Study of the motivational profile of employees and the determination of the type of motivation, allows, according to the authors of typologies, to choose methods of stimulating influence for the purpose of managing the labour behavior. The development of the system of motivation and stimulation of labor activity of personnel, based on motivational types, taking into account job position of the employee in the organization, will increase labor productivity and therefore the competitiveness of organization.
CONCLUSION

The analysis of the basic concepts, models of labour motivation of Russian scientists has shown that these works contain the main component – taking into account specifics of work behavior, as a consequence of the peculiarities of the motivational profile of Russian workers in the current economic conditions. And if the theoretical achievements of Western scholars in varying degrees may be applied to the Russian reality, foreign models, concepts, techniques require adaptation to the socio-economic realities of Russia. Due to this fact, as well as constant testing of models and concepts of Russian scientists in the Russian context, it is necessary to popularize the practice of researchers among the leaders of the organizations, institutions, enterprises to monitor constantly the motivational profile and regularly - adjustment of the system of motivation and stimulation of labour activity, established in the organizations. A set of actions for the implementation of system of motivating and stimulating effects for a longer period of time will allow to form the motivational strategy of the organization and on the basis of the developed strategy - to create sustainable competitive advantages, necessary in today's economic conditions.

Despite of this, insufficiently studied problems are still remaining, which solution is constrained by the lack of consistency in the study of issues of motivation and stimulation of labor activity of personnel of organization. The main focus of the research of Russian scientists is made on the justification of economic efficiency of perfection of system of stimulation and motivation of labour. In the current socio-economic conditions at a relatively low living standard of the population, the choice of specific forms of organizational behavior by the employees of the organization is predefined to a greater extent by external stimuli. In the works such issues as "self-motivation", satisfaction with employment are explored insufficiently, as well as the motives, prompting the individual to productive activities, in particular – labor one. There are other drawbacks, and they're legitimate, as the science of human resource management in Russia began to develop relatively recently.

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TAX INSTRUMENTS TO COUNTERACT THE ECONOMIC ACTIVITY IN THE SHADOW ECONOMY

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ABSTRACT
The main reasons for tax avoidance are objective and due to gaps in the existing regulatory framework, controversial government policy, market imbalances, ineffective functioning of the tax administration system and supervisory agencies. In this connection, institutional forms of counteracting the economic activity in the shadow economy, which manifests itself as violations of the tax and criminal laws, should be created at all hierarchical levels of the economic system. The conducted analysis of qualitative characteristics of taxpayers’ behavior at the meso-level systems showed the presence of a self-organizing mechanism for the shadow economy’s expansion, which key parameter is tax avoidance. The existing polyvariation of forms and methods of the deviant taxpayers’ behavior complicates diagnostics, detection, criminal prosecution or imposition of administrative sanctions for the tax violations. In this connection, an economico-mathematical model has been developed to estimate the level of tax discipline across industries, it allows carrying out the analytical optimization of tax control procedures and increasing transaction costs of dishonest taxpayers.

Keywords: shadow economy, sectoral complex, avoidance, behavior, taxpayer, tax control

INTRODUCTION
One of the main factors of harmonizing the economic relations among the state, business and population is to reduce the level of shadow activities in the illegal economy. The basic manifestation of this phenomenon is failure to perform the obligations on payment of taxes and fees, which adversely affects the formation of a profitable part of the consolidated budget. In turn, the tax avoidance leads to a reduction in the production of public benefits by the state, and the appeared deficit is compensated by an increase in the level of tax burden towards entrepreneurs and population. This negatively affects the law-abiding taxpayers’ behavior and reduces the level of tax discipline.

At the microlevel, the law violators have additional competitive advantages over honest entrepreneurs in terms of optimizing their in-house financial flows, what triggers other economic agents to the deviant
behavior. It should be borne in mind that the use of legalized financial resources also stimulates the growth of effective demand, and it results, through the multiplicative effect, in the improved welfare of all members of the society. However, there is no doubt that the negative effects of this phenomenon take precedence, which determines the need to find effective mechanisms and instruments to counter the shadow economy’s expansion and tax avoidance.

2. CAUSES OF THE SHADOW ECONOMY

Analysis of exogenous and endogenous factors affecting the quality characteristics of the socio-economic development of meso-level systems and the degree of their sustainability is impossible without considering the informal institutionalization trends relating to market relations, which are based on the shadow business with its own specifics, regularities of functioning, dynamics, structure of manifestation and form of realization. This makes it necessary to identify a self-organizing mechanism for the shadow economy’s expansion and to determine the extent of its negative impact on the formal economy, as overcoming of critical values threatens the national economic security.

As noted by A.A. Kuklin, "There is a fundamental factor associated with the perception of formal rules by the market participants and the determination of their real status. It reads as follows: a law is not perceived as an absolute immutable rule obligatory for accurate execution" [1]. It should also be taken into account that not only entrepreneurs but also officials, who generate formal rules and supervise their execution, developed such an attitude to the compliance with the law. In this case, a formal rule is the basis for an "institutional adjustment", i.e. an object of adjustment and further adaptation to changing internal and external conditions. And as rightly pointed out by Frey, this process turned into a routine process to develop certain management schemes and a new rent with the planned increase in transaction costs [10].

It is evident that this transformation of the economic agents’ behavior leads to significant deformalization of the rules when conventional institutions are changed due to the substitution of formal rules by informal ones and their subsequent incorporation in informal relations. As noted by D.P. Frolov, "At the same time, a border between the institutions becomes relatively transparent and less rigid. As a result, a formal rule is embedded in the system of informal norms without completely losing its formal compulsory force" [7].

The algorithm for deformalization of rules consists of a number of basic elements:

- adopted formal rules of the game do not assume their full and unconditional implementation by both entrepreneurs and regulatory agencies;
- lack of the effective channels for legal support of the relationships between entrepreneurs and regulatory agencies, as well as the ways for pre-trial challenge of disputes;
- systematic violations of the regulatory framework and bypassing the existing formal rules by economic agents;
- existence of selective control over the observance of formal rules;
- development of a mechanisms for transformation of the structure of transaction costs in favor of growth of an informal component;
- creation of tools for legitimization of the shadow economic activities.
Economic agents, who have a choice among legal, semi-legal or illegal activities, often opt for the use of shadow schemes because of current the institutional environment. This systematic deformatization of forms and methods for conducting economic activities leads to additional types of transaction costs: fee for the use in illegal tax avoidance schemes; fee for minimization of their use.

3. TAX AVOIDANCE AS AN ELEMENT OF SHADOW ECONOMY

Any tax system affects, directly or indirectly, the business activity of economic agents, and the allocation of regulatory function of taxes allows the state solving the main problems using the fiscal system, namely: stimulation of economic growth, development of high-priority industries and territories, growing number of small and medium-sized businesses, improved stability of the budget system, etc. However, the specific instruments for their implementation are often diametrically opposed. Constant change of the legal framework regulating the taxpayers’ activity results in the revision of tax rates, benefits, payment terms and order. In conditions of high volatility of exogenous factors at a rather high level of fiscal burden, the economic agents are not able to build long-term development strategies; that reduces the level of their financial stability and may lead to a decision to withdraw “into the shadows.”

Tax avoidance involves "financial and economic transactions, which do not have any business purpose and which are aimed at obtaining an unjustified tax benefit" [3]. This process is based on the creation of "informal models of conducting financial and business activities, financial and tax accounting, documenting civil transactions" [3]. In this case, an unjustified tax benefit appears due to the tax base underestimation and tax undercharge, tax and fee avoidance, as well as illegal tax and charge reimbursement from the budget system.

The existing diversity of forms and methods of the deviant taxpayers’ behavior complicates diagnostics, detection, criminal prosecution or imposition of administrative sanctions for the shadow economy’s organizers and participants. However, the informal activity analysis allows specifying some templates, by which social norms and rules violation forms and methods can be grouped: structure of tax crime participants; industrial or territorial specificity; tax base distortions; way of damage; complexity of implementation and forms of operations used for tax avoidance.

The taxation system has a direct or indirect impact on the socio-economic development and forms a complex polyvariant system of cause and effect relationships. For example, the fiscal function’s prevalence reduces the financial sustainability of taxpayers who with a view to raise it may decide to withdraw into the shadows, which in turn leads to decrease in investment activity, drop in economic growth and reduction of the budget system’s stability. Consequently, the modern fiscal policy, which has a number of imbalances that manifest themselves especially at the regional level, suggests the need to neutralize the threats to social and economic development of the territories and to scrutinize the tax avoidance as a key element of informal economic activity.

4. TAX DETERMINANTS OF THE ECONOMIC AGENTS’ DEVIANT BEHAVIOR

The classical models that describe the specifics of the tax system’s functioning do not allow determining the taxpayers’ deviant behavior, therefore, they require a certain upgrade. The generally acknowledged definition of deviant behavior is stated below: "behaviour, which deviates from the generally accepted norms, violates the social individual’s and group’s behavior and which is perceived as reprehensible from the standpoint of prevailing values" [4]. In the tax field, the deviance is closely linked with the term "shadow economy", so almost any informal activity is an economic agent’s deviant behavior. At the same time, one of the key factors influencing the taxpayer’s decision made on the withdrawal is the effectiveness of the existing tax control system.
In the foreign literature [8, 9], the tax control is, in its narrow interpretation, the possibility of implementing functions related to collecting mandatory fiscal payments. In its broadest sense, this is an integral part of the financial control related to the need for supervisory functions in the tax administration system that allows to partly identify it with the financial control as a whole. The foreign specialists also associate the "tax control not only with a supervisory, but also a preventive form of control procedures taking into account the possibility of studying the social and psychological effects of the tax avoidance" [11]. They also note that the "mass opportunism of taxpayers has a destructive effect not only on the taxation, but in general on all spheres of public life, economy and state, which is a significant threat to the country’s economic and national security" [14].

Thus, the taxpayers’ opportunism is linked with the taxpayers’ deviant behavior. However, in some countries, especially with underdeveloped institutions, and where the shadow economy is considerable, the opportunism and deviance are not identical concepts. In our opinion, the Russian society does not consider the tax and charge avoidance as a model of deviant behaviour; that is connected with the lack of the "tax morality" concept.

Kerrick MacAfee claimed quite rightly [13] that the results of tax law compliance based on the intrinsic motivation to pay taxes are associated with the moral hazard, which directly affects the taxpayer’s motivation. The essence of this phenomenon lies in the fact that a taxpayer sees a high intensity of fiscal control as an invasion threat to his/her private life. In this connection, the author draws attention to the need to create social contracts of the population and business with the government, which imply, first of all, possible benefits of cooperation in the form of additional benefits in the future. At first glance, we do not think that such conclusions are ambiguous; a logically established tax policy to encourage tax revenues in exchange for future goods is a quite justified price to pay for the opportunity to timely obtain revenues in the budget, but on the other hand, a sequence of reforms and tax incentives, which really reflects the contribution of business and population to the country’s welfare, is important here. So far, only the Scandinavian countries managed to create such social contracts stimulating to pay higher taxes in exchange for social benefits and competently established social and fiscal policy.

Based on the works of Schneider F. and Enste D. [15], the tax mentality can be characterized as taxpayers and their tax burden ratio. Having described the term "tax mentality" for the first time, Gutmann [12] describes it as a person's willingness to pay a tax. Watson H. [16] considered the tax mentality as a positive or negative attitude to the tax avoidance using a survey method. He also found that the tax mentality is different at the country level - according to the country’s social characteristics, demographic situation, and so on.

Despite these promising tax morality studies, any objective taxpayer's rational behavior evidence and models subject to response to possible sanctions or penalties have not been obtained yet. In more recent works, the existence of tax mentality is mainly associated with the level of trust to the state and fiscal agencies. For example, according to Yaniv [17], if citizens do not trust their President, the tax mentality will continue to decline, as well as the motivation to payment of mandatory contributions and charges. Such "protective" reaction is expressed not only in the underdeclaration of revenues, but also in more sophisticated tax avoidance schemes. These theories also sheds light on the causes of economic crises in a state because of a sharp decline in trust in the government and, as a result, trust in the governmental fiscal policy, which has a direct impact on the tax control procedures as well.

Yitzhaki [18] argued that there were three key factors for understanding the tax morality: moral principles and rules of a society, temper of the masses; justice of the tax burden, because the poorest should not pay for the rich; relationship between taxpayers and the government (trust of the masses). As soon as one of these factors becomes difficult to achieve, a conflict appears, the society’s tax morality decreases, loyalty and understanding of the fiscal burden’s importance disappear.
One can not force to pay taxes in the absence of social incentives, which is the basis for the tax morality. Formation of the bases for the tax mentality is also closely linked with the principles and approaches defined for population groups with a different level of revenues, education and employment, which ultimately constitutes the forms of the tax control to be used as a tool to implement an effective fiscal policy.

5. ANALYSIS OF THE TAX AUTHORITIES’ CONTROL ACTIVITY

In order to exemplify the analysis of the tax administration system’s impact of the shadow economic activity, the Stavropol Krai agricultural sector and wholesale and retail trade were selected.

The following circumstances determined this selection. In the last decade, the Stavropol Krai service sector plays an increasingly significant role in the industry-specific structure of GRP. In 2011, the wholesale and retail trade moved into first place with a GRP share of 20.0%, which is higher than the values of the agroindustrial complex and manufacturing industry. On the other hand, as the results of studies show, economic agents in the trade are often consciously involved in a variety of grey schemes to cash money resources or avoid tax payments, such as illegal VAT reimbursement. The agriculture is characterized by the lowest level of the tax burden that is associated with the use of the Single Agricultural Tax. So, in 2014 the agricultural complex’s share in the Stavropol Krai GRP was 12.3%, and the valleys in tax revenues’ share amounted to only 4.7%. According to the Federal Tax Service data, the tax burden in agriculture reached 3.4%, manufacturing industry - an average of 7.2%, minerals extraction - 42.6%. Thus, analysis of the regional agrarian and industrial complex will allow assessing the impact of the tax burden amount on the decision-making regarding the tax avoidance and withdraw in the shadow economy.

As can be seen from Table 1, the wholesale and retail trade accounts for more than a third of all conducted field tax audits in Stavropol Krai, and its share in the structure of tax debt is from 8.5% in 2013 to 16.8% in 2014.

<table>
<thead>
<tr>
<th>Table 1. Dynamics of indicators showing the effectiveness of control activities in Stavropol Krai (wholesale and retail trade/agriculture),%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indicator</td>
</tr>
<tr>
<td>Share in GRP</td>
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<tr>
<td>Share in tax revenues</td>
</tr>
<tr>
<td>Share in debt</td>
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<tr>
<td>Share in field audits</td>
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<tr>
<td>Share in the additionally charged amounts as a result of field audits</td>
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<tr>
<td>Deviation from the average additional charges per 1 audit</td>
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</table>

As a result of these audits, the total additionally charged amount of unpaid taxes and fees increased by 2014 to 37.8% with a simultaneous growth of average additional charges up to 113.2% of the average level. Anomalous values of 2011 are associated with significant claims brought by tax authorities to the food industry enterprises, namely, the production of alcoholic beverages. The tax debt share of the Stavropol Krai agro-industrial complex hovers around 2.0-2.5%, which is on the average 2 times less than the share of tax revenues. A low level of additional charges per 1 field audit led to a minor share in the total volume of additionally charged amounts (maximum value of 7.4% in 2013).
Thus, one of the main drawbacks of the Russia's economic policy in relation to minimizing the negative impact of the shadow economy is that the informal activity’s territorial and industry specifics are not accounted. This results in an overflow of shadow financial flows in the constituent subjects of the Russian Federation more favorable for the purposes of conducting shadow activity, which leads to a cumulative increase in the extent of the shadow economy. Asymmetric reaction to manifestations of the informal activity in the form of tax avoidance in the constituent entities of the North Caucasus Federal District is a result of missing unified methodological basis for diagnosing the shadow economy by the major territorial-sectoral complexes, as well as insufficient attention to the problematic industries paid by the tax authorities.

6. TAX AVOIDANCE DIAGNOSIS MODEL

The existing practice of countering tax avoidance involves implementation of relatively homogeneous in their content taxpayer’s good conscience control methods, regardless of the diversity of administered taxes. The main targeted priority is focused on the search for those economic agents, diagnosis of which activities can provide the highest additional charges [2]. In this case, it is important to ensure that the enterprises, which have made their tax payments on time and in full in the previous periods, will have to undergo minimum field audits.

Concentration of the resources the tax authorities have to exercise control over activities of the largest taxpayers generating the main share of revenues can not be considered reasonable. The disadvantage in this case consists in the deteriorated tax discipline among small enterprises [5]. Additional charges in the segment of large taxpayers can exceed the loss because of the deterioration of tax discipline among the other categories of economic agents only at the stage of forming the small and medium-sized businesses. In the future, a need inevitably arises for diversification of control activities for correct calculations and timely tax payments.

In our opinion, the honeycomb method realized by the tax authorities features a low degree of adequacy and accuracy; such method implies structurization of all taxpayers into classes according to their industry and subsequently according to their gross profit. Based on the econometric analysis, separate groups of economic agents are determined, in which the highest specific amounts of additional charges have been obtained for the previous period. Increased attention is paid to their tax discipline control.

Special consideration should be given to the use of economico-mathematical methods in organizing the control of tax authorities. In particular, the use of elements of a game theory allows testing intuitive ideas about the nature of changes in various processes for the logical consistency, selecting a vector of basic preferences and determining, which of them should be taken as a basis for the formation of individual conclusions.

The antagonistic game models have a sufficient degree of the adequacy in organizing the integrated control over a level of taxpayers’ discipline. The main prerequisite for their use is the assertion that the best solutions of the game participants depend on the available views on the choice of rational actions of their partners. Then two basic preconditions will be dominant: every economic agent maximizes its benefits; they all have full information about the existing formal game rules and participants’ benchmarks. These assumptions completely correspond to the existing relationships between the taxpayers and tax authorities.

As noted by several authors, the tax avoidance "accompanies reproduction processes in all spheres of the economic complex" [6]. Then assume that there exists a certain critical number of violations k in the sample of n taxpayers, which will characterize a critical quality assessment of the existing tax administration system.
If the number of tax legislation violations I identified by the results of desk audits exceeds a certain
number k, a conclusion is made about the need for a field tax audit in a particular territorial-sectoral
complex. Number k should be calculated depending on the specifics of functioning of individual
industries and adjusted for each constituent entity of the Russian Federation.

To be able to use the parametric methods of econometric modeling, we assume that the available
aggregate sample has a spread in accordance with the normal distribution law. Then, in the framework
of the considered territorial-sectoral complexes the average value of the taxpayers’ level of discipline is at an
acceptable level, therefore, a share of the law violators W has a beta distribution B (p,q):

\[
B(p, q) = \int_0^1 W^{p-1} (1-W)^{q-1} dW
\]

where p and q are distribution function parameters of the tax discipline violators, which are set depending
on the taxpayers’ control measure coverage.

If p = 1 and q = 3, then there will be an inverse negative relationship: increase in the number of tax audits
reduces the potential violations. Then the critical taxpayers’ level of discipline in a particular territorial-
sectoral complex will be determined using the following inequality:

\[
\frac{C_1}{C_2} (p + q + n) - p - 1 \leq k \leq \frac{C_1}{C_2} (p + q + n) - p
\]

where:

C1 is an average cost of conducting an audit activity; C2 is an averaged value of the penalties that a
taxpayer pays for each violation in taxation.

The economico-mathematical modeling results were obtained on the basis of the data provided by the
Federal Tax Service Inspectorate of the Russia Federation for Lenin district of the city of Stavropol for
2014, and they are presented in Table 2.

<table>
<thead>
<tr>
<th>Table 2. Results of modeling conducted with respect to assessment of the tax discipline across industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indicator</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>Number of administered taxpayers</td>
</tr>
<tr>
<td>Average cost of conducting an audit activity, thous. RUB</td>
</tr>
<tr>
<td>Average amount of additional charges per an audit activity, thous. RUB</td>
</tr>
<tr>
<td>Number of taxpayers in a sample, unit</td>
</tr>
<tr>
<td>Actual number of tax legislation violations, unit</td>
</tr>
<tr>
<td>Critical number of tax legislation violations, unit</td>
</tr>
<tr>
<td>Level of taxpayers’ discipline</td>
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<tr>
<td>-------------------------------</td>
</tr>
<tr>
<td>Need to optimize the control activities</td>
</tr>
</tbody>
</table>

Dimensional parameters of taxpayers in the area of power, gas and water production led to higher average costs of conducting a control measure, and they exceed the similar values in the construction industry, wholesale and retail trade, transport and communications. Simultaneously, this leads to the highest possible amount of additional charges per a tax audit.

The proposed economico-mathematical model implies the need for an analytical calculation of threshold values $k$ of the tax legislation violations in each territorial-sectoral complex and their subsequent comparison with the actual level of tax violations $L$ in a selected sample of taxpayers. As shown by the results of modeling, in the construction industry and wholesale and retail trade the tax discipline is inadequate, which predetermines the need that the tax authorities optimize their control procedures to these complexes. It should be taken into account here that these spheres have a particularly high share of small and medium-sized businesses, so it would be impossible to improve their tax discipline by simply increasing the number of tax audits. In this connection, a further improvement of the analytical tax control procedures is necessary.

7. CONCLUSIONS

A comprehensive solution to the problem of tax avoidance lies not only in optimizing or tightening the fiscal control procedures. A transparent institutional environment is needed, which will consider all factors of forming a harmonized tax policy: optimization of tax administration system, acceptable level of tax burden, consistent regulatory framework, increased autonomy of levels of the budget system, tax harmonization across industries, decline of informal activity, stimulation of law-abiding taxpayers, tax culture growth, etc.

These lines of development of the tax system should have appropriate instruments, especially for the meso-level systems; it will eliminate existing contradictions between the state and business and reduce, in the long run, the shadow economy’s extent.

In creating a favorable institutional structure in the economy, the effects of tax avoidance will transform; when the taxpayer’s external disinterest turns into the inner need for the full tax payment. For this purpose, it is expedient to coordinate the efforts of all fiscal components so that the imputed costs of the use of shadow schemes were significantly higher than the costs of absolute adherence to the rules of tax laws.

An effective instrument to realize this promising trend is the optimization of analytical procedures of tax control, which allows increasing the tax law violators’ transaction costs.

CONFLICT OF INTERESTS

The authors confirm that the provided data do not contain any conflict of interests.

ACKNOWLEDGEMENT

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RELIGIOUS TOURISM AND PILGRIMAGE IN RUSSIA: CULTURAL-HISTORICAL ANALYSIS

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ABSTRACT
The status, trends, organization and prospects of religious tourism in Russia and classification of religious tourism are considered in the article; religious tourists’ and pilgrims’ motivation is examined. Meeting the needs and capabilities of Russia and the main trends in the development of religious tourism and preservation of historical-cultural heritage the recommendations which can be used to prepare new tourism products are offered on the basis of cultural-historical analysis.

Keywords: culture, traditions, landscape, religious tourism, pilgrimage, churches, monasteries

1. INTRODUCTION
Speaking about the historiography of the problem of the tourism classification on types, it should be noted that nowadays there is a sufficient amount of literature about indexed tourism types. However, the development of religious tourism and pilgrimage in the Russian Federation is still insufficiently studied problem [1, pp. 1638-1645; 2, pp. 1147-1151; 3, pp. 1097-1101; 4, pp. 3-5; 5, 6, p. 88; 7, pp. 60-71; 8, pp. 677-684; 9; 10, pp. 187-200; 11. pp. 95-99; 12, pp. 995-1004; 13, pp. 1375-1381; 14, pp. 71-80; 15, pp. 12-18].

At the modern stage Russian citizens have a growing necessity for spiritual values, an increasing interest in the monuments of religious culture, Church life, monasteries in particular which became important centers of spiritual revival. Penetrating deeper into public relations the religion opens new horizons for tourism exchanges.

It is extremely important for professionals of the tourism industry not only to be skilled in the practical organization of the tourist trips, but also to have a clear idea about what is the religion, what motivates people to go on a pilgrimage or tour the Holy places. This knowledge will help them better to understand the tourists’ needs for the development and promotion of tourism products and to identify the target market segments. They also need to get knowledge on the geography of religious centers, as they are the
objects of attraction in this tourism type. To prepare a competent specialist of the tourism industry – is the
overriding objective for the higher school [2, p. 1147-1151; 3, p. 1097-1101].

The objects of religious tourism are in growing demand and in the literal sense of the word the religious
tourism becomes a part of the modern tourism industry. Monuments of religion, history and culture
represent an important motivation for visiting a particular region or city. Many religious monuments are
the objects of the tourist facilities and are under the state protection. So the development of the worldwide
interest in religious tourism is also spared in Russia. In our country there is a process of formation of
tourist firms on the organization of pilgrimage tours, religious and pilgrimage services, organized in
monasteries, churches and other religious organizations. Over the last decade in Russia the number of
tourists making a pilgrimage to the Holy sites of Russia and also travelling abroad with religious
educational purposes was significantly increased. [12, pp. 995-1004; 13, pp. 1375-1381].

2. CLASSIFICATION OF RELIGIOUS TOURISM

A person traveling outside of usual territory for a period of not more than a year to visit the Holy places
and centers of religions is the tourist who travels for religious objectives. The utterance “religious
tourism” is to denote the activities associated with the provision of the services and needs of tourists
travelling to the Holy places and religious centers outside their usual territory. Religious tourism — is an
independent type of tourism. It has its varieties like the other types as the following: pilgrimage tourism
and religious tourism excursions and orientation.

The utterance of pilgrimage tourism – the visits to Holy places - is negated so many of those who
involved in its organization: "pilgrimage" and "tourism" – are different concepts for them, sometimes
even mutually exclusive. Due to these considerations we use the term with the same content - a religious
tourism or tourism of religious shrines places.

Do not mix the utterances of "religious tourism" and "pilgrimage" as many modern scientists do.
Pilgrimages to "Holy places" - is perhaps the oldest form of tourism, known since ancient Egyptian times.
Religious motivation had already had a significant impact on the "tourist flows" that time. Therefore, the
history of religious tourism is rooted in centuries.

A pilgrimage implies a certain relation of man to reality. In most cases pilgrim is deeply religious person
with an already established system of values. Currently, the pilgrims widely use the services of the
tourism industry. Some tourist offices and most services arrange pilgrimage tours for believers.

Religious tourists and first of all the pilgrims go on a religious tour when they have a need to do
something more than the usual cult activities in the conditions of the normal environment of their
residence. People go on tours to Holy places with different motives: to pray, to solve personal problems,
find a suitable religion, theological school and a system of values, to get acquainted with the cultural
heritage of the country.

Religious tourists use the services of the tourism industry: the sectors of transportation, accommodation
and catering, entertainment, as well as tour operators and travel agents who implement such tourist
product. The pilgrims, in many cases, use other services: live and eat in churches, monasteries, sometimes
getting to destinations by means of transport provided by these organizations. Pilgrims can also perform
some work in the obedience of service; sometimes it is mandatory for them.

Tourist trip is based on motivation which is one of the most important factors in making travel decisions
and choice of tourism product and its constituent elements. Choice motivation of tourist travel (time,
duration, direction, type, cost, nature of activities) – are the most important characteristics influencing behavioral initiatives of the tourist in the selection, acquisition and execution of the tour.

The personal motives to a certain extent shape his/her behavior as a buyer and consumer of goods and services, especially the services of tourism. Understanding of motives of the potential client is of great importance in the planning, formation and organization of the process of implementation of the tourism product. It helps to ensure match of supply and demand and as a result, to increase of competitiveness of the enterprise at the expense of meeting the needs of the tourist in a specific touristic product.

Attractive objects for religious tourists are the Holy places and the centers of religions. Such trips can be explained by the religious acts, celebrations, festivals, taking place at certain time of the year.

Considering the fact that religious trips involved both the believers and secular people, the purpose of religious trip can be classified as follows:

1. The celebration of religious rites (such events will be open for the pilgrims with religious purposes and tourists as viewers).
2. Self-improvement and affirmation of spiritual state (this motivation in religious tourism of both pilgrims and ordinary tourists). This motive is associated with spiritual development.
3. Raise of personal status in the religious community (the motive of the trip is relevant only to Church people).
4. The worship of the Holy place, the church, the relics, receiving their healing, spiritual and physical (aspiration only of believers, pilgrims).
5. Knowledge of the spiritual "new", getting a charge of spiritual energy (motivation belongs to the believers and secular tourists).

Going to a religious visit as pilgrims or as ordinary tourists the people are unwittingly transferred from the world of reality into the world of the goodness and beauty of religious abodes. Secular people flock to the shrines to see the unique architecture of religious buildings, their monumentality and grace, to hear the bell ringing out all around. Not only religious monuments are reborn from the former the ruins and oblivion – the great beauty returns to the world of beauty, embodied not only in stone, but most importantly – in the hearts of people. Besides, during visiting the Holy places the natural environment and the historic landscape of the area play an enormous role.

All this creates a special atmosphere of an Orthodox monastery. That is why the Church has always chosen the most beautiful place in the surrounding landscape. Orthodox Christianity became the dominant feature of the landscape and at the same time its organizing part. Many famous monasteries are located on the tops of high hills or steep banks of rivers. Providing beautiful views of the surrounding countryside the temples seem to merge together with the heavens. No wonder most of the temples were built on elevated area that is largely determined by the sense of reuniting the human spirit with God, the harmony of man with nature. On the other hand, if Church domes cause just aesthetic admiration of a secular person, the pilgrims inspired the idea of a dominant supremacy of God over man.
Under the urbanization influence many churches have lost their original, natural environment and are often crushed by urban development. Surely if it is possible this should be avoided. Religious buildings must be protected from “visual pollution” of the city.

Thus, the relevance and practical importance of motivational aspects in religious tourism are obvious. Understanding, knowledge and use of tourist motives in the tour with a religious purpose can be the key to successful promotion and popularization of this tourist destination. Only by identifying the motives of religious travel, tourism organizations can develop effective techniques for attracting customers and making it permanent, that eventually directly or indirectly may affect the nature and volume of demand and sales.

During international travel, these tourists have to go through the customs, currency, visa and other formalities. The firms involved in the practical organization of the trips of pilgrims and tourists with the specialization in providing services in the field of religious tourism have already been formed in the Russian tourist market.

Religious tourism can be classified into the following types:

- domestic tourism – travelling of residents of the country within the country;
- local domestic tourism – travelling of residents of any region on this region;
- inbound tourism – travel in any country of persons who are not residents;
- outbound tourism – travelling of residents of a country to another country.

These types of tourism can be differently combined, forming a category of tourism that is not specific to any country but to the region, the utterance "region" – is applied to any district within a country or group of countries. The definition of "tourism within the country" includes a domestic and inbound tourism.

The problem of religious tourism classification is undeveloped. The sources in the tourism business literature the utterance "religious tourism" is replaced by the utterance "pilgrimage", people make no difference between a tour with a religious theme and religious trip.

V.S. Senin believes that religious tourism has three forms:

1) tours of pilgrimage,
2) excursion tours on religious subjects,
3) specialized tours uniting the pilgrims and tourists [5].

Based on the above, we can agree with the researcher if we assume that:

1) the tours of pilgrimage are necessarily long journeys where only believers go, and where the excursion with education purposes are generally not offered;
2) Sightseeing tours are only for tourists, excursion tour should be a component of as a long trip or a short stay in trip.

The visit religious shrines and places where the tourists will be able to see religious objects – monuments, to visit museums and exhibitions are planned in the framework of religious tourism with excursion
direction. It allows the secular people to join the spiritual values. The objects of the tourist interest in these trips can be: architectural ensembles, monasteries, churches, icons, relics of saints, sacred springs. These trips are usually not as long as the pilgrimage, they are for children and adults and can be arranged at any time of the year and are not connected to religious holidays. If a spiritual moment is an important for the pilgrim, a tourist travels to the Holy places with cultural-informative purpose.

Religious tourism is close to the scientific tourism for religious purposes. Such visits are few, but they are expanding the geography of tourist trips. Scientists are interested in religious heritage – the objects found, including archaeological excavations.

Religious tourism can be as organized and unorganized from the point of view of features of organization. Organized trips are strictly regulated and are usually carried out under an advanced payment. The seller and the customer are to discuss the itinerary, dates of stay, the services in advance. During the informal visits the tourists do not resort to the help of intermediary firms realizing their tourist product. They plan and independently carry out their trip.

So religious tourism can be classified: according to the world's religious faiths, duration, participants (respectively, the motivational aspects of travel), according to the characteristics of the organization.

3. FEATURES OF THE ORGANIZATION OF RELIGIOUS TOURISM

The pilgrim service at churches and monasteries, tourist firms are engaged in organization of religious tourism in Russia. There are examples of pilgrimage services with independent status of organization, having the blessing of the ruling Bishop. Very few of the pilgrimage service are registered as tour operators, this activity does not require licensing. The pilgrimage service, in fact, functions as tourist agencies. In this regard, it is easier than tourist companies to organize their work. The majority of tourist firms offering religious tours, do not have the blessing of the Church.

Peculiarities of organization religious tour come from the reasons why people make religious trips. For believers, the main goal of the pilgrimage is the performance of religious rites, participation in the Liturgy. The tours of religious subjects are offered to ordinary tourists with a secular purpose (obtaining aesthetic enjoyment and familiarity with the unique monuments of ancient architecture, wall painting, iconography, introduction to religious culture). This is the origin of differences between the internal principles of organization religious tourism in pilgrim and tourist service firms.

As the clients of pilgrimage services are mainly people of faith the trip programme is accordingly planned. The pilgrim service is organizing a trip for the believers so that it starts from the congregational praying on the prayer rule developed before. An information sheet with hymns and praying dedicated to the feasts and saints is developed in addition to the planned trip. Then there is the accompanying story on the theme of the trip: about the life of the Saint or way to the Shrine or the history of a monastery or church formation. The group leader or assistant reads a short rule for traveling with an explanation of the praying content, talks about the saints and history of the Orthodox Church, local history of monasteries and churches, provides the necessary information about the places visited in an accessible form, tells about the life of devotees and answers the questions. On arrival at a Holy place people take part in worship with confession and communion for those who wish. After the praying Church employees guide the excursion tours, the pilgrims communicate with the clergy and visit Holy springs. The hymns are read to the saints at whose Shrine they prayed or to wonder-working icons at which celebration was attended on the way back. Many people visit these Holy places independently after such joint pilgrimage.
Pilgrimage service as well as tourist firm should prepare the group leader for religious travel. He/she needs to be clear about the task in the religious trip is not personal praying and participation in divine services, but this is a care for the group.

The specialists of travel companies in a religious trip pay a special attention to the organization of excursion work. The excursion combines such functions the implementation of which allows to implement secular goals of tourists. Firstly, it is a function of organization of cultural activities. The tour takes an important place in the leisure activities with the purpose of acquaintance with objects of culture, art, natural landscapes. Secondly, it is a function of expanding cultural horizons. A momentary interest in a particular phenomenon, event, creativity can become sustainable, permanent, to help in mastering new knowledge. Thirdly, it is a function of education. As the excursion is part of the category religious tour organized by the travel Agency, the supervisor should have the skills of the guide. Travel company gives priority to the necessity of your professionalism.

The preparation of the route is connected with the peculiarities of organization of religious tour and pilgrimage. It starts the preparatory phase after the decision on the trip to a new place is made. It is the itinerary, that is the most convenient route for the group that disclosures issues. The itinerary defines the order of visiting objects, the sequence of their examination. The address and the access road is specified, the route is marked on the map-scheme. The next step is a detour or a bypass route, the state of the roads is checked, potential sanitary stops is discussed, a rough calculation of time spent on the road is made. Prior to departure, the organizers have the blessing for the pilgrims’ and tourists’ arrival, clarify the possibility of organizing food and lodging. They are acquainted with the persons responsible for the reception if it is possible, and clarify the possibility of rapid communication by telephone. The organizers consider on what shrines will be open access, schedule of services.

On preparing the trip the agreement about the meal arrangements is reached with the monasteries. The tourists and pilgrims with the blessing of the monastery leadership can participate in the refectory of the monks. During religious multi-day trips the tourists and pilgrims are provided with the accommodation in the monastery hotel or, if it is not available - in local hotels.

The main stream of religious tourism is accounted for domestic destinations. Surely the determining factor here is the financial component of any travel.

Only 10-15% of travel agencies are tour operators in Russia, that is, the firms which are able to create and offer their own tourist products.

The consumers of religious tourist services are the people with the middle income and below, who are not on leader position as a rule. Taking into account the classification of religious travel let’s analyze the proposals of tourist firms on religious tourism.

Nowadays a day trip is the most popular tour among the residents of Russia. These trips are organized on the routes with the biggest distance from the city. Relatively low cost and the ability to see the religious shrines in the short term are attracted the tourists and pilgrims.

The following tasks should be assigned to create favorable terms for the development of religious tourism:

- formation of the mechanism to manage the tourism industry development,
- legal base formation of religious tourism in order to stimulate industry and to attract investment to this industry,
The system of program activities should be developed to achieve these objectives. These activities will include the sections, development of which will allow to get the tool for forming a new tourist product that meets the needs and capabilities of our country, as well as the main trends in the development of religious tourism:

1. Organization of the competitions for the best tourist routes on religious subject as in the scale of the Russian Federation and at the regional level.

2. Promotional advertising activities as in the scale of the Russian Federation and at the regional level. The activities this section is aimed at providing tourists information space on the territory of Russia, favorable view of religious, cultural and historical sites. Implementation mechanism of this section includes the following set of activities: international exhibitions and fairs, accompanied by advertising campaigns in the media, on radio, in newspapers, production of brochures, booklets, books about the religious routes; promotion of the network "Internet" tourist site dedicated to the shrines, religious sites in Russia.

3. Management of the organization for the development of religious tourism, including the creation of normative-legal acts, documents, contributing to the development of domestic religious tourism, assistance in organizing free pilgrimage tours for socially unprotected groups of the population.

These activities are aimed at establishing a management system for the coordination of all direct and indirect efforts to develop religious tourism in Russia, improvement of normative-legal base, regulating and stimulating the activities of organizations whose activities contribute to the development of religious tourism, the allocation and development of tourist and recreational areas of particular importance for the development of religious tourism.

4. CONCLUSIONS
The analysis of the proposals of tourist firms and pilgrimage services showed that in recent years there was an increase of interest in religious domestic routes. The development of interest in religious tours among the citizens will greatly benefit from the support of the government, including the direction of budgetary funds on the maintenance of monuments of religion, history and culture and infrastructure development of tourist accommodation. It should be noted that in our country there is a progress in the politics of capital city and regional authorities, under their supervision in some regions is developing programs for the development of religious tourism.

Monuments of religion, history and culture represent an important motivation for visiting a particular region or city. Many religious monuments are the objects of the other tourist facilities and are under the state protection. Four directions of activities in the field of religious tourism and pilgrimage are implemented in Russia: 1) Local routes within the regions; 2) Routes on the territory of Russia; 3) the Routes to the monasteries and Holy sites abroad; 4) Routes abroad.

Religious domestic tourism is quite promising for the regions. This activity contributes to the presence of attractive tourist religious sites, travel agencies and pilgrimage services, an organization dedicated to religious routes within the region, as well as the presence of a constant demand. Religious tourism helps people to touch the tradition, to restore the connection of times. Now creates a unique situation for a number of Russian regions to use their rich cultural resources.

5. SUMMARY

The main stream of religious tourism in Russia accounts for domestic destinations. Regular visits to the Holy places were a part in people’ everyday life. The traditional and everyday culture since childhood do brings up the ethnic and ideological (religious) stereotypes that make the person a representative of a particular ethnic group, denomination. But the most important the person will carry in his heart the image of homeland, which is known starts, including with the natural and cultural landscape regardless of ethnicity or religious denomination.

A CONFLICT OF INTEREST. The author confirms that the submitted data does not contain any conflict of interests.

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ADVANTAGES AND LIMITATIONS OF USING INTERDISCIPLINARY SYNTHESIS FOR STUDYING WORK PROBLEMS IN INNOVATIVE DEVELOPMENT FIELD

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ABSTRACT  
Numerous and diverse changes in employment and labour relations assistant the process of deepening and expanding the space for innovative development, the study of which is becoming more limited within the traditional methodological frameworks. Despite the relevance of interdisciplinary synthesis it has not been widespread yet in the research of problems of labor. The article discusses the current state of the research field and limits of application of different approaches to the analysis of new trends in labor and employment relations. The possibilities and limitations of interdisciplinary synthesis in the study of labour world, taking in account the processes of innovation.

Keywords: cross-disciplinary synthesis, socially-labour relations, decent work, employment, innovative development model, risks, labor market.

1. INTRODUCTION

Due to the strategic role of labor in the development of economic systems and society as a whole the labor problems have a special place in the space innovation growth. Numerous and diverse changes occurring in the field of social and labour relations in the sphere of innovative development present many new phenomena to the modern researcher that require in-depth analysis and application of cross-disciplinary synthesis. In conditions of high uncertainty, instability, turbulence of economic processes and growing their relationship with the problems of labor scarcity uncoditionally of studies of the phenomenon of social and labour relations and their derivatives becomes more obvious.

Global and local socio-economic transformations have a direct impact on the subject field of labor Economics in connection with the changes, first, of the subject of work and patterns of its behavior; second, direct labor process; third, the emergence of new relationships, patterns and trends in the system of social and labor relations; fourth, new cross-functional interactions of the individual components "spaces of labour", and, fifth, strengthening the condition of the sphere of labour and employment with the macroeconomic situation in General.

2. ESTABLISHING A CONTEXT

The use of cross-disciplinary synthesis in the study of labor connected with the formation of the new subject of the construct to describe the real processes more accurately. First, a vision of the studied issues in the three "hypostases" is necessary: the methodological (involves the study of labor by means of various disciplines – Economics, Sociology, Psychology, Anthropology, Demography, Statistics,
Management, Evolutionary theory, Regional science, etc.); organizational (the order of interaction between scientists studying different aspects of this phenomenon by their own means); information (implement of applied results in the development of concrete solutions in the social and labour sphere).

Definitely venturing and expanding innovative space has an impact on the state and trajectory of development of the world of work, it creates unprecedented opportunities and challenges for progress in the field of labour and employment which need their adequate interpretation and systematization. In particular, it concerns a shift of focus in the discourses of research in the sphere of labor in the direction of the analysis of innovative forms of socio-labour relations. Volunteer work is shown from another vision, employment in the field of social entrepreneurship, innovation on firm-level labour markets; development of assessment system of intellectual labor, etc. On the other hand, today the methodology of economic science remains a field of intense debate, and the introduction of new patterns ambiguously accepted by many researchers working in the framework of the approved approaches. Methodological individualism as the dominant principle in the study of the behavior of entities in all spheres of economic life (including in employment), supplemented by a rational, adaptive expectations, in the conditions of innovative development it is not the whole explanation for all the diverse range of processes and phenomena in the workplace that cannot be reduced to maximization of income.

Innovative content of the economy generates direct and latent risks in the labour sphere. In our opinion, the most important risks are the following:

- the risks of strengthening the structural components of unemployment;
- the risks of expansion and qualitative transformation of the informal sector of employment, the blurring of the boundaries between formal and informal sector employment in some cases;
- the risks of inefficient institutions, innovation employment (or delayed effects from the import of institutions in the sphere of labour);
- the risks accompanying the development of diverse non-standard forms of employment. In particular, in the development of new forms of social and labour relations is enhanced by the asymmetry of the parties (Agency work, freelance, etc.), not to uphold the principles of decent work, social dialogue is absent;
- professional risks (essentially new areas of activity with unexplored consequences for human);
- the risks of network forms of work organization;
- the risks of polarization in the structure of the workplace from the standpoint of innovation development;
- strategic risks of labour market development etc.

A special attention is paid to the group psychosocial risks among the others, shown in the job place in the work process. It was demonstrated in the Report on psychosocial risks in Europe (2014) that 25% of employees feel stressed during the whole working day or a half part of it [22]. The analysis of the problems of this risk group allows us to demonstrate the opportunities of cross-disciplinary research. Thus, the statutes of behavioral medicine, psychology of professional health and social well-being are found in implement in the framework of labour protection. The importance of this research direction is evidenced by the fact that in Denmark psychosocial risks are included among the priorities of the national

3. LITERATURE REVIEW AND ESTABLISHING A RESEARCH GAP

In recent years cross-disciplinary synthesis increasingly attracted the attention of researchers–economists, but were not developed enough in the field of research of labour sphere. In the modern economic interpretation of the processes occurring in the labour market and employment of population foreign researchers paid attention to the pragmatism, verification and instrumentalism.

Postulating the sufficiency of the limitations of economic research to empirically check the issues in the terms of innovative development and multi-criteria selection of the labour subjects the dominant positivist tradition in the study of the labour sphere is not able to give answers to many questions and explain many phenomena of labour sphere for a long time. The next important issue is the quality and adequacy of the economic models themselves.

E. Laser indicates the comparative advantage of economists in providing solutions, but a weaker position in the identification of issues (compared to industrial sociologists and psychologists) As the differences of approaches and economic theory in the study of Economics staff [11]. Recognizing the insufficiency of the economic approach to the study of problems of human behavior in the sphere of labor in modern conditions, at the same time, we should notice that due to the use of this approach such difficult interpreted forms of behavior as "childbearing, parenting, participation in the labour force and other decisions taken in the family" were enriched [1].

Labour sphere is developing in the process of innovative development not hard stadal and diaminononane, in accordance with the classic laws of supply and demand, income effects and substitution. It is becoming increasingly important relations and non-classical, non-market type (in particular, new forms of employment and legal constraints, public choice and "protected flexibility", the socio-cultural “effects” of intellectual volunteerism, etc.). In these conditions the integration of different approaches will allow us to understand the nature of the modern transformation of the sphere of labour and employment, to study their interconnection with other system elements of Economics, to identify opportunities and methods to achieve strategic goals of innovative development. However, it should be noted the productivity of the research of relation between innovation and unemployment in the traditional tools of neoclassical Economics labour (through the prism of the elasticity parameters, the effective wage, equilibrium, etc.) [21].

The productivity of the research of behavioral patterns of the regional labor markets, points of growth of innovative employment, developing based on the integration of the provisions of labor Economics and regional Economics, regional science are possible to ascertain in modern conditions. In particular, the study of spatial aspects of the labour sphere functioning on a joint of these approaches enables to construct groups of the regional labour markets; to conduct the case study regions "leaders" and "outsiders" from positions of employment in the innovation sector more detailed, etc. In modern conditions cross-disciplinary discussion focus in this research field around the analysis of benefits and costs of market, geopolitical and leveling approaches to the choice of priorities of innovative spatial development based on the competitiveness of the regions and the available human potential.

Innovative development changes the relationship between natural and artificial [19], there is a new synthesis. This process transforms the content and structure of the labour relationship in this creative and standardized components requires new approaches to the evaluation of results and productivity, its management and rewards, to building organizational culture.
There are the opportunities of exploring new areas of research, new problems in the labour sphere associated with uneven development and heterogeneity of the innovation space in the framework of cross-disciplinary synthesis.

In this regard, it is necessary to allocate productive approaches to the study of the relationship between processes of agglomeration, innovation and concentration of new jobs, the problems of clustering - as the key problems of modern economic geography [6, 14, 16].

The use of achievements in economic geography due to the description of the "labor" component of the cluster development and the description of interaction of labour subjects within the clusters (that is the researchers regard as a "black box" in most cases) will help to identify the determinants of innovative activity, the role and the most effective tools of regional policy in the aspect of promoting innovation.

The new possibilities in the study of the emergent aspects are worth to be noted which are connected with the new risk and safety in the workplace; human resource management, management of creative chaos; talent management; self-organization and social dialogue; strategic planning and management; "decent" work; human development in the labor process, etc. currently, it is possible to ascertain significant trends in the field of human resource management, which are largely influenced by the interdisciplinary cooperation in the research field: first, we talk about a shift of focus from resource management approach towards talent management, knowledge about the development of alternative theories [3]; second, a new ratio of convergence and divergence of national practices in this field in the context of globalization, the emergence of new patterns, new non-Economics research methods and management, new explanatory theories [5].

However, the relevance of traditional issues are not reduced in the study during of which standard tools of labour Economics can be successfully used. The analysis of data presented in the report of the ILO World Employment and Social Outlook – Trends 2016" [23] shows that in the world countries precariousness level, vulnerable employment was 46.1% in 2015, and according to the forecasts in 2019 it will be declined to 45.8%. While the most rapid reduction in vulnerable employment will occur in the countries with developed and emerging market economies. The number of unemployed people in the world is 197.1 million. in 2015. It is a large scale unemployment among low-skilled workers. The duration (time period) of employment contracts are reduced.

In the framework of analysis of each indexed problem an cross-disciplinary approach will reveal new aspects on the edge of Economics and law, sociology, and economic geography. However, the new sound becomes the question of the choice of macroeconomic policy instruments aimed at stimulating employment in the new conditions taking into account the need of formation of innovative models of employment in the regions.

The analysis of current researches in the sphere of cross-disciplinary approach to the study of economic processes and phenomena allows us to make a conclusion that the most prevalent first of all a systematic approach. By some writers the concept of a system Economics [8] is considered in terms of forming a common platform, contributing to the overcoming of the contradictions and solving the most important questions of economic theory in modern terms.

Last years there was a considerable interest neuroeconomics as a research paradigm, integrating the achievements of Neuroscience, Psychology, Economics and Statistics. Adaptation of the status of this paradigm to the study of the labour sphere allows you to allocate such applications as the analysis of the process of making individual and collective decisions regarding the conversion of the intellectual potential of constituent entities of labour in different kind of innovation the selection of alternatives in all fields of social and labor relations and risk allocation of constituent entities of the labour market in the
course of traditional and innovative labor practices. Interest is the involvement in the analysis of problems of labor and social-labor relations in the conditions of innovative development provided, Bionomics.

4. FORMS OF SYNTHESIS

Two forms of synthesis should be noted in the context of our analysis: a) the interpenetration of the approaches of different schools of economic theory, various fields of economic science in the study of the labour space and employment, and b) kind of consolidation to a new level in various fields of knowledge in the interpretation of processes and phenomena in the labour sphere. In this regard, the methodological platform of research in the labour sphere and labor relations in modern conditions involves a combination of several approaches. Among them there is a systematic approach, the neoclassical approach (with its emphasis on the effectiveness of market-based tools); process approach (the labor process as a sequence of actions, grouped by functions, the result of added value); the institutional approach (the study of traditional and new norms, rules structuring the interaction of labour subjects); the elements of the concept of human development; concept of decent work. Implement of the synergetic approach allows to describe the work sphere in the terms of innovative development in certain order parameters, stability, self-organization, multi-variant types and forms of employment, etc. In addition to these approaches, special attention should be given to possibilities of logistics approaches. Thus, the use of logistic approach to the study of the labour sphere allows us to systematically examine and organize labor flows in unity with other threads (material, service, information, financial), thereby ensuring the continuity and flexibilisation interaction of actors in innovation and production space. This approach takes more specific terms in the consideration of the internal aspects of the organization's systems of work and its rewards based on individual and collective contributions in achieving the ultimate goal of the company. Given the increased risks in social and labour sphere, it is expedient to address to the machine risk-science with its axioms of inclusiveness, acceptability, frequency.

In the terms of innovative development the boundaries of rationality in the behavior of the labour subject in modern conditions are becoming more mobile, more difficult to be interpreted within the traditional tenets of Neoclassicism, so it is advisable to use the methodological tools of behavioral Economics [12,13,15,20]. As shown by research in behavioral Economics, the structure of preferences of the individual (employee) is unstable and changes depending on the economic context, in particular from the prevailing structure of prices and features of reward mechanisms" [4]. The involvement patterns of psychology in the analysis of the behavior of subjects in the field of labour allows researchers not only to identify the underlying causes of phenomena in the labor market, but also to analyze the problem of cognitive error, selfishness when making certain decisions in the field of employment. A fairly new area, the possibility of a deeper study which is related to the synthesis of statutes of labour Economics and psychology, supports the Contracting of labour, which determines the relationship "employee-employer" (the formation of a new type of psychological contracts [18] that go beyond the use of an institutional contract theory in labor Economics. In addition, the tools of psychology can productively be used, for example, in the study and structuring of remuneration systems for various reasons [7].

5. THE POSSIBILITIES OF CROSS-DISCIPLINARY SYNTHESIS

It seems that the possibilities of cross-disciplinary synthesis in the study of labour problems based on the patterns of innovation development can be grouped as follows:

1. a deeper analysis of the substantive, structural and functional content of labor sphere and the expansion of the conceptual apparatus of the theory of labour in the innovation Economics due to the introduction into scientific circulation of new categories (located on the "frontier" regions of knowledge);
2. analysis complexity, versatility of interdependent area of social and labour relationship with other spheres of society. In particular, it is necessary to consider the socio-cultural context of development in the labour sphere in the terms of innovative development. The value of the model largely determines the type of agent behaviour in the workplace. It should be taken into account the high role of traditional culture in the development of "a man - production" system in the definition of new forms of agglomeration [25]. Specific models of labour behavior is developed in the framework of such forms that are defined and shared socio-cultural environment. It is important to investigate this aspect from the standpoint of forming innovative development models of employment and labour market. A study of the modernization aspects of labour behavior is possible with the expanded use of the tools of modern Culturology and Sociology. As national and corporate culture have a significant impact on economic behavior [17].

3. "optimization" multicriteria and selection of strategic and tactical solutions in the field of labor sphere and labor relationship (based on the criteria of economic, social, innovative, psychological and managerial nature);

4. a large monolithic of single "field of study" than structured and delineated the field of particular sciences (Labour Economics, Labour Sociology, Labour Psychology, Management, etc);

5. overcoming the narrowness and the restoration of the "failures" of one (dominant) approach (e.g., Labor Economics, Labor Sociology, etc);

6. the possibility of making more effective policy decisions based on many criteria and possible effects for other spheres of society. In this case, the high potential "synthesis" of Labour Economics and law (experience in the field of interaction of these areas of knowledge, however, there is still a problem used "language")

**6. CONSTRAINTS**

However, the creation of new research fields to study the processes occurring in the labour sphere, through interdisciplinary synthesis is associated with a number of epistemological and ontological constraints of the plan. Among them the following are most important:

1. uncertainty and irreducibility of concepts, due to the specific scientific language of each knowledge area;

2. the complexity of holistic descriptions because of the specificity of approach of each discipline;

3. the possible inconsistency of the research results obtained through different approaches;

4. unsystematic use of methods of Economic Science, Demography, Sociology, Innovation Theory, Evolutionary Theory, and Synergetics, Risk Science for the analysis of labour processes and labour relationship in the absence of sufficient justification of their appropriateness in each specific situation;

5. the difficulties of communication between representatives of different fields of knowledge (caused by a variety of conceptual contexts);

6. wrongly assessed the adequacy of the used methods the specificity of the object of study.
It is necessary to consider the identified constraints in the implementation of interdisciplinary research projects in the social and labor sphere.

7. CONCLUSION

There is a particular relevance to a number of problems in the context of cross-disciplinary research as it seems to us. It includes the issues of decent work, employment, volunteer work, behavioral responses of regional labor markets on the implemented model of innovation development. In particular, the study of the problem of decent work in terms of innovative development of Economics will be more full in the disclosure of demographic aspects (features of labor behavior of representatives of different demographic groups, new trends in the labor force reproduction, migration); behavioral patterns of the workers in compliance with safety standards, the choice of forms of remuneration, social dialogue, etc.; accounting for the rate and regularities of influence of innovative activity on some parameters of decent work; analysis of the spatial dimensions of decent work; psychological features of perception of standards of decent work; "routine" and "search" in this field and others. In our view great heuristic possibilities for the development of practical measures represents an cross-disciplinary synthesis in the analysis of firm-level aspects. For example, during the study of HR management in virtual organizations, systems of rewards, network forms of labor interaction, and team building. In the light of these approaches it is worth to look in new ways at issues such as the development and utilization of human capabilities of innovation clusters, the institutional design of innovative fields of work etc.

There is another important area for effective application of cross-disciplinary synthesis – the design of educational programs. Currently, the issue of cross-disciplinary integration is actively used in the design process of vocational training and retraining in various spheres of professional activities which are most significantly influenced by contemporary socio-economic processes [9,10] that will enable the graduates to deal more effectively with professional challenges they face in a rapidly changing environment. In this cross-disciplinary approach provides the basis for informed decision-making, if necessary, consideration of numerous factors. In particular, it affects the training area of the graduates (bachelors) in tourism sphere as one of the fastest growing industry in modern economy [24].

It appears that a conceptual look at the problems of labor in the twenty-first century from the perspective of new trends in economic development and human development involves the formation of analytical foundation which allows to base an adequate response to the challenges of a rapidly changing reality. The focus of the new Labour Economics is to be the labour subject in unity with the considered range of personal and social choice, and likely compromise, the ranking of alternatives taking into account decent work and sustainable development of the economy and society as a whole.

In conclusion, it should be noted that the vector of development of methodological base for research of labour problems in the area of innovative development should be directed towards developing a more holistic approach which requires the cooperation of traditional and new for this sector approaches on the principles of cross-disciplinary synthesis.

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TOURISM DESTINATIONS AS THE BASIS FOR THE DEVELOPMENT OF EDUCATIONAL TOURISM IN KUBAN

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ABSTRACT
This article differentiates tourism and recreation areas according to their attractiveness. Six tourism and recreation destinations have been identified. The region’s territory has been zoned on the tourism and recreation areas and districts. The proposed tourism and recreation destinations will attract Kuban and Russian tourist-recreants. Therefore, these areas should be assigned to the territories of predominantly regional, domestic and international tourism.

Keywords: tourism and recreation destinations, educational tourism, tourist-recreant, natural and historico-cultural objects.

1. INTRODUCTION

Now forecasting the development of domestic tourism in Kuban, Russian and international inbound tourism in Kuban is based on the following postulates: "Kuban has enormous tourism and recreation potential".

However, having a practice look at the value properties of the historico-cultural, socio-economic and natural resources and conditions of Kuban, there is a need to slightly reconsider this seemingly unquestionable self-righteous position that makes to estimate the current realities of the tourism and recreation sphere and, accordingly, the entire strategic plan for its development in a different way [2].

2. NATURAL CONDITIONS AND RESOURCES

First of all, it a very important for recreation and tourism fact should be noted here that only the Black Sea coast of Kuban is located in the subtropical climate belt (subtropics from Adler to Tuapse), which is considered one of the most attractive worldwide for mass wellness tourism on the coasts of warm seas. The Mediterranean Sea attracting millions of tourist-recreants from all over the world is a striking example.
It does not contribute to the intensive development of tourism, especially international inbound one, that the territory of Kuban has no unique, one-of-a-kind creations of nature, which capture the people’s imagination, such as fjels and fjords in Norway, Angel Falls in Venezuela (1,054 m), corals of the Great Barrier Reef along Australia's coast, the Himalaya mountain range in Asia and other wonders of nature found in many regions of the world.

Due to the foregoing, it should be admitted that the natural conditions and resources of Kuban adequate for the development of various types of domestic and Russian inbound tourism in Kuban can not be a factor, which generates large and stable flows of international inbound tourism. According Intourist, about 75% of foreign tourist-recreants visit only Moscow and St. Petersburg, as well as towns of the "Golden Ring of Russia". But the tourism and recreation flow on the "Golden Ring" routes is considerably lower than in the capital cities of the country. It is clear now what motivation the foreigners have who decided to make a tourism and recreation journey in Russia [1].

3. RUSSIAN TOURISM AND RECREATION ZONES

When considering certain valuable properties of natural tourism and recreation conditions and resources of Kuban, it should also be considered, from which countries the tourist-recreants come, in which natural areas these countries are, and which tourism and recreation group will use them. This is only way for giving a correct assessment of natural tourism and recreation resources of Kuban used for making arrangements for international inbound tourism.

However, not all regions of the country, tourism and recreation districts, zones and centers of Kuban are of interest for Russian and Kuban tourist-recreants traveling along the Russian and Kuban domestic routes. Natural tourism and recreation resources of Kuban are mainly of regional importance, and only a handful of them – of federal. In particular, the territory of Kuban (special tourism and recreation zone of Russia) stands out among the latter; this is the main region of the Russian inbound (domestic) tourism, where millions of tourist-recreants are going from across the country. Kuban attracts tourist-recreants who live in other constituent entities of the Russian Federation with its unique (within Russia) natural tourism and recreation resources and conditions. In addition, special tourism and recreation zones of Russia can be attributed to the federal natural resources: Altai Krai, Altai Republic, Irkutsk Region, Baikal lake, Caucasian Mineral Waters, Curonian Spit in Kaliningrad Region. Individual territories of Karachai-Circassian Republic, Republic of Adygeya, Kabardino-Balkaria and Karelia can also be distinguished.

The main part of natural tourism and recreation resources of federal significance is concentrated in the peripheral Russian regions distant from the center of the country, however, the main historico-cultural resources of the international and federal levels attracting millions of tourist-recreants are, on the contrary, in Moscow and Saint Petersburg or on a sufficiently short distance from them [3].

4. TOURISM AND RECREATION DESTINATIONS

It should be acknowledged that a larger part of the territory of Kuban has a low degree of educational potential. The areas with medium educational potential may include Anapa, Temryuk, Novorossiysk, Gelendzhik and Sochi tourism and recreation zones and Krasnodar – the capital of Kuban. So, these are the area from where the regional resettlement began [3].

To date several tourism and recreation destinations have been formed in Kuban, to which the main intra-Kuban and Russian inbound flows of tourist-recreants are directed from all over the country.

The tourism and recreation destination means a territory offering a range of services that meet the needs of a tourist-recreant and satisfies his/her demand for accommodation, food, transportation, leisure,
entertainment, etc. Hereafter, such terms as "tourism and recreation area", "tourism and recreation zone", "tourism and recreation center", "tourism and recreation object", "resort", "area of tourism and recreation" and others are used as synonyms for a "tourism and recreation destination" [2].

The first and the most advanced tourism and recreation destination of the region is the Sochi tourism and recreation zone of the Caucasus - Black Sea area of Kuban. It is located in the south of Kuban. This is one of the major tourism and recreation zones of the region. In the north, it shares borders with the Republic of Adygeya, Tuapse and Apscheron tourism and recreation zones, in the north-east - with Mostovskoi tourism and recreation zone, in the south-east - with Georgia. Over its 145 km, the Sochi tourism and recreation zone borders on the Black Sea in the south-west. Its area is 3.5 thous. sq. km, most of which is covered with forests [3].

City of Sochi is the most famous tourism and recreation center of Kuban; it is unique in the number and variety of natural therapeutic factors. The resort season lasts for 6 - 7 months, from May to November. The average air temperature is 22 - 28 °C, sea water - 22 - 26 °C during this period.

In Sochi, there are nearly 300 special accommodation facilities, which host about 600 thous. tourist-recreants at once in the peak season. Healing climate of the humid subtropics, foothill air saturated with phytoncids of exotic trees and grasses, fresh sea breeze and clean sea, unique relief, abundant southern vegetation and mineral water contribute to health improvement.

75 km from Sochi at an altitude of 800 m above sea level, there is a ski resort of Krasnaya Polyana. It is surrounded by picturesque mountains of the Main Caucasian ridge towering 2,000 meters. It offers a beautiful panorama: highland lakes, alpine meadows, rocks, snow, and glaciers. Krasnaya Polyana has ski trails of different levels of complexity from the easiest ("green") to almost impassable ("black"). The snow cover on slopes reaches 7 m. The resort infrastructure corresponds to foreign analogues. The highest mountain bar of Russia is located at an altitude of 1,114 m. A ski trail passes here on the slopes of Aibgha mountain group and Tur mountains. High qualified trainers and guides ensure conduct of tourism and climbing sports tours and events, exclusive and adventure tourism, skiing and water sports and recreation.

On the territory of Sochi tourism and recreation zone, the following unique natural objects are found:

- Subtropics are the most northern humid subtropics in the world. Village of Khosta is geographical center of the unique for Russia subtropics of Kuban. In winter, it is 1-2°C warmer here than in Sochi, and summer is somewhat milder. The abundance of ornamental plants and flowers in Khosta resembles a huge park.

- North Caucasus State Biosphere Nature Reserve. This scientific natural complex with its unique flora (e.g. yew and box forest occupies about 300 ha) and fauna covers 263.5 thous. ha, and it is a part of international network of protected areas.

- Sochi natural national park is located in the north-western slope of the Greater Caucasus, with more than 100 historic-cultural monuments from the Paleolithic to the Middle Ages.

Anapa tourism and recreation zone, which stretches over 80 km along the Black Sea coast, should be recognized the second most important tourism and recreation destination of Kuban that is the largest in Russia children’s and family resort.

The Anapa tourism and recreation zone is positioned in the south-west of Kuban. It shares borders with the Temryuk tourism and recreation zone in the north, in the south – with Novorossiysk tourism and recreation zone, in the east - with Crimean area. It borders on the Black Sea in the west and south-west.
The Anapa tourism and recreation zone is located at the junction of the Greater Caucasus and the Taman Peninsula. Therefore, varied landscape is found here: forested Caucasian foothills covered with oak, pine and multiple mixed vineyard valleys.

The city of Anapa - a climatic and balneomud resort – is the sunniest place in the Black Sea (280 days a year). There are more than 230 specialized accommodation facilities here: boarding houses, health resorts, holiday homes, camp sites, children's and youth recreation centers and summer camps with simultaneous capacity of about 50 thousands persons. Anapa is one of the few tourism and recreation centers of Russia specialized in complex health improvement of the entire family [4].

Mineral waters of Anapa are used for table and therapeutic drinking, as well as for balneological procedures. Such an unusual form of therapy as botryotherapy (ampelotherapy) is practiced here. The marine therapy (seafood therapy) is also widely used. Oysters, mussels, rapa whelks for dietary nutrition grow on the local marine plantations.

The third tourism and recreation destination is Gelendzhik tourism and recreation zone, where mass leisure of Russian and Kuban tourist-recreants is organized.

The Gelendzhik tourism and recreation zone lies in the south of Kuban. It shares borders with Crimean and Seversk Districts, as well as the Abinsk tourism and recreation zone in the north, with the Tuapse tourism and recreation zone - in the east. It borders on the Black Sea in the south-west.

Gelendzhik zone extends from north-west to south-east, from Penoy Cape in Tsemess Bay to Pial Bay for 78 km. Warm and moderately moist climate of the tourism and recreation zone is due to the Black Sea influence and its position to the south of the Main Caucasian Ridge.

Gelendzhik resort, one of the most popular in Kuban, is located on the shores of beautiful Gelendzhik Bay fringed with the wavy Caucasus Mountains. The sand and pebble beaches stretch for tens of kilometers at the foot of the mountains.

The territory of the Gelendzhik tourism and recreation zone has more than 350 natural, historical and cultural monuments, as well as about 200 health improvement and recreational facilities, which are ready to accept more than 40 thousand tourist-recreants at once. The zone’s private sector and hotels can accommodate as much again.

The Goryachiy Klyuch tourism and recreation zone should be called the fourth largest one. It is located in the Greater Caucasus foothills, on the right bank of the Psekups River (tributary of the Kuban River), at its outlet from the mountains to the plain. The resort was founded in 1864.

The Goryachiy Klyuch tourism and recreation zone shares borders with the Apsheron, Belorechensk and Tuapse tourism and recreation zones, Seversk District and with the Republic of Adygeya.

In the coming years, a tourism and recreation center is to be built in the town of Goryachiy Klyuch. The number of sunny days is only slightly inferior to the Anapa tourism and recreation zone.

The main therapeutic factor of the resort town of Goryachiy Klyuch is several types of water: thermal (up to + 60°C), sulfide, chloride, bicarbonate, sodium - for baths at diseases of locomotor apparatus, nervous system and others. The sulfide, hydrocarbonate, sodium and chloride sodium water of lower water temperature and lower content of hydrogen sulphide are mainly used for drinking water therapy and balneotherapeutical procedures at diseases of the digestive system.
The fifth and sixth most important tourism and recreation zones among Kuban and Russian outdoor enthusiasts are the Apsheron and Mostovskoi tourism destinations that are at the initial stage of their formation due to poorly developed infrastructure and limited number of tourism and recreation activities.

5. CONCLUSIONS

Based on the above, it can be concluded that the natural and historico-cultural resources of Kuban should be attributed to the areas of predominantly domestic, Russian and international outbound tourism.

6. SUMMARY

Therefore, zoning of the territory and specification of the tourism destinations in Kuban will evaluate the potentialities in an objective way and attract Kuban and Russian tourist-recreants.

7. CONFLICT OF INTERESTS

The author confirms that the provided data do not contain any conflict of interests.

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PLAYING EXERCISES IN LEARNING PIANO FOR BEGINNERS
SURVEY OF RUSSIAN PIANO METHODS

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ABSTRACT
One of the features concerning modern piano teaching practice is an early start of music lesson practicing. The complexity of piano teaching for children is in multi-aspect educational problems, including the following ones: the development of musical abilities, the development of pianistic device, note and basic musical analytical skills learning, etc. Besides, poor skills of training activity, the underdevelopment of psychological characteristics, limited cognitive, emotional and psychomotor functions, natural for preschoolers makes learning difficult and repellent for children at the use of "hard" teaching methods. The aim of this work is to study the developing potential of game tasks presented in Russian piano manuals for beginners. The material for the study were the Russian piano manuals for beginners written by L.P. Heresko (Heresko, 1982), N.S. Sokolova (Sokolova, 1983), T.I. Smirnova (Smirnova, 1992), S.S. Alterman (Alterman, 1999), M.A. Glushchenko (Glushchenko, 2005), E.S. Zheleznova (Zheleznova, 2006), N.M. Ryabukhina (Ryabukhina, 2008), F.D. Bryanskaya, E. Gervagina (Bryanskaya, Gervagina, 2008), O.V. Ivanova, I.A. Kuznetsova (Ivanova, Kuznetsova, 2015), T.V. Yatsenko (Yatsenko, 2015) and others. The study showed that game tasks have great potential in the performing development of novice pianists, and the possibility of gaming techniques use in music teaching seem to be very promising. A large number of Russian manuals for novice pianists present the educational material in a fun game form, using creative tasks and exercises, integrating music, artistic, literary creativity of children, activating the imagination of pupils, increasing the motivation and the interest in piano lessons. The analysis of manuals allowed to perform the systematization of game assignments based on the didactic objectives of piano learning. The work text provides specific examples of different types of game tasks. The inclusion of game tasks in piano manuals for beginners is conditioned by the need of age peculiarities consideration in respect of general and musical development among preschool children, the implementation of the fundamental provisions concerning Russian pedagogics, such as the integrative nature of primary piano teaching among children, the meaningful access to the piano lesson educational material, the intonation approach in piano teaching. The use of game tasks in the learning process implements the ideas of developing training, the principles of modern education humanistic paradigm.

Keywords: piano, technique, initial training, Russian manuals, game tasks

INTRODUCTION
Piano technique is one of the oldest areas of music pedagogy. It has been developed for more than six centuries and is reflected in the organ manuals of 15-16-th century, in clavier and harpsichord "schools" of 17-18-th century, in the pedagogical and memoirs heritage of virtuoso pianists from the 19th century, in educational complexes and benefits of teachers - practitioners and the scholars of the 20-th and the 21-st century.

It is directly related to the technological qualities of an instrument - an organ, a harpsichord, a clavichord, from the beginning of the 18th century - a piano, and nowadays not only an acoustic but also an electronic instrument - a disklavier, a digital piano, etc.

However, the piano training is based, first of all, on the traditions of academic piano playing with a sound culture priority, flawless performance skills, the submission of a technical aspect to the problems of art, the manifestation of a creative personality on the condition of a respectful behavior to an author's text.

Piano learning is based on the achievements of psychology and pedagogy, taking into account the age psycho-physiological laws and the individual characteristics of his personality.

The performing development is carried out not once, but gradually and by stages. This is a laborious process, requiring a long concentration, the hours of work and performance study as a complex type of activity.

The performing skills of a pianist and the means of its achievement during the process of learning are reflected in the fundamental works of the following prominent Russian pianists and educators: G.M. Kogan, G. Neuhaus, S.E. Feinberg, G.M. Tsypin, A.P. Shchepov and other. The principles and the content of the initial piano training are disclosed in the manuals of the following methodists: A.D. Alekseev, A.D. Artobolevskaya, L.L. Barenboim, A.A. Nikolaev et al.

According to the authors' opinion, the role of piano learning initial stage can not be overestimated. A base is developed during this period which forms a child's attitude to music and the creative process in general.

The complexity of the initial stage concerning the piano teaching for pre-school children consists in the unformed skills of training activity, in the underdevelopment of psychological characteristics and in the limitations of cognitive, emotional and psychomotor functions.

From the beginning of the piano teaching a teacher has a number of important tasks: the development of musicality, intonation hearing and the sense of rhythm, the development of pianistic device and performing technique foundations, the learning of notes, the basic musical and analytical skills, etc. And it is very important not to affect a child's interest in music by complex technological issues, to create the desire for deep and passionate involvement in art in the future, because the goal of a teacher is not only the development of a pianistic device, but also a comprehensive creative, musical development of a novice pianist.

At present time, they use a game potential actively in children's art pedagogy as a leading type of activity for preschoolers. The quests are attractive because educational objectives are solved indirectly in the context of simulated game situations which are understood by a child.

The use of game tasks in the learning process implements the developing training ideas, the principles of education humanistic paradigm.

There are different types of games: role-playing, theatrical, mobile, didactic; with some rules and without them, dramatization games, simulation games, directing games, etc.
Musical and didactic games and tasks are used in order to develop musical abilities, skills and knowledge.

The use of musical and didactic games is widespread in musical and educational practice of Russian preschool educational institutions. They use the methodical developments of teachers and the collections of music teachers and the musical professionals in kindergartens: E.A. Antipina, A.I. Burenina, G.F. Vihareva, N.V. Zaretskaya, N.G. Kononova, E. Tìlicheeva and others. Games solve successfully the problems of general musical development in these works.

The aim of this work is to study the developing potential of game tasks presented in Russian piano manuals for beginners.

MATERIALS AND METHODS

The material for the study were the Russian piano manuals for beginners written by L.P. Heresko (Heresko, 1982), N.S. Sokolova (Sokolova, 1983), T.I. Smirnova (Smirnova, 1992), S.S. Alterman (Alterman, 1999) M.A. Glushenko (Glushenko, 2005), E.S. Zheleznova (Zheleznova, 2006) N.M. Ryabukhina (Ryabukhina, 2008), F.D. Bryanskaya, E. Gervagina (Bryanskaya, Gervagina, 2008), O.V. Ivanova, I.A. Kuznetsova (Ivanova, Kuznetsova, 2015), T.V. Yatsenko (Yatsenko, 2015) and others.

The study is based on the use of scientific knowledge theoretical methods (analysis and synthesis, systematization, etc.), the study of scientific and educational literature, the application of piano books methodological analysis for beginners.

RESULTS

The modern educational-methodical literature for the initial piano training is presented by a large number of manuals, which provide educational material to children in a fun gaming form, using creative game tasks and colorful artistic decoration.

The handbook "Child at the piano. Piano reader for 2 and 4 hands with singing" by N.S. Sokolova (Sokolova, 1983), designed for beginning musicians from 3 years is among the popular ones. The manual is illustrated vividly and develops the creative initiative among kids. In the course of material study one can perform games, puppet staging, use the illustrations for plays created by pupils, followed by competition performance for the best picture. Plays are accompanied by poems: they achieve the clarity of phrasing for a child, the naturalness of breathing and an expressive nature of a melody.

In the colorful edition "Musical pictures. Interesting book for the initial training of children to play piano" written by L.P. Heresko (Heresko 1982) the author's aim is to help parents who can play piano and to provide musical education for preschool children. A large section is devoted to general musical development, music teaching and an instrument play. A significant place is occupied in the manual of children's song revision from the collection written by N. Metlov.

An interesting and a vividly illustrated guide "New music primer for the youngest" by O.V. Ivanova and I.A. Kuznetsova (Ivanov and Kuznetsova, 2015) is used to teach toddler a piano play and offers young musicians to take the first steps into the world of music. The musical material is accompanied by literary texts of songs, as well as the bright, colorful illustrations. This author's collection is definitely interesting for a young musician, and will turn his learning to play the instrument into an interesting journey.

The manual "Bim! Bom! Read, draw, play and sing" by E.S. Zheleznova (Zheleznova, 2006) is designed to teach children since the age of 2 years. It contains a funny play-songs, and a special record of song text is useful for the teaching by words. The publication contains detailed instructions and a piano
accompaniment to all songs. The manual material is illustrated by the artist V. Sergeev: the melodies are recorded by funny notes; funny illustrations are drawn to all plays; outline-coloring are included.

The manual "The Magical World of the Piano" by M.A. Glushenko (Glushenko, 2005) is based on the author's method, combining the principles of comprehensive musical education and an intensive creative pedagogy that creates the most favorable conditions not only for an instrument mastering, but also for the simultaneous development of a musical ear, as well as various artistic and musical-performing skills: composition, improvisation, processing, transposition, ensemble music making, etc. The technique provides a complex self-expression of a child, the use of art and poetry, and includes organically the basics of music theory as a necessary foundation of all skills. The manual includes the works of students which are the examples of a child's creativity.

The manual "Let's play!" by N.M. Ryabukhina (Ryabukhina, 2008) teaching piano play for the children at the age of 4-6 years uses game tasks a lot. The manual takes into account the modern requirements of a child education and upbringing and takes into account the age peculiarities of a child visual-tactile perception and computer logic. It includes colorful tasks, games, crafts, which create a creative atmosphere in a classroom and allow to interest a child completely with piano lessons.

The manual "Forty lessons of music elementary education for the children of 4-6 years» by S. Alterman (Alterman 1999) for the teaching of 3-6 year old children is aimed at the development of hearing and rhythmic sense of a student, his ability to intone and pick out by hearing. Simultaneously, a teacher works to tune a child's gaming device, the basics of musical literacy and the development of his creative abilities. The technique is based on the synthesis of solfeggio and a piano, and the mastering of musical notes occurs gradually - from a simplified record of texts of songs and plays to a full presentation. The manual material is presented in the form of a game, and a teacher plays the role of a magician, who is capable to perform miracles. A quick change of different tasks allows to maintain the interest in lessons and the dedication throughout music lessons.

The manual "Music for children. Piano play tutorial and keyboards in fairy tales and pictures" by T.V. Yatsenko (Yatsenko 2015) differs by art-game form of material presentation, by various creative tasks which allow to acquire the skills necessary for a young pianist.

"Piano school by Faina Bryanskaya for young musicians with games, stories, travels and mysteries" (Bryanskaya, Gervagina, 2008) - a real "Klondike" of game and creative tasks. The technique solves successfully the problems of different aspects of learning combination: play by ear and improvisation, the development of technology and theory learning. The technique is based on the close relationship between a child's hearing and a keyboard using ten "hearing", "singing" and "speaking" fingers; it immerses a beginning musician into a fabulous world of music, and helps him to learn the fundamentals of piano learning with interest.

The analysis of these manuals allowed us to systematize the game assignments based on the didactic objectives of piano learning. Let's consider the main groups of game tasks, illustrating them by concrete examples from the manuals.

1. Game tasks, aimed at the creation of a performing unit (body, hands, fingers) and psychomotor coordination.

1.1. Game tasks for the preparation of a pool of students who learn to play piano

T.I. Smirnova (Smirnova, 1992) cites a number of game tasks, which will help a beginning pianist to master a correct posture for a tool In order to achieve the optimum combination of freedom and a body
muscle tone body. One of the tasks is the following one: "Starting position is a new doll. A stressful shake of a body back and forth. Then you relax - a doll broke, the winding ended."

The author also offers to perform an exercise, based on free flapping of hands, imitating the wing movements of a large, beautiful, delicate bird in a flight. At that the following words are highlighted by turns: "big" - the range of motion increases, "beautiful" - the graceful nature of movements is emphasized.

In the manual T.V. Yatsenko (Yatsenko 2015) proposes the exercise for hands "Autumn Tree" in order to relax the muscles of hands. During its performance the tree branches (arms) swing freely, "dropping leaves."

The explanation of a correct posture in front of an instrument by F.D. Bryanskaya, E. Gervagina (Bryanskaya, Gervagina, 2008) takes place in the form of a game. A teacher asks a kid to imagine that he sits "astride a horse with a smile". The author believes that such a thing will help children to feel harmony in a whole body: back muscles revived supported by hands, and the feeling of freedom appears in hands. And if you imagine that you inhale the fragrance of a flower, a calm, light breathing through a nose will appear.

1.2. The game tasks for the development of plasticity, independence and tactile sensitivity of fingers

The manual by M.A. Glushchenko (Glushchenko, 2005) presented the play exercises to develop the sensitivity of fingertips, offers "to roll bread balls" between the following fingers: 1-2, 1-3, 1-4, 1-5. A student is invited to "draw circles in the air" by each finger in turn, by right and by left hand. At that the fingers should work without stress and should not bend in a joint. The task "Woodpecker" is in the rehearsal with one hand movement by finger 4-3-2, left and right hand alternately, at any key selected by a child. It is proposed to carry out the task in the form of a roll with both hands and to listen to the brilliance of the registers.

T.I. Smirnova (Smirnova, 1992) offers interesting tasks, forming correct sense of fingers. With the mastering of the task "Spiders went on a campaign" a child is told that a spider carries a heavy backpack, and gives it by one foot to another. Consistently feeling the gravity of the backpack by his paws-fingers he passes the backpack to the second spider - another hand.

T.V. Yatsenko (Yatsenko 2015) recommends the game "Duet" to activate individual fingers. "Sit down right in front of an instrument, hands on knees. Now they prepare to press any two white keys simultaneously: the 5th finger on the left hand, and 1-st finger is on the right hand. The duo plays, you take off your hands from the keyboard, and you put it on your knees. The next duo is being prepared: the 4-th finger on the left hand and the 2-nd finger on the right hand. They push any white keys, then the hands rest on knees. Then the duet of twins plays: the 3-rd finger of the left and the right hand. Then the following duets play: the 2-nd finger on the left hand and the 4-th finger on the right hand, the 1-st finger on the left hand and the 5-th finger on the right hand", according to the author.

1.3. Game tasks for the development of application ideas

The task by T.I. Smirnova (Smirnova, 1992) concerning the sense of application is aimed to ensure that a child does not calculate a finger number, but feels it. A child puts his two hands and closes his eyes; a teacher touches a finger, and the child calls his number. Another version of this exercise: a child turns his back to a teacher and keeps his hands behind his back. A teacher touches several fingers, and a student names numbers.

1.4. Game tasks for the development of basic articulation techniques and a keyboard orientation
The game "Cat town on a Magic hill" by F.D. Bryanskaya, E. Gervagina (Bryanskaya, Gervagina, 2008) introduces a child with a keyboard in a fabulous shape. The author of the collection does not recommend to begin acquaintance with the keyboard is traditionally a "do-re-mi-fa-sol-la-si" as trying to find any white key on a keyboard. The children begin a long way from "do" and the black keys fall out of sight. Therefore, the author proposes to introduce that a keyboard is a music town on the Magic hill and fluffy kittens live there. Some in small houses with two black key-sofas, and others in large houses with three black key-sofas. The authors recommend to master a keyboard with closed eyes, to touch the things which creates the relation between fingers and ears.

The manual by N.M. Ryabukhina (Ryabukhina, 2008) proposes the following assignment for a student during the development of legato playing methods: to take a rope with the length of 0.5-1 m and represent a certain item (a fir, a flower, an apple, a bucket, a small house, a butterfly) sensing the continuity and the expressive nature of its contour curves.

2. The game tasks aimed at musical abilities development

2.1. The game tasks for the development of musicality and empathy

In the manual by N.M. Ryabukhina (Ryabukhina, 2008) during the study of the theme "About the colors and expressive nature" a child is offered to pronounce the phrase "Let's go for a walk" with irony, joyfully, sadly, surprisingly, interrogatively, etc. The author writes: "These are the tones, which we use in speech and music. A joyful mood in the music is given by major (P.I. Tchaikovsky "New Doll"). The sad sound means that minor sounds (P. Tchaikovsky "Doll's disease")

2.2. The game tasks for the development of pitch hearing

The definition of "high" and "low" sounds, the association of registers with a natural environment is a common type of game assignments in piano manuals: high-pitched sounds - birds, small animals; low-pitched sounds - predatory animals or large animals.

2.3. The game tasks for the development of the musical rhythm sense

The development of sense rhythm in many textbooks is carried out by game assignments based on poetic subtext, the use of rhythmic (dance) formulas as the examples familiar for a child, long and short contrasts, the paces of walk and run.

So, during the first lesson according to the Programme by F.D. Bryanskaya, E. Gervagina (Bryanskaya, Gervagina, 2008) a baby's attention is focused on music dimensional pulsation; on the difference between long and short sounds.

The manual "Let's play!" by N.M. Ryabukhina (Ryabukhina, 2008) offers a student to draw the designation of a short or a long sound on some cards, correlating them with the speed of animal movement.

2.4. The game tasks for the development of harmonic hearing

In the manual by N.M. Ryabukhina (Ryabukhina, 2008) the theme "Tonic - Dominant" teaches a child to hear simple functional basics and provides the first skills of accompaniment selection. A teacher plays the song "Antoshka, let's dig potatoes" in C major for a child and the child is given the task to determine the steady sound - tonic, and then to count the fifth stage. When a pupil finds that the beginning is accompanied from dominant, it is necessary to remind that the dominant comes to tonic.
2.5. Game tasks for tonal hearing development

A striking example of such gaming tasks can be a game-improvisation "The Storm in the jungle" from the manual by T.V. Yatsenko (Yatsenko, 2015), presenting a sound picture of a thunderstorm in the tropical jungle and the reaction of his inhabitants: elephants, leopards, panthers, crocodiles, capybaras, monkeys, toucan birds, parrots, and in the end - the sun and the singing of hummingbirds.

2.6. Game tasks for musical memory, thinking, attention development

The development of key cognitive musical-psychological processes by meaning contribute to almost all game tasks. Special scheme-signs, reference symbols facilitates learning process, making it both easier and more interesting.

Let's provide the manual by F.D. Bryanskaya, E. Gervagina (Bryanskaya, Gervagina, 2008), where a child will meet a permanent assistant - Magic glasses with "a super musical" ear. The glasses of a musical detective will help to consider a note record. And the symbol of "glasses" teaches to focus the attention on important details before a game.

The authors recommend to use a universal order in a high pitch record and this is presented in a playful, visual form, called "Galaxy Do" for older ones and "Carousel" for the little ones. The basis of this order is the perfect symmetry of the "do" notes on a keyboard and their mirror image in a musical notation.

3. The quests for musical notation and basic performing terminology mastering

The objectives of this complex and very important section for a novice performer training are solved by the authors successfully in a playful way, offering all sorts of creative tasks, crosswords, puzzles, using artistic associations, a vivid imagination and life experiences of a child.

Thus, during the process of meeting with a keyboard according to the methods by F.D. Bryanskaya, E. Gervagina (Bryanskaya, Gervagina, 2008) in the section "Rainbow over a magical hill. Octave and Do family" a student have the opportunity to become an artist, who holds a magic brush and wants to draw a rainbow - from one key to another. Then the meeting with the term "octave" takes place. A student plays the exercise "Rainbow" using the entire keyboard. Using this exercise, a baby develops the sense of so-called "long arm" - from his back to his fingertips, the feeling the entire keyboard integrity.

Then using the same game methods the meeting with a stave, fingering, treble and bass clef, intervals, frets, dynamic shades, etc. takes place. The intervals are given in the form of association with the world of animals (e.g. a bumblebee is a second, and a grasshopper is a quart, a duckling is a fifth, etc.)

4. The game tasks aimed at the development of personal qualities, responsibility, a respectful attitude for piano lessons, the skills of self-organization and self-control

Educational orientation of piano training is represented in numerous gaming tasks. So, at the beginning of training according to T.V. Yatsenko method (Yatsenko 2015) a child is proposed to draw up and clearly reflect the genealogical tree of a family, as well as to get acquainted with a piano family tree (piano mother - a piano, Dad - a harpsichord, grandfather - a clavichord, grandmother - cymbals, elder brother - a piano, younger brother - a synthesizer and a very distant and an oldest relative - an organ). A piano is presented as a good friend. A child fills in the "Questionnaire", where he specifies his name, surname, the relatives of an instrument, the number of keys, the things an instrument likes and the things an instrument does not like.
A young musician acts in the manual in the form of the Piano President or the Synthesizer President. The rules important in learning are reflected in legislative documents (a right posture is approved in "Piano President Charter", hand position is presented in the "Charter for Piano President hands", the prohibitions are presented in "Bad advice for Piano President", etc.)

The information for parents is drawn up under the heading "P.S. Top secret (Adults Only!)" and provides interesting facts, proving the importance of music education in personality development and the abilities of a child.

CONCLUSIONS

After the performed research we came to the conclusion that a game has a great potential in the performing development of novice pianists, and the possibility of gaming technique use in music teaching seems to be very promising one.

A large number of Russian books for beginning pianists present educational material in a fun game way, using creative tasks and exercises, integrating music, art, literary creativity of children, activating the imagination of pupils, increasing the motivation and interest in piano lessons.

The inclusion of game tasks in piano manuals for beginners is conditioned by the need of age peculiarities consideration for general and musical development of preschool children, the implementation of the fundamental provisions concerning Russian pedagogical science, such as:

- The integrative nature of primary piano teaching for children, based on a combination of creative activity types - musical performance, listening to the music, dance and visual art, musical theatricality; the integration of performing skills, musical literacy basics, musical and historical knowledge mastering processes; the simultaneous solution of training, educational and developmental objectives;

- Meaningful access of piano lesson educational material by the incorporation of well-known artistic images for children (fairy, puppet, cartoon ones, etc.); the use of clear pedagogical guidance; gradual complication of teaching objectives; the support by life experiences and the strengthening of relationship between learning material and personal artistic outlook; the clarity of teaching material, which increases its attractiveness by illustrative nature, a non-standard creative form of game tasks;

- Tonal approach to piano teaching, aimed at the development of sound extraction culture, the knowledge of performing intonation and the performing embodiment of artistic and imaginative content of a work during the early stages of a pianist preparation.

The analysis of game tasks presented in Russian piano manuals for beginners showed that their inclusion is substantiated by didactic tasks, such as: the development of a performing unit (body, hands, fingers), psychomotor coordination, the development of musical abilities, the mastery of musical notes and basic executive terminology, the development of personal qualities, responsibility, a respectful attitude for piano lessons, self-organization and self-management skills.

However, it should be noted the importance of game task range expansion for novice performers aimed at ethnocultural and multicultural education (Valaiiachmetova, 2014; Karkina, 2014), the development of value orientations, the moral and aesthetic culture of pupils (Kamalova, 2014), the development of meaningful general musical and performing skills using traditional and modern information and communication tools.
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REFERENCES

THE PROBLEM OF FREE WILL IN
“THE CLOCKWORK TESTAMENT OR: ENDERBY’S END” BY A. BURGESS

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ABSTRACT
The problem of free will is considered in the article by means of the analysis of the novel "The Clockwork Testament or: Enderby's End" being the third part of the tetralogy about the poet Enderby by Burgess. Traditionally, this problem has been addressed by literary researchers in relation to the writer's most famous novel "A Clockwork Orange" where the theme of freedom of choice is of central importance. The consonance of these novels titles suggests that this topic is presented in the studied work as well. The urgency of the considered problem for a writer's work is related to the religious and philosophical quests, inherent to all his life and the movement from Catholic education to Manichaeism and further to the development of an own belief system, that gets a complicated and sometimes an ambiguous expression in his novels. The problem of free will becomes the key one to compare the positions of two medieval theologians Aurelius Augustinus and Pelagius-Morgan, which is taken by the writer in several novels. If in the works "The Wanting Seed" and "A Clockwork Orange" this argument becomes the basis for the creation of antiutopian stories, then in the novel The Clockwork Testament or: Enderby's End, he represents a kind of an integrated story where philosophers become characters, protecting their ideological positions. The originality of these positions author's assessment is that Burgess does not accept any of the parties finally.

Keywords: English literature, A. Burgess, Enderby, free will, The Clockwork Testament or: Enderby's End

INTRODUCTION
The problem of free will is one of the main themes in Burgess works and it becomes the most important one in the writer's most famous novel, the antiutopia "A Clockwork Orange" (1962) [1]. This topic has become the subject of many articles and theses on Burgess works as in Russian literary research so in Western one [2, 3]. This paper explores the problem of free will by analyzing the novel The Clockwork Testament or: Enderby's End (1974), in which, despite the apparent continuity of the name in respect to "A Clockwork Orange", the problem studied currently is disclosed insufficiently.

Methods: The analysis of the novel artistic world was used in the work. The problem of free will is considered from the perspective of the writer's worldview reflected in the work within the figurative level and the plot level.
Contents: The text under consideration is the third Burgess novel from the tetralogy about the poet Enderby, written shortly after the scandalous film adaptation of "A Clockwork Orange" by S. Kubrik in 1971. After the release of the movie Burgess underwent numerous attacks on the part of society, accusing the writer of the glorification of violence. His literary character, Enderby, suffers the same fate in the studied novel. A harmless and an infantile poet becomes the victim of the artistic work message distortion in the third part of the tetralogy like his creator did. If Burgess became infamous for his film adaptation of the American version of the novel "A Clockwork Orange" with the excluded 21 chapter of the work, in which Alex matures and undergoes his rebirth, Enderby gains notoriety due to a distorted interpretation (by American producers) of the poem "The Wreck of the Deutschland" by G.M. Hopkins, an English poet and the Catholic priest of the 19-th century, in the writing of the film adaptation script of which Enderby takes part. Thus, the third novel of the tetralogy about the poet is a kind of representation of individual autobiographical moments from Burgess life and a supplementary explanation of the novel "A Clockwork Orange" main theme, misinterpreted in the film, but the most clearly formulated and outlined in the subsequent novel "The Clockwork Testament or: Enderby's End."

It is important to note that the problem of a man's freedom is indirectly affected in the first book about the poet (Inside Mr Enderby), and it is related with the image of a Pelagian-liberator represented in Enderby's poem The Pet Beast. The work of the poet is a reinterpreted myth about the Minotaur (the combination Cretan and Christian myths), where the monster embodies the original sin, the destruction of which, according to the author's opinion, inevitably leads to the fall of human civilization itself. From Burgess point of view, original sin embodies the sense of guilt which the writer describes in the interview with S. Coale as a significant and necessary one for humanity: "Guilt is a good thing, because the morals are just ticking away very nicely ... It's when you get rid of this very human quality of guilt that you lose a great deal of humanity" [8: 130].

Enderby is also a staunch supporter of the doctrine of original sin, as evidenced by the plot and the ending of his poem. The Minotaur, imprisoned within the walls of an underground labyrinth, is set free by "... the Pelagian liberator, the man who had never known guilt, the guilt-killer" who allowed its brutal killing by people then. The salvation of the monster which became the embodiment of forbidden love symbolizes the end of human civilization as it results in the denial of original sin, that is to say by killing original sin personified in the Minotaur a man releases himself from the sense of responsibility and a man ceases to be a man: "The labyrinth collapsed; books were buried, statues ground to chalk dust: civilization was at an end "[5:16].

This is the way the image of Pelagius appears on the pages of the novels about Enderby for the first time. Pelagius is a Christian monk of Britain (about 360 - after 418), who claimed the freedom of a man's will, but did not recognize his sinful nature and believed that Jesus Christ had atoned for the sins of mankind. Since that time a man is sinless and is capable of self-improvement through his good deeds. In Burgess works St. Augustine (354-430) opposes Pelagius teachings. St. Augustine was a Catholic bishop and a Christian preacher, the defender of the doctrines of the fall of man, guilt and redemption and God's predestination. The most clear illustration of these historical characters is given in Burgess novel "The Wanting Seed" [9], where the history and the development of civilization is represented by the cyclic change of three phases (Pelagian, the Interphase, Augustinian), two of which, «The Pelphase and the Gusphase (they named so in the novel) are called in honor of Pelagius-Morgan and St. Augustine, and the ruling during each of phases corresponds to the principles of Pelagius and Augustine's teachings" [10: 50-51]. The Pelagian phase is represented by a liberal state with the controlled fertility rate and the promotion of homosexual relations, the Augustine phase is represented by an authoritarian regime with

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11 The tetralogy about Enderby includes four novels, written at different times: Inside Mr Enderby (1964), Enderby Outside (1968), The Clockwork Testament or: Enderby's End (1974), Enderby's Dark Lady or: No End to Enderby (1984). The novels are about life and adventures of a contemporary English writer [5-7].
the solution of over-population problem by the organization of a mass murder under the pretext of a broken out war.

St. Augustine and Pelagius become main protagonists in the third work about the poet Enderby, which is a kind of man's will freedom theme continuation, raised in "A Clockwork Orange". They are represented on the pages of the novel as the characters of a new Enderby’s poem included in the basic plot of the work about the poet as individual scenes which Enderby works at and as a fragment of the poem as though having filmed and being watched on the TV by Enderby before he dies. 1 The action of the poem evolves around the teachings, which are preached by Pelagius and Augustine independently from each other, and their dispute in the final "screened" scene of the poem concerning the freedom of man's will and his innocence/sinfulness. It is significant that, defending his point of view about man's independence from the Lord's goodness and mercy because of original sin doctrine denial, Pelagius becomes the witness to many vices from which humanity suffers: he evidences the scenes of violence, adultery, gluttony (cannibalism) and rebellion during which the statue of Christ is knocked down and a chalice is defiled. The people’s actions are the proof of St. Augustine’s words about sinfulness and the original depravity of man, inherited from his ancestors, Adam and Eve. Aurelius Augustinus arguments about omniscient and omnipotent God seem unconvincing at first glance as compared to Pelagius eloquence, however the poem final with the broken ground under their feet (an earthquake takes place) leaves no doubt that Burgess rather shares the views of Aurelius Augustinus, than Pelagius-Morgan’s ones.

In literary research on Burgess works J. Stinson writes that the writer is attracted to Pelagius teachings with the idea of free will, but being the supporter of the doctrine of original sin, he is convinced (like St. Augustine) that a man is a vicious being predisposed to evil, so the liberal idea of a man as a being capable of self-improvement is seen by Burgess as a ridiculous, naive and dangerous one [10: 21-22]. For this reason, the dispute between Pelagius and Augustine in the poem Enderby ends up by Augustine winning. However, as J. Stinson notes, the conflict between Pelagius and Augustine in Burgess novels remains unresolved. We attribute this to the issue of free will, which is glorified by the first teaching, but is not by the last one.

Burgess believes that a person has an inviolable right of choice. The opportunity of a man to make his own choices is a necessary and an important characteristic of a human being, like his ability to speak and think. Burgess idea about free will immunity is based on his idea about the inseparability of good and evil, 2 good and bad sides of man’s soul and the conviction that the elimination of the natural human malice leads to destruction of a personal choice possibility (between good and evil, wrong and right) and as the consequence, to the loss of a man's identity, resulting in the creation of clockwork mechanisms, aimed at the production of good. In the interview with Th. Churchill Burgess says frankly: "Choice, choice is all that matters and to impose the good is evil, to act evil is better than to have good imposed" [12: 8]. A clear illustration of this position is the writer's novel "A Clockwork Orange", in which the author shows his concern about radical behaviorism of B. Skinner and the growing dominance of the State, leading to the total control over an individual and the loss of a man's freedom.

In the third book Enderby, as the spokesman of the author's thought, defends vigorously this point view during the TV show, dedicated to the discussion of "The Wreck of the Deutschland" film release, and the

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1 The third novel about the poet tells us about an Enderby day in New York, during which the poet has got 3 heart attacks, after the last one the hero dies. In the preface to the final fourth book about the poet Burgess explains the resurrection of his literary character by the desire to placate the kind readers of The Clockwork Testament, or Enderby's end who objected the killing of the main hero in the third part of the tetralogy.

2 The interrelation of good and evil is represented by Manichean doctrine, which had a strong impact on the writer's worldview. The core of the monk’s Mani doctrine is represented by the idea about the world duality (male/female, light/darkness, body/soul) and the permanent struggle of opposites, not interchangeable with each other, but coexisting and inseparable from each other. Mani’s doctrine greatly influenced the development of Christianity.
following wave of violence and murders among young people. Entering the debate with Prof. Balaglas from the University "Stations of the Cross", who is the expert in human behavior and the follower of the idea about the sanctity of personal sacrifice in the name of common good, Enderby openly declares the inevitability and the necessity of choice between good and evil, where evil is the original sin, and where the very possibility of a choice defines human nature: "Human beings are defined by freedom of choice" and "Men should be free to choose good. But there is no choice if there is only good. Stands to reason there has to be evil as well ... In other words original sin. Which leads us to the station of the cross". [4: 470 - 471]. Having made his decision, a man takes responsibility for it and cannot transmit it to art which according to Burgess and his protagonist's point of view is neutral by nature: "Art was neutral, neither teaching nor provoking, a static shimmer ..." [4: 425]. The root of evil and a man's problems, according to the opinion of both writers lies in man's innate malice, which will never be possible to eradicate, as it is impossible to atone for the original sin: "Man was always violent and always sinful and always will be ... He will not change, not unless he becomes something else" [4: 477]. However, from Burgess point of view, evil must be confronted. And he talks about it in the interview with J. Cullinan [13: 65].

According to Burgess the problem of choice is not so much in the fact that few people know about the true good (see the scene of Enderby’s talk to his student, Lydia Tietjens), but in the fact that the evil (evil = the original sin) is often mixed with the wrong, usually pursued by the State with the purpose of eradication of the wrong. So, Enderby in the first book of the tetralogy is subjected to painful and, as it turns out later, ineffective program of identity reorientation: the "care" about the poet, who attempted suicide because of his lyrical gift loss, is taken by Dr Greenslade and Dr Wapenshaw who transform the former dissenting and rebellious writer into a regular and a law-abiding bartender. The similarity between the tetralogy protagonist and the main character of the dystopia "A Clockwork Orange" Alex is evident. Alex was subjected to the Ludovico technique by Dr. Brodsky, but overcame his aggression only by the way of his personal choice and the refusal from violence as the form of youthful activity expression in relation to his inevitable growing up. Both of these works have in common not only the motive of the sacrificial death and rebirth which took place in the two novels (in the end of the second book the poetic inspiration returns to Enderby, and he is a poet again), but the image of a Pelagian liberator as well which is duplicated in the novel "A Clockwork Orange" by the writer F. Alexander image.

G. Aggeler, an expert on Burgess works, noted, that despite the fact that both F. Alexander and Enderby are the bearers of the idea of free will "F. Alexander's political and philosophical ideals incline toward Pelagian liberalism and he has remained, in spite of his experience as a victim of human depravity, committed to the belief that man is 'a creature of growth and capable of sweetness'" [12: 122]. On the one hand, the writer’s image in the novel "A Clockwork Orange" is an autobiographical one due to the same attitude to the issue of freedom of choice and a similar life situation (during the Second World War Burgess wife was attacked by deserters, whereby she miscarried and did not recover from shock, addicted to alcohol, which resulted in liver cirrhosis, from which she died). On the other hand both writers wrote the book named "A Clockwork Orange", the content of which is largely different from each other. Burgess novel is the dystopia, dissimilar to F. Alexander's "lyrical effusion of revolutionary idealism" [14: 123] with his idea about the people as the world tree fruit in the world garden, created from God's great love for people. In this respect, Burgess is closer by his outlook to his protagonist from the tetralogy about Enderby, who, defending the freedom of man's will, does not have any illusions about his sanctity and inborn anger 1. So, a harmless and a quiet poet of the first two novels is turned into a fearless knight, wearing a sword hidden in his walking stick. On the one hand, a sword-cane symbolizes the determination and the loyalty to the ideals which Enderby is ready to demonstrate and defend at any time, on the other hand his weapon is a necessary remedy in the evil and indifferent world, an instrument to which he has to resort saving a nun and an unknown lady, who were to become (but for Enderby) the victims of robbery

1 Pay attention to the metamorphosis of F. Alexander's image and his desire for revenge, which appears with his guesses about the man he let into his house once again.
and violence. The following fact is noteworthy: this fight scene in a subway follows immediately after Enderby's debate with his opponent, Prof. Balaglas, on the TV show, which never came out on screens, and is preceded by the poet's reflections that he is not afraid of people world, as "It was a matter of being integer vitae and also of having committed himself to a world in which pure and simple aggression was to be accepted as part of the human fabric" [4: 480]. The following question which the poet asks himself "Die with Beethoven's Ninth howling and crashing away or live in a safe world of silly clockwork music?" (another allusion to the dystopia "A Clockwork Orange", and the problem of choice raised in it) is actually answered by his action: risking his own life, Enderby rushes to help the women, preventing one crime (public violence), while making another one (the poet seriously hurts two attackers among three ones) [4: 480].

Thus, according to Burgess, everyone is free to make his choice, thus taking all responsibility after his decision by himself. For this reason, Enderby, who did not harm anyone in the first two books, dies in the third one, and Alex goes to prison for his violence, and he becomes a victim first by the State, and then by the other people and his friends, who once became victims of his own violence.

**CONCLUSIONS**

The problem of free will, one of the most serious ones for the Western civilization as a whole, goes through all Burgess work. The analysis of "The Clockwork Testament or: Enderby's End" shows that in this novel, as well as in other works of this period, the writer is ready to defend a man's right to choose, including the right to evil and violence, since this choice gives rise to the feeling of guilt. The choice of a hero in Enderby's novel is never certain, as the society reaction to it, which allows the work's reader to exercise his right in order to evaluate his action. The author's position in the work is revealed only through a detailed analysis of character actions and statements, and in the considered novel the crucial role is played by additional episodes which are "the text in a text", which creates a complex dialogue between an "external" and an "internal" plot, the analysis of which gives the opportunity to identify the complex philosophy of the author's novel

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THE EFFECT OF COMPETITION CRITERIA (MEASURES) IN THE INDUSTRY ON THE LEVEL OF INVESTMENT OF THE COMPANY LISTED ON THE TEHRAN STOCK EXCHANGE

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ABSTRACT
Considering developments in the developing countries, adaption some strategies for better use of resources and God-given resources to solve the economic problems of the utmost importance. In this regard, one of the main strategies is the expansion and development of investment. The aim of this study is to investigate the relationship between the investment in company and competition in the industry. The statistical population consists of all companies listed on the Stock Exchange Tehran from 1389 till 1393 [in Persian date] that 129 companies were selected as sample. Using multivariate regression, panel data model and estimated generalized least squares estimator (EGLS) the developed hypotheses were tested. The results show a significant and direct relationship between the Herfindahl-Hirschman index and entrance fees to industry with investment of firms listed in the Tehran Stock Exchange; there is a significant and reverse relationship between market size in industry and investment in companies listed on the Tehran Stock Exchange. But there is no significant relationship between the number of companies of industry and concentration ratio in the industry with investment in companies listed on the Tehran Stock Exchange. In general results of the survey show that the increased concentration and monopoly in the industry, increases the investment and competition in the industry will be accompanied by a reduction in investment of companies.

INTRODUCTION
According Demsetz (1982), if not competition, the economy is not more than maximizing mathematics of a Robinson Crusoe economy. For decades, economists’ ideas about competition, was focused on a form of competition meaning competing on price, in a market where full competition ruling over it. But the main problem of this attitude was elsewhere. In this kind of markets, despite a title that has been given to it, there was no competition on price or other variable (Seyf al, 1996). In recent years, economists agreed that competition comes in different forms and even in the imperfect competition market, imperfect monopoly for example, the competition is not on form price and primary competitive practice (Devine et al., 1985). Years earlier, when Schumpeter (1952) wrote of different aspects of competition, spoke about moral destruction that although was placed in the opposite orientation of neoclassical balance review, but it is also argued that the results not only as acceptable, but more acceptable conditions from perfect competition can be achieved. In the view of Schumpeter (1952), in any time period, a market may be dominated by one firm, an exclusively firm or nearly exclusively which obtains monopoly profits, but exclusive benefits, absorbs other large firms to this market. One or more of these new firms introduce a new product and pull out the market from the dominant firm in the past. New dominant firm earns massive profits and following these profits the same process would be repeated.
Generally, it is argued that the relationship between competition in product market and company investment is subjected to the specific characteristics of company or environmental factors (Gilbert & Harris, 1984; and Liu, 1998; Akdoğu & MacKay, 2012). Khanna and Tice (2000) found that current profitable companies attempt to increase their investment when existing lever companies (with high level of financial leverage) attempt to reduce investment. & MacKay (2008) with production Companies review of United States, came to the conclusion that in competitive industries, firms with more quickly than existing firms invest in monopolistic industries. So they reported a direct relationship between competition the industry and investment. Recently, researchers have begun to study the issue that how globalization effects on firm's investment (Mello & Wang, 2012 Frésard & Valta, 2015). It should be said that the globalization indicating increase in competition. In the mentioned studies a reduction in firm’s investment in the face of global competition have been reported. According to the description provided, the present study is an attempt the impact of types of competition criteria in the industry (Herfindahl-Hirschman index of industry, the number of industry firms, the concentration in the industry, market size in the industry and costs to industry) on the level of investment of firms listed in the Tehran stock exchange to be examined.

2. LITERATURE

2.1. Competition in the industry

The competition is one of the most important concepts of economical theory, so the definition presented of this term, should be very precise. Accordingly, a review of some of the meanings associated with competition word seems useful. In theories of economics, the term competition is called as a special market structure and organization of market. Classical economists believe that the best mechanisms for coordination and allocation of resources, is market system or in other words, the market competition (Verdi, 2006). The market or competitive structure has features that students and people familiar with the economics are aware of it. In this system, the mobility of resources and factors is very high and market participants have sufficient knowledge as well as the products from different companies are homogeneous. The competition as sources allocator has an important effect causing proximity of prices to normal (natural) prices. The normal (natural) prices are competitive prices in the sense that the normal (natural) prices corresponded to a situation in which the resources allocation is such a way the wage rates and investment interest rate in the all economic activities are the same. Following each disruption in the economic system finally, the market price will return to above mentioned normal (natural) price (Webster, 2002).

Marshall (1920) by inserting time dimension, adjusted the concept of competition. He considered the competition as a process and always had emphasized that things are not fixed and in fact, Marshall reluctantly used the competition term and more willing to use the term of freedom of industry and business. In the view of neoclassical school thinkers such as Jevons, Edgeworth and Cournot, competition in terms of business activity and balance (equilibrium) position was expressed and in fact this equilibrium position is the end of firms trying to dominate and ascendency on the market. Various factors, such as makers, businessmen and firms are effective in determining the price. Hicks (1965) breakdown the involved factors in the price into two groups: the first group are those institutions and market practices that facilitate the price flexibility and the second group are factors causing prices bond. Undoubtedly, market institutions and arrangements which cause spreading information on the market, are integral part of shaping competition in the industries and markets. But what in neoclassical theory of competition is of much attention, is the emphasizing of this theory on the competitive balance.

Introduction of full competition in the economic literature is the crowning achievement of the neoclassical school of thought. Neoclassical theory of perfect competition put together three independent concepts of full market, atomistic behaviors and the freedom of entry. Of the three above concepts, the first and third
are reflection of the classics. Clark (1961) stated that one challenge in front of competitive point of view, is the issue of transfer from the "process" to "balance". According to Clark for the realization of effective competition, four elements are necessary: The competing consumers with the ability to properly evaluate manufacturers’ products; the activity freedom in any branch of the trade for any individual or organization; access to all the tools necessary to produce and ultimately, the market has conditions in which the firms take independent strategy and the behavior. Considering the above elements, real competition condition is a function of the market organization and the competitive behavior of competitors and the changing nature of what is supplied. When new opportunities arise, competition leads to a "continuous process" with opportunities for growth and profitability. The competitive nature of this process can’t be understood based on the theory of "static balance of competition". Competitive process creates the pattern of change. Schumpeter (1944), in his work entitled "Capitalism, Socialism and Democracy" presents evidence to show, economic development even in the absence of competition in the neoclassical concept also takes place continuously. Progress is quite relevant to competition and competition inherent in the capitalist mechanism which itself is a form of economic change and never was and never will be static (Khodadad Kashi, 2009).

2.2. Investment

Investment is the important economic variables that have major issues to be allocated. Different schools of thought have provided different definitions of investment. In one of the definitions, investment has been stated as follows:

Investment is to postpone current consumption for more future consumption. Investment may also be defined as follows:

Investment is the expenditure for the acquisition an asset expenses which is expected to provide the service (Pakdelan, 2012). Mendel considers the investment as a process where, investor, after the acquisition of assets (money, land, machinery), mainly is generated through savings or taking less revenue, examine different methods and then chooses the option which its return is commensurate with its expected risk. This option can be a real asset, such as buildings, machinery or financial assets such as stocks, bonds or futures contract (Mousavi Jahromy, 2008). According to another definition, investment can be considered as a source to obtain financial income and the investment can be defined as the use of current resources for gaining future resources that are not deterministic and have probabilistic aspects (Pakdelan, 2012).

The more uncertainty about the general conditions of a society, the greater the likelihood of reduced investment in the community. Economic and investment firms, using two methods can take their investment decisions. These two methods are:

- Net present value that remembered as the classical theory of investment.
- The marginal efficiency of capital investment is that the Keynes's theory (Mousavi Jahromy, 2008).

The investment of funds in different asset classes only is one part of the whole decision-making and financial planning that most people do it. Before individuals do invest should have an outline. Such a plan should include decisions related to the transaction, ownership, length of asset life and the profitability of it. The expression of investment opportunities process involves analyzing the primary nature of investment decisions (Mousavi Jahromy, 2008). Investment opportunities do not occur spontaneously. Rather, they should be identified or created. Different types of investment opportunities may come from different levels of sections of the company. Some investment opportunities may be submitted by senior
management of organization or members of the board. Involvement of senior management in providing investment opportunities usually is limited to strategic actions such as the expansion and outspread of the company's activity through financial policies and entry into new markets (Shoorvarzi and Azadro, 2010).

Investment opportunities create incentives (motivation) and are considered as rewards for the investors. The investors should consider the risks in their investment decisions, because what will lead to success is the efficient use of available investment opportunities that for this fiscal policies affecting on creating investment opportunities should be identified in the business units. The investment opportunities have a significant impact on financing, policies and investment strategies of the companies and are considered as a part of the company's future value (Myers & Majluf, 1984).

2.3. Background of research

Laksmana and Yang (2014) in their study examined the effect of competition in the industry on accrual-based earning management and real earning management. Their study results showed that there is significant inverse correlation between competition in product market and a variety of earnings management. Huang and Li (2013) in a study examined the relationship between market structure and credit risk of companies and came to the conclusion that between the two, there is a positive correlation. That is, the greater the competition in the industry, the more credit risk in the firms (companies). Fosu (2013) examined the effect of capital structure and competition in product market on performance of company. The results of his studies showed a direct relationship between capital structure and firm (company) performance, but competition in the product market had no impact on performance. Of course the variable of competition in product market increases the positive impact of capital structure on the performance of company. Datta and colleagues (2013) in their analysis, showed the inverse relationship between products market power and earning management. They also concluded that there is a direct relationship between the increased competition in the industry and increasing earnings management, and active firms in the more competitive industries, more address the earnings management.

The results of Danesh-Noshary0 (1393) study represents a significant and inverse correlation (relationship) between competition in industry and power of company product market with the earnings management in firms listed in the Tehran Stock Exchange. Badavar –Nahandi and Darkhor (2013) showed that cash about companies with financial constraints than firms that do not have financial limitations, more causes increase the value of the company; cash and investments directly are related, and changes in cash flow in companies with financial constraints than firms that do not have financial limitations, more causes increase in excess return. Namazi and Ebrahimi (2012) found a direct and significant correlation (relationship) between stock returns and competitive structure of the market in Tehran Stock Exchange. The findings of Arabsalehi and Ashrafi study (2011) indicate a positive role of cash reserves in reducing investment sensitivity of cash flow of companies. On the other hand, no more significant advantage was seen in using the optimal cash reserves model compared to the traditional criteria of financial constraints.

3. RESEARCH METHODOLOGY

This research in terms of purpose is an applied research and in terms of understanding about study hypotheses is placed in the correlation research. Since we will get a result through testing available data, our research in will be in positive theories groups. In this study, this question arises is there a relationship between product market competition and investment now? In this regard, the research hypotheses are presented as follows:

✓ H1: There is a significant relationship between Herfindahl-Hirschman index of industry and investment in companies are on the Tehran Stock Exchange.
The study population includes all companies listed on the Tehran Stock Exchange from 2010 until 2014 and studied sample was selected using systematic elimination of the population. The sample consists of all firms in the population that meet the following criteria: during the study period be present in the stock, during the period of investigation should have no change in the fiscal period, they shouldn’t be of the companies active in the field of fiscal activities, including investment firms, banks, insurances and financial institutions; data needed for the research variables during the period 2010 to 2014 are available, their fiscal period ended to 29/12 each year so that data together and, if necessary, in panel form are used. Considering the certain circumstances, a number of 129 companies were selected as samples in this research.

In order to collect information on explaining the literature, library and documentary methods were used and to achieve the desired data to process research hypotheses, the information contained in the new software and investigation of financial bills firms listed in the Tehran stock exchange by visiting the official website of the Tehran stock exchange, have been used. In this study, to data analysis using estimated generalized least squares (EGLS) the Eviews software version 9 has been used.

To test the hypotheses following models are used:

H1) \( \text{INVEST}_{i,t} = \beta_0 + \beta_1 \text{HHI}_{j,t} + \beta_2 \text{SIZE}_{i,t} + \beta_3 \text{CFO}_{i,t} + \beta_4 \text{TQ}_{i,t} + \epsilon_{i,t} \)

H2) \( \text{INVEST}_{i,t} = \beta_0 + \beta_1 \text{N}_{j,t} + \beta_2 \text{SIZE}_{i,t} + \beta_3 \text{CFO}_{i,t} + \beta_4 \text{TQ}_{i,t} + \epsilon_{i,t} \)

H3) \( \text{INVEST}_{i,t} = \beta_0 + \beta_1 \text{CR4}_{j,t} + \beta_2 \text{SIZE}_{i,t} + \beta_3 \text{CFO}_{i,t} + \beta_4 \text{TQ}_{i,t} + \epsilon_{i,t} \)

H4) \( \text{INVEST}_{i,t} = \beta_0 + \beta_1 \text{MKTSIZE}_{j,t} + \beta_2 \text{SIZE}_{i,t} + \beta_3 \text{CFO}_{i,t} + \beta_4 \text{TQ}_{i,t} + \epsilon_{i,t} \)

H5) \( \text{INVEST}_{i,t} = \beta_0 + \beta_1 \text{ENTCOST}_{j,t} + \beta_2 \text{SIZE}_{i,t} + \beta_3 \text{CFO}_{i,t} + \beta_4 \text{TQ}_{i,t} + \epsilon_{i,t} \)

\( \text{INVEST}_{i,t} = \text{investment of firm } i \text{ in year } t, \text{ which is equal to net fixed assets in year } t \text{ minus net fixed assets in the year } t-1 \text{ divided by net fixed assets in the year } t-1. \)

\( \text{HHI}_{j,t} = \text{Herfindahl-Hirschman index of industry } j \text{ in year } t, \text{ which is equal to:} \)

\( \text{HHI}_{j,t} = \sum_{Nj=1}^{Nj} (\text{Sales}_{jit}/\sum_{Nj=1}^{Nj} \text{Sales}_{jit})^2 \)

\( \text{HHI}_{jt} = \text{HHI industry } j \text{ at time } t; \text{ and Sales}_{jit} = \text{sales revenue of the company } i \text{ in industry } j \text{ in year } t. \text{ The less Herfindahl-Hirschman index, the less revenue concentration in industry, and competition will be more.} \)

\( \text{SIZE}_{i,t} = \text{the size of company } i \text{ in year } t \text{ is equal to the natural logarithm of total assets.} \)
CFOi, t = operational cash flow of the company i in year t, which is the ratio of cash flow to total assets.

TQi, t = Tobin's Q index company i in year t which is the ratio of the sum of the market value of share holders rights and book value of total debt to book value of total assets

Nj, t = the number of firms in industry j in the year t which is the natural logarithm of the number of firms in the industry.

CR4j, t = concentration ratio in industry j in year t, which is the ratio of sales revenue (market share) of four big firms of industry to industry total sales revenue.

MKTSIZEj, t = market size in the j industry in year t, which is the natural logarithm of sales revenue of the entire industry.

ENTCOSTj, t = costs of entering to industry j in year t, which is equal to the mean proportion of property, plant and equipment to total assets of firms in the industry.

4. RESEARCH FINDINGS

The sample studied during the periods 2010 to 2014 consists of 129 companies. In this section, mean, median (central criteria [indices]), standard deviation, maximum and minimum (scattering parameters) of used variables were calculated and are shown in Table 1 below.

<table>
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<tr>
<th>Variables</th>
<th>Mean</th>
<th>Median</th>
<th>Maximum</th>
<th>Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment</td>
<td>0.187</td>
<td>0.034</td>
<td>3.772</td>
<td>-0.364</td>
</tr>
<tr>
<td>Herfindahl-Hirschman</td>
<td>0.196</td>
<td>0.16</td>
<td>0.884</td>
<td>0.019</td>
</tr>
<tr>
<td>The number of industry firms</td>
<td>3.051</td>
<td>3.295</td>
<td>3.912</td>
<td>1.791</td>
</tr>
<tr>
<td>Industry concentration ratio</td>
<td>0.667</td>
<td>0.741</td>
<td>0.987</td>
<td>0.234</td>
</tr>
<tr>
<td>Industry market size</td>
<td>7.582</td>
<td>7.506</td>
<td>9.123</td>
<td>6.472</td>
</tr>
<tr>
<td>Costs of entering to industry</td>
<td>0.239</td>
<td>0.24</td>
<td>0.504</td>
<td>0.048</td>
</tr>
<tr>
<td>Operational cash flow</td>
<td>1.481</td>
<td>1.306</td>
<td>3.803</td>
<td>0.489</td>
</tr>
<tr>
<td>Tobin's Q index</td>
<td>1.481</td>
<td>1.306</td>
<td>3.803</td>
<td>0.489</td>
</tr>
</tbody>
</table>

The inferential statistics used in this study consists of Pearson correlation and multivariate regression, in order to explore the relationship between independent and dependent variables controlling other variables. In order to analyze data, software Eviews 9 has been used. In addition, to ensure the reliability of results, the default tests of regression use have been taken. As in the table (2) is evident, in the Pearson correlation there is no significant correlation between investment and competition indices in the industry. In addition, the independent variables are not very strong correlated (the correlation statistics is lower than the ±0/8) and therefore there is no problem in estimating the model.

Table 2. Pearson correlation
In order to evaluate the reliability of variables, Im–Pesaran–Shin test was used. The results of this test in Table 3 show the amount of significance level of variables is less than 5% and all variables are stable in the period under review.

Table 3. Im–Pesaran–Shin test

<table>
<thead>
<tr>
<th>significance level</th>
<th>t-statistic</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/000</td>
<td>-21/674</td>
<td>investment</td>
</tr>
<tr>
<td>0/000</td>
<td>-4/673</td>
<td>Herfindahl-Hirschman</td>
</tr>
<tr>
<td>0/000</td>
<td>-6/628</td>
<td>The number of industry firms</td>
</tr>
<tr>
<td>0/000</td>
<td>-5/899</td>
<td>Industry concentration ratio</td>
</tr>
<tr>
<td>0/000</td>
<td>-8/522</td>
<td>Industry market size</td>
</tr>
<tr>
<td>0/000</td>
<td>-5/423</td>
<td>Costs of entering to industry</td>
</tr>
<tr>
<td>0/000</td>
<td>-8/801</td>
<td>Market size</td>
</tr>
</tbody>
</table>

* = Significance at 95% confidence level ** = significance at 99% confidence level
In the estimation of regression coefficients related to research hypotheses, firstly to determine the panel data method and to determine whether they are homogeneous or heterogeneous, the Chow test and statistic F Limer are used. The results are shown in Table 4 below.

**Table 4. Chow test results**

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Significance level</th>
<th>F statistic</th>
<th>Null Hypothesis</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>0/033</td>
<td>1/282</td>
<td>The use of consolidated data model</td>
<td>H1</td>
</tr>
<tr>
<td>H2</td>
<td>0/031</td>
<td>1/285</td>
<td>The use of consolidated data model</td>
<td>H2</td>
</tr>
<tr>
<td>H3</td>
<td>0/039</td>
<td>1/268</td>
<td>The use of consolidated data model</td>
<td>H3</td>
</tr>
<tr>
<td>H4</td>
<td>0/017</td>
<td>1/327</td>
<td>The use of consolidated data model</td>
<td>H4</td>
</tr>
<tr>
<td>H5</td>
<td>0/019</td>
<td>1/322</td>
<td>The use of consolidated data model</td>
<td>H5</td>
</tr>
</tbody>
</table>

Chow test result shows that the obtained probability for F statistics in all hypotheses is less than 5 percent, so to test this model data are used in panel form. The following table (5) with Hausman test, the necessity of using fixed or random effects model is investigated.

**Table 5. Hausman test**

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Significance level</th>
<th>Chi-square statistic</th>
<th>Null Hypothesis</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>0/000</td>
<td>19/123</td>
<td>using a random effects model</td>
<td>H1</td>
</tr>
<tr>
<td>H2</td>
<td>0/003</td>
<td>15/864</td>
<td>using a random effects model</td>
<td>H2</td>
</tr>
<tr>
<td>H3</td>
<td>0/005</td>
<td>14/601</td>
<td>using a random effects model</td>
<td>H3</td>
</tr>
<tr>
<td>H4</td>
<td>0/001</td>
<td>17/914</td>
<td>using a random effects model</td>
<td>H4</td>
</tr>
<tr>
<td>H5</td>
<td>0/000</td>
<td>18/903</td>
<td>using a random effects model</td>
<td>H5</td>
</tr>
</tbody>
</table>

The significance level Hausman test is less than 0/05, so to estimate the coefficients of mentioned model, fixed effects model should be used. The first hypothesis test results using fixed effects model and the method estimated generalized least squares (EGLS) in the table (6) indicate that t-statistic of Herfindahl-Hirschman variable is greater than +1/965 and its significance level is less than 0/05, there is a significant and direct correlation (relationship) between Herfindahl-Hirschman index and investment firms listed in the Tehran stock exchange.

**Table 6. The first hypothesis test results**

<table>
<thead>
<tr>
<th>Significance</th>
<th>t-statistic</th>
<th>Standard Error</th>
<th>Coefficients</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/000</td>
<td>-18/708</td>
<td>Operational cash flow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0/000</td>
<td>-15/696</td>
<td>Tobin's Q index</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The second hypothesis test result in Table (7) shows that the t-statistic of variable of number of industry firms (companies) is smaller than ±1/965 and its significance level is greater than 0/05 and there is no significant correlation (relationship) between the number of industry firms and investment of firms (companies) listed in the Tehran stock exchange.

<table>
<thead>
<tr>
<th>significance level</th>
<th>t-statistic</th>
<th>standard error</th>
<th>coefficients</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/000</td>
<td>-7/747</td>
<td>0/219</td>
<td>-1/701</td>
<td>fixed amount</td>
</tr>
<tr>
<td>0/000</td>
<td>7/603</td>
<td>0/044</td>
<td>0/334</td>
<td>Herfindahl-Hirschman</td>
</tr>
<tr>
<td>0/000</td>
<td>8/508</td>
<td>0/015</td>
<td>0/135</td>
<td>Company size</td>
</tr>
<tr>
<td>0/000</td>
<td>3/348</td>
<td>0/038</td>
<td>0/128</td>
<td>Operational cash flow</td>
</tr>
<tr>
<td>0/000</td>
<td>-3/841</td>
<td>0/011</td>
<td>-0/042</td>
<td>Tobin's Q index</td>
</tr>
<tr>
<td>0/74</td>
<td>coefficient of determination</td>
<td>10/844</td>
<td>F-statistic</td>
<td></td>
</tr>
<tr>
<td>0/678</td>
<td>adjusted coefficient of determination</td>
<td>0/000</td>
<td>significance level of F-statistic</td>
<td></td>
</tr>
<tr>
<td>2/393</td>
<td>Durbin-Watson amount</td>
<td>EGLS method (Fixing potential effects of heterogeneity of variance)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The third hypothesis test result in Table (8) shows that the t-statistic of variable of number industry concentration ratio is smaller than ±1/965 and its significance level is greater than 0/05 and there is no significant correlation (relationship) between the industry concentration ratio and investment of firms (companies) listed in the Tehran stock exchange.

<table>
<thead>
<tr>
<th>significance level</th>
<th>t-statistic</th>
<th>standard error</th>
<th>coefficients</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/000</td>
<td>-7/9</td>
<td>0/242</td>
<td>-1/933</td>
<td>fixed amount</td>
</tr>
<tr>
<td>0/052</td>
<td>1/944</td>
<td>0/041</td>
<td>0/08</td>
<td>number of industry firms</td>
</tr>
<tr>
<td>0/000</td>
<td>8/375</td>
<td>0/016</td>
<td>0/137</td>
<td>Company size</td>
</tr>
<tr>
<td>0/141</td>
<td>1/471</td>
<td>0/041</td>
<td>0/06</td>
<td>Operational cash flow</td>
</tr>
<tr>
<td>0/096</td>
<td>-1/663</td>
<td>0/008</td>
<td>-0/014</td>
<td>Tobin's Q index</td>
</tr>
<tr>
<td>0/67</td>
<td>coefficient of determination</td>
<td>7/653</td>
<td>F-statistic</td>
<td></td>
</tr>
<tr>
<td>0/583</td>
<td>adjusted coefficient of determination</td>
<td>0/000</td>
<td>significance level of F-statistic</td>
<td></td>
</tr>
<tr>
<td>2/292</td>
<td>Durbin-Watson amount</td>
<td>EGLS method (Fixing potential effects of heterogeneity of variance)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The fourth hypothesis test result in Table (9) shows that the t-statistic of variable of market size is smaller than ±1/965 and its significance level is greater than 0/05 and there is no significant correlation (relationship) between the market size and investment of firms (companies) listed in the Tehran stock exchange.

### Table 9. The fourth hypothesis test results

<table>
<thead>
<tr>
<th>significance level</th>
<th>t-statistic</th>
<th>standard error</th>
<th>coefficients</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/000</td>
<td>-7/502</td>
<td>-0/214</td>
<td>-1/822</td>
<td>fixed amount</td>
</tr>
<tr>
<td>0/054</td>
<td>-1/924</td>
<td>0/103</td>
<td>-0/198</td>
<td>Industry concentration ratio</td>
</tr>
<tr>
<td>0/000</td>
<td>9/752</td>
<td>0/016</td>
<td>0/157</td>
<td>Company size</td>
</tr>
<tr>
<td>0/113</td>
<td>1/584</td>
<td>0/042</td>
<td>0/067</td>
<td>Operational cash flow</td>
</tr>
<tr>
<td>0/021</td>
<td>-2/307</td>
<td>0/009</td>
<td>-0/022</td>
<td>Tobin's Q index</td>
</tr>
<tr>
<td>0/708</td>
<td>coefficient of determination</td>
<td>9/116</td>
<td>F-statistic</td>
<td></td>
</tr>
<tr>
<td>0/63</td>
<td>adjusted coefficient of determination</td>
<td>0/000</td>
<td>significance level of F-statistic</td>
<td></td>
</tr>
<tr>
<td>2/289</td>
<td>Durbin-Watson amount</td>
<td>EGLS method (Fixing potential effects of heterogeneity of variance)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The fifth hypothesis test result in Table (10) shows that the t-statistic of variable of costs of entering the industry is smaller than ±1/965 and its significance level is greater than 0/05 and there is no significant correlation (relationship) between the costs of entering the industry and investment of firms (companies) listed in the Tehran stock exchange.

### Table 10. Fifth hypothesis test results

<table>
<thead>
<tr>
<th>significance level</th>
<th>t-statistic</th>
<th>standard error</th>
<th>coefficients</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/000</td>
<td>-5/822</td>
<td>0/278</td>
<td>-1/623</td>
<td>fixed amount</td>
</tr>
<tr>
<td>0/002</td>
<td>-3/071</td>
<td>0/043</td>
<td>-0/132</td>
<td>Industry concentration ratio</td>
</tr>
<tr>
<td>0/000</td>
<td>7/624</td>
<td>0/026</td>
<td>0/205</td>
<td>Company size</td>
</tr>
<tr>
<td>0/373</td>
<td>0/89</td>
<td>0/043</td>
<td>0/038</td>
<td>Operational cash flow</td>
</tr>
<tr>
<td>0/37</td>
<td>-0/897</td>
<td>0/011</td>
<td>-0/01</td>
<td>Tobin's Q index</td>
</tr>
<tr>
<td>0/647</td>
<td>coefficient of determination</td>
<td>6/912</td>
<td>F-statistic</td>
<td></td>
</tr>
<tr>
<td>0/554</td>
<td>adjusted coefficient of determination</td>
<td>0/000</td>
<td>significance level of F-statistic</td>
<td></td>
</tr>
<tr>
<td>2/283</td>
<td>Durbin-Watson amount</td>
<td>EGLS method (Fixing potential effects of heterogeneity of variance)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Also, the results of tables (6 to 10) show that the control variables of firm (company) size and operating cash flow have direct and significant relationship (correlation) with the company's (firm) investment and Tobin's Q index variable, has a significant inverse correlation (relationship) with the investment. The Watson-Durbin statistic of models is between 1/5 and 2/5. Additionally, significance level of F statistics also is less than 0/05 indicating significance of model. The adjusted amount of coefficient of determination of model shows that a high percentage of dependent variable changes are explained by independent and control variables that is a substantial amount.

5. CONCLUSION

In order to test hypotheses, regression models were used. In the mentioned models the independent variables of the "Herfindahl-Hirschman industry, the number of industrial companies, industry concentration ratio, market size in the industry and the costs of entering to industry" alongside three control variables of "company size", "operating cash flow" and "Tobin's Q index", and finally a dependent variable of "investment" the fixed effects model and estimated generalized least squares (EGLS) method was used. The results showed a significant and direct correlation (relationship) between the Herfindahl-Hirschman and investment of companies (firms) listed in Tehran Stock Exchange; a significant correlation (relationship) isn’t established between the number of industry firms and investment of companies (firms) listed on Tehran Stock Exchange; a significant correlation (relationship) between the industry concentration ratio and investment of companies listed in Tehran Stock Exchange isn’t established; there is a significant and inverse correlation between the size of the market in the industry and investment of companies (firms) listed on the Tehran Stock Exchange; and finally, a direct and significant relationship (correlation) between the costs of entering to industry and investment of companies listed in Tehran Stock Exchange is established.

Herfindahl-Hirschman index is a measure of income (revenue) concentration in the industry. Thus the results of this study revealed the increasing effect of concentration in industry on investment of companies. The inverse relationship (correlation) of market size with the investment of companies (firms) shows that the increase in sales volume in the industry, firms will reduce investment of companies (firms). In this way, the more active companies in the industry and on the other hand competition is increased in the industry, the amount of investment of firms evenly will be reduced. In addition, the results show that the increase in costs of entering to the industry makes the investment firms will increase. Overall, the results show an increase in concentration and monopoly in the industry lead to increasing investment and competition in the industry will be accompanied by reducing investment of firms (companies).
So far no study has directly addressed the hypotheses of this research, therefore, not only the case by case examination of the results of this study isn’t possible, the whole analogy of the obtained results is only possible with the results of Akdoğu and MacKay (2008), Melo and Wang (2012) and Frésard and Valta (2015). It should be said that Mello and Wang (2012) and Frésard and Valta (2015) reported reduced investment in the face of global competition which is in accordance with the results of the present study. Akdoğu and MacKay (2008) with production companies review of United States, came to the conclusion that in competitive industries, firms invest with more speed than firms in monopolistic industries that suggests there is a direct relationship (correlation) between competition in the industry and investment that is in contrasts with the results of this study.

The managers of listed companies in Tehran Stock Exchange are suggested that in addition to considering the risks of increased competition in the industry, take note lack of necessary investments to advance the goals of the company, although in the short term may be associated with maintaining profitability and relative position of company and somehow improve the management performance report of company, but in the long run would weaken the company's competitive position in the industry and undermine the performance foundations of company. The economic and governmental decision makers also are recommended that in the adoption and implementation of anti-monopoly policies, note that this can increase the risk of firms’ activity and reduce the long term vision of them. As such, it should be very cautious in implementing these policies and the negative consequences of increased competition be taken into account.

REFERENCES


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REDEFINING THE MIDDLE AREA IN THE TODAY APARTMENT HOUSING

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ABSTRACT
Human beings during the course of life and all the time need to connect with his surroundings and other people. The scope of this relationship has been extended among three public area, middle and private. Middle area encompasses a scope of the public area to the private, so that begin from boundary of any home in the residential units and extend to the neighborhood and connection to the city's public space. Today, because of the limitations of apartment living, including increasing the density of residential units, Spaces for each residential unit have been dropped and middle areas as an interface between the inside and outside are vague or have been forgotten. This article by taking into consideration the importance of attention to middle area attempts to investigate these spaces in a residential apartment with limited units. This research has been with library studies and qualitative methods. Studies show that in the redefining of the middle area needs such as the relationship with nature (the seasons change, feeling the rain, seeing the sky), communicate with other people (neighbors), as well as a sense of security and attention to children and the elderly are particularly Important. The present paper has attempted the relationship of any of these needs to be investigated with different scales of middle area. In other words, the middle area in three parts the way to the building (the first turning point), the route each house (the second turning point), and within each home has been redefined. The offered strategies in the part of route to each house (the second turning point) show attention to this route and its integration reduce individual “street temper” and improving mental relaxation at the moment of entering the house. Following the link with the main courtyard, creating dynamic spaces and related with outside, the availability of floors (alley in height) and middle courtyard model will link them with inside house and vice versa.

Keywords: Inside and outside, middle area, apartment house, hierarchy

1. INTRODUCTION

Human has been placed in a vast network of communication which establishes his relationship with family, neighbors, neighborhood and town. "In order to the house is not a prison, it should be have windows and pores to the outside world and relevant the inside to outside, because the basis of any life is action or reaction with the environment.” (Norberg-Schultz, 1353 [in Persian date]: 43-44). Thus, the house as a place of comfort and context of human settlement has the task of continuing this relationship to provide the human need to interact with the environment and other people. If in the past, every house had a share of the yard and a frame of the sky, now with the increasing density of residential units, this possibility is not exist for all units. Usually, the spaces especially open and semi-open space of any unit
has been dropped and people lives because of physical proximity of have been compressed. But still people need to communicate and interact with others and touch the nature remains.

The speed of apartment housing construction has caused less attention to the quality of living spaces and the middle spaces and the concept of "inside and outside" in the residential complex (Eynifar and Alinia Motlagh, 2014: 55). Privacies and private and semi-private areas as an interface between the inside and outside are often vague and poorly are controlled and maintained (Eynifar, 2000: 114). Thus, in this article the middle area as one of the aspects of life in the context of settlement has been considered and the need to redefining it in creating social and space relations is raises. Then, considering the middle area linking the inside house to urban space, a number of solutions will be provided to improve the quality of the between relating inside and outside spaces.

2. BACKGROUND (LITERATURE) AND NECESSITY OF RESEARCH

Men belong to many groups and have different social roles in any period of life (mother, father, husband, wife, partner, teammate, etc.) that each of these roles want different area and area. It seems that architectural experts agree that the two private and the public area are linked with another area called secondary, semi-private or semi-private. Altman (2003: 140-138) has defined three types of primary, secondary and public area and has considered the secondary area as a bridge between the primary (in which the individual has complete and wide supervision (control) and the public area, that almost everyone can use it. Eynifar (2000: 114) defines types of area as private, semi-private and public. Hertzberger (2009: 12-15) divides the property of areas into two areas of private and public. He like Altman and Eynifar don’t talk about the semi-private or secondary area but believes that public and private concepts can be Partially Regarded as a range of quality of architectural space. Considering how is the access space, who responsible to its maintenance and responsibility and that space relationship with the private property of an individual or a collective will, that space in this range (between public and private) finds its place, may be more public or more private. Madani (2008: 8-7) also talks about three private, middle and public and defines middle area as the intermediate between private and public and considers it as confrontation place with neighbors and acquaintances.

The necessity of this research is because in today architecture only one "door" plays the role of barrier between the city and housing space, so that people unwittingly and immediately enter the city space and involve in a sudden scale (Ashari, 2011: 75). In general disregard for the space, activities and lifestyles in contemporary homes starts by eliminating or minimizing the input space, joints, stairs, porches and entrance to the house and continues into the house and neglect to landscape and light and air (Haeri Mazendarani, 2009: 25). In the today apartment housing, the middle areas (semi-private and semi-public) have been disappeared. The life pass within the area of private (family) and hide from strangers or hastily ongoing on public areas (Ghasemi esfahani, 2004: 32). In general, this study in terms of purpose is applied and has been carried out qualitative. In this respect, this article seeks to answer the question "how can the middle area cause continuity of the private area and public area?" And then another question arises: "what strategies can improve quality of intermediate spaces of within and outside"?

3. AREAS OF LIFE IN THE CONTEXT OF SETTLEMENT

The areas of life in the context of settlement generally are divided into three private, middle and public areas. The private area is an identified and privacy-based. This area both meets the basic needs and is a factor that improves the contraction with the external environment (Madani and Shafaei, 2013: 156). Man needs to the private area that meet some needs like love expression, privacy, and the possibility of individual autonomy. Public area belongs to the public and on the other hand is temporary because all people have access and the right to use it (Altman, 2003: 148-145). The human needs to participate in the public area that gain his/her popularity there benchmark it (Madani, 1387: 8-7).
The "middle area" is a part of settlement context that prepares human for the transfer from his/her quiet and privacy to the public area (the place of emergence of the social emotions). Middle area on one hand has of quality housing in the private area and on the other hand, provides the background to communicate with others in the public area. In fact, it can be said that middle area forms the boundary between home (private area) and the city (public) which contains a range from semi-private to semi-public so that begins from continuity of the private area and continue to the public area. In homogeneous societies, neighbors at the door of their house attempt to speak, children play near the house and the residency flow beyond the physical boundary of houses. But in heterogeneous societies like today newly constructed towns, usually living in the middle area does not flow (Lang, 2002: 178-177). Carelessness in the designing of middle area has discrete continuity of residence from the private area to the public area (Madani, 2008: 11).

4. THE NECESSITY OF REDEFINING OF MIDDLE AREA

Outdoor spaces of house linked together, define a hierarchy from small to large. People feel calm and comfort in spaces that are connected to the smaller space and a larger space (Alexander, 2009: 283-282). Hierarchical feature of spaces with separation of areas is effective in organizing social relations (Madani, 2008: 38). In fact, it can be said spatial hierarchy and the hierarchy of the various functions form the connection between inside and outside spaces, so that the functional structure space are effective in behavior in the environment and mutually are influenced from behaviors and prediction of them (Eynifar and Alinia Motlagh, 2014: 58).

![Figure 1: The hierarchy of housing organizing (Gehl, 2008: 52)](image)

In the figure 1 hierarchy of housing organizing as private, semi-private, semi-public and public spaces shows; creating a social structure and related physical structure with social spaces on different levels allowing movement of smaller groups and spaces to larger groups and spaces and from private spaces to more social spaces and provides a sense of security and stronger sense of belonging to areas outside the private housings. Area where a person sees and perceives it as a residence and residential environment, can spread beyond the settlement location, for example, parents allow their own children that in an age earlier than usual, play outside (Gehl, 2008: 53-52). It should be noted that the transition between different species of social spaces should be very smooth and fluent.

In the past, there was a hierarchy of public open space to private in residential areas. One to pass out from the house space and reach the city had to pass the distance; confined spaces and deadlock alleys as semi-private spaces were playing an intermediary space between private courtyard of houses and public open spaces of city (Ashari, 2011: 75). In fact, it can be said that in historical houses the themes and meanings related to home and shifting the area from the outside into inside of space has been reflected.
Semi-private, semi-public area belonging to several neighboring is formed between the city and house and with space application in the form of deadlocks and sealants. The port of houses is the reflection of waiting space for the door to opening of it and a short gab with neighbor (Haeri Mazandarani, 2009: 29 and Mansouri, 2010: 42-41). While middle in today housing has been forgotten so that people unwittingly and immediate enter the city space and involve in a sudden change scale.

Although in the residential apartments main entrance which from the alley or street connects to home places in the hierarchy of middle area and is a semi-private space and is common for neighbors, but the quality of these spaces have declined to a neutral area. According to Meiss (2005: 154) the inside joint space of complexes that generally are composed of stairs, the hallway and the elevator has become a neutral-zone between inside and outside and between the private and the public area. Passing from these spaces has created a set of lock and boundaries that has formed a bay between house, street and neighborhood that neither belonging to house nor city, but has declined to a “neutral area” which belongs no one. Also, sometimes they hire a guard to maintain and secure from this dark and anonymous passage.

On the other hand, to enter the residential units, after passing the stairs because the entrance to the residential units designed within landings and the width of staircase based on space separation to pass the stairs and access to housing units and inputs are unforeseen, among the airspace pause in front of the driveway and privacy passing stairs an interfere has been created and has caused the confusion of this space (Haeri Mazandarani, 2009: 162). Today, some behaviors such as welcome and escort of guests, maintenance the shoes out house and like them bother neighbors. In order to avoid interference, the need to interface space between the private area and middle area is felt (Madani and Shafaei, 2013: 160). Thus, taking into account the hierarchy in the middle area to establish social relationship and attention to quality of spaces in redefining of the middle area is necessary.

5. REDEFINING OF MIDDLE AREA

As it was stated middle area covers a range of the private area to public space (the city). In this range a hierarchy of social relationships, spaces and various areas are placed which should link together in a slow and continuous way to be along each other and balance each other force and regulate it. People as a part of the family are considered as a member of the neighborhood and a member of the community, too. Man place in a chain of communication which is not finished still in an area another begins and simultaneously the people relationship with family members, neighbors and neighborhoods to be raised and living is the continuation of this type of connection (Figure 2). Social relations and space occurring in the middle area are the complement of each other and influence mutually on each other.

![Figure 2 The chain of human communication (Drawing: authors)](image-url)
5.1. Social relationships in the middle area

Social relationships in a wide range of low to high intensity have been extended. The hierarchial feature of spaces in the social relationships and interpersonal communication is very effective. Simple words "visual-auditory communication" can be considered associated with other forms of communication and social activities as part of the range of social activities from very simple and non-identified to complicated relationships and emotional involvements (Gehl, 2008: 9) (Fig. 3).

![Diagram showing different forms of relationship](image)

**Figure 3** Different forms of relationship (Gehl, 2008: 9)

If there is no activity in the middle area, the bottom part of figure will be removed. Although these communications are seemed inconsequential but as independent communication and as a prerequisite to other more complicated interacts are very valuable. In fact, transitional forms of communication between the two extremes of aloneness and being with others are disappeared and the boundary between isolation and connection will be clearer. People living alone or have communication with others in a high level. The communication in the middle area is an opportunity to being with others in a comfortable way. The low-intensity (weak) communication (relationship) is the position from which other forms of communication could develop. From this simple level, to the extent that the parties have a desire, relationships can be grown in the higher levels of growth. The attendance and meetings in the same space, in each of these situations are the essential and necessary condition (Gehl, 2008: 9-13).

Gehl (2008) states there is no possibility to spontaneous expansion the relationship and close communication between neighbors: "something more than architecture to spread such interactions is required but proper design will strengthen it. To go beyond neighborly relations there must be something in common, common background, common interest or common problems "(ibid, 47). Thus, the spatial relationships in the middle area somewhat strengthen social relations (interaction to privacy) and vice versa each person’s presence and his/her relationship with others (neighbors, neighborhoods, apartment neighbors, family and personal privacy) will create hierarchy and space diversity. Meanwhile the children and the elderly affected more (Figure 4).
The middle area is the meeting place of different age and social groups. The presence of children and elderly people due to limited physical ability in the middle area which is the closest border to private area is important and considered significant. Children tend to communicate with the outside world and finding friend among their peers (e.g. neighbor’s child) and parents to control the children have to be present in the middle area or have control over it. On the other hand the elderly due to physical aging and disability use areas that are appropriate to their physical condition (Madani, 2008: 29).

The people presence is also effective, social interaction and relationships in the middle area on children's relationships. Gehl (2008: 18) points children stay somewhere and play in which the most activity is going on. They do not play in spaces which are designed in backyards or sun side of multi-storey buildings designed and where there is no traffic or people that could be looked into them.

5.2. Spatial relationships in the middle area

The spatial relationships in this redefinition, has been considered as a spectrum intended that consist of multiple spaces and in which spaces borders have been intertwined. This spectrum is not linear and every space and every component of this spectrum space effect on other and be affected. The middle area spectrum tends from street temper toward the private temper. When people are on the street take a kind of "street temper", but when come to home, it is natural to seek a way to get rid of this tempered and streets tiredness and try to immerse themselves in the peace and comfort of their home. The spectrum of middle area should be as a path between the street and the home to rid the stress and mental confusion in people which is the feature of street temper and give the warm and comfort environment of house to him (Alexander, 2009: 278).

In fact the street is shown as a public space and the starting point of spectrum and with approaching to alley and path to enter to house its force is reduced and the building imposes equivalents and mutual force. This communication and forces exchange will continue to reach the other end of the spectrum meaning private area. The interaction of forces is three-dimensional so that in addition to the effect of street, alley space and private area on building and lower floors of buildings, due to closeness to ground establish more link with land, soil and the trees and gradually the amount of the bond is reduced and upper floors link with other elements of nature such as the sky and the moon and stars (Figure 5).
In this spectrum the entrances including entering to the apartment and into every house, both are milestones. As far as Gehl (2008: 90) also points out entrances are where most events take place there. It should be noted that the middle area should not be interrupted in turning points and create absolute borders, but various spaces in this in this area can be turned into each other smoothly. The relationships begin from alley and pathway to the apartment (the first turning point), then with route and access to floors inside the apartment and entrance to any house (the second turning point) continue. By entering into every house by elements such as windows and doors as well as semi-open spaces like terraces, communication (relationship) with the outside world again begins (Figure 6).
Providing guidelines on the way to every house are examined in three parts, of linkage to the main courtyard, the linkage of floors with alley, middle courtyard model. It should be noted the possibility of taking advantage of solutions in redefining the middle area in every situation is different and depends on many factors. Accordingly, we have tried to point out the more general solutions.

5.3.1. The linkage with the main courtyard

After entering the apartment on the path to reach every home, the "yard" should be as a place to pause and contemplate not only to cross the road. Alexander (2011: 93-94) calls the yard which is limited to wall in every side and there is no any porch or interface between interior and exterior space and has only one entry, as dead yard in which the forces are at odds with each other and conversely, if the yard has a landscape to larger space, and the path of access to different rooms pass through which and has portico or porch, these forces can be adjusted to each other. In such a case the yard for people could be familiar, vivid and natural place and there is need to go there and use it. Under the direction of access to modern apartments, two cases arise. Or persons enter the courtyard firstly in which, in which case it is better a way to be considered that enjoy the trees and flowers, as well as separated from parking space, or yard can’t be seen and on the other side of the building is located. In this case, convenient access and a view of the courtyard are important at the time of entering. The individuals with seeing the yard or framed tree from afar if desired move to the courtyard and attend there, children play and the yard comes live (Figure 7).

![Figure 7 The yard linkage with floors- passing the bridge to reach the yard (drawing: authors)](image)

Yard surrounded by walls, taking down the yard to the rest surfaces and indirect input (entrance) into the yard together help to create the sense of being inside and pause in the yard (Nahvi, 2012: 65). Also the existence of semi-open spaces between the courtyard and enclosed spaces increases this feeling and create spaces to sit and touching the nature intimately.

5.3.2. The linkage of floors with alley

Floors and stairs access also is better set in relation to open and semi-open space. The quality of stairs and access to floors should be such a way people, especially in the first and second floors sometimes pass stairs, children play in the middle spaces of it and not be a dull and dark and merely to pass in the lack of lift (elevator) (Fig. 8).
The staircases of floors can be as an alley in the height which yet interacting with outer space (alley or street). In this case, people in the path of approaching to the entrance of their house still linked with the alley and its stream and in time of getting out first see the alley, they understand climate change, in the event of cloudy or rainy weather, get the necessary equipment and will be aware of the events of streets before getting into it. This causes they not be indifferent towards the events in the alley and also a sense of security will be achieved. With the existence of these staircases child's school bus seen from further away and prepares on time to ride and no longer need her/his mother accompany him to convey him.

5.3.3. The middle courtyard model

Generally the comparison of hierarchy of reaching to home in the houses with courtyard and residential apartments shows in the houses reaching hierarchy has been as shown in Figure 9, respectively, streets, alleys, courtyards and then inside the house, but today in residential apartment has no certain definition and often include street, staircases of floor, inside the house and then semi-open space (balcony), respectively.

![Diagram of hierarchy of reaching to house](image-url)
On this basis, we can speak of a model derived from the hierarchy of houses with courtyard and additionally appropriate with to today's conditions of apartments. In this model, after being in the space between floors (an alley in height), people firstly enter the courtyard then enter to the main space of the house. In fact, this "middle courtyard" as a turning point and interface area between the indoor (the inside space of house) and outside (the space between floors) play a role and different functions such as welcoming guests, neighbor children's games, mothers interaction and the possibility of control them are occurred there. The existence of these courtyards in the first and second floors due to closeness (proximity) to ground (land) and connection with the main courtyard of complex is appropriate. But in the higher floors the connection is reduced with the ground (land) and connection with the sky occur (Figure 10).

![The hierarchy of reaching to house in the proposed model](image)

**Figure 10** The hierarchy of reaching to house in the proposed model (Drawing: Authors)

**CONCLUSION**

Based on the studies can be said, both public and private area requires an intermediate area called "middle area" that encompasses the continuation of actions and behaviors of both these areas. The area that on one hand has the quality of housing in the private area and on the other hand provides the background of linkage with others in the public area. On the other hand living in the apartment housing has caused the interfaces spaces are reduced and their quality is declined. Accordingly look back into the middle area seems necessary.

The middle area as the interface of public area and the private area contains a wide range. In this range there is a hierarchy of social relationships, spaces and different territories. Social relationships and the space that occur in the redefining of middle area are complementary of each other and have mutual influence on each other. The spatial relationships to some extent strengthen the social relations (interaction to privacy) and vice versa the presence of each person and his/her relationship with others will create hierarchy and spatial variability. In this article the middle area in the three parts of the way to the apartment (the first turning point), the path to each house (the second turning point), and within each home has been redefined. Strategies such as linkage with the main courtyard, the linkage of floors with alley, the middle courtyard model in the part of way to every house in the (the second turning point) were studied and analyzed and are important (Figure 11).
Figure 11 The redefinition of middle area in today apartment housing (drawing: authors)

Attention to the middle area as the boundary and interface between the public area and the private area and redefining of it in this study shows that spaces within houses in the apartment housing alone has not the ability to meet the people social and spatial relationships in different age, because the scope of these relationships (communication) is beyond the confines of the home. As indoor spaces such as living room, kitchen, bedroom and … are integral parts of the private area and defined by it. The mentioned items in the redefining a wide range of middle area should be happened to the residence continuation and linkage of inside and outside is established.

REFERENCES


Madani, Ramin, and Mino Shafaei. 2013. The strategies of middle area design with minimal compensation of housing approach in Iran. Architecture and urban planning, 11: 153-165


AN ANALYSIS ON PHYSICAL-ENVIRONMENTAL QUALITY OF INFORMAL SETTLEMENTS AND ITS ROLE IN THE VITALITY OF CITIZENS, CASE STUDY: INFORMAL SETTLEMENT OF QOM CITY, SHEIKHABAD NEIGHBORHOOD

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ABSTRACT
Marginalized neighborhoods (slums) are those with a very high growth within the recent years in developing countries. Along with all weaknesses of these neighborhoods from social, economic, physical and social, they are faced with plenty of problems regarding environmental quality issues and urban vitality, as well. The environmental quality is an area addressed specifically in scientific and professional societies. In this regard, present study took the environmental quality and urban vitality into consideration in an old marginalized neighborhood of Qom city. This work was carried out by descriptive-analytical approach using field and library research method for objective study of urban vitality under influence of environmental quality indicators among citizens of the studied region. Distribution of 310 questionnaires using Cochran’s sampling technique was one of the main steps of field studies. In doing so, the questionnaires were distributed as random sampling in statistical universe. The results of this study obtained by SPSS Software tools, indicate critical status of this issue in the neighborhood. In terms of physical indicators impact on the vitality, the measurement results show that in all factors, sig is lower than 1% and proves a confidence level of 99%. The signs of all factors are positive and direct. In other words, the higher each factor (in case of having other factors fixed), the higher vitality of Sheikhabad neighborhood citizens’ vitality and vice versa. Among the factors, the factor 3- i.e. safety and welfare- has the highest impact on the citizens’ vitality.

Keywords: Slums, environmental quality, Vitality, life quality, Sheikhabad neighborhood of Qom

INTRODUCTION
Evaluations and studies indicate more than 924 million suburbanites around the world (Taleshi, 2009: 1235, Arimah, 2010:1), this population will reach 2 billion people in 30 years later based on the predictions (Nijman, 2008:73) while a major part of that will be deprived of accessing to many of health services (Katukiza et al, 2010:52). Rapid urbanization, poor facilities and excessive migrations to urban centers within the recent decades that have resulted in growth of urban population (Han et al., 2009: 133) are of the most important causes of increased informal settlements with very poor life facilities. This stunning speed within the last 50 years, particularly in developing countries, has included diverse cities and villages as a high-speed phenomenon (Ibrahim et al., 2002:1) and has caused, beside wide environmental and urban landscapes changes (Hedblom et al., 2008:62, Catalan et al., 2008:174), many demands for underlying and basic infrastructures (Schouten and Mathenge, 2010:815). Given the lack of lots of mentioned structures, this issue has resulted in uncontrollable development of urban areas, new settlements creation, decreased human welfare level (Ortega et al., 2011:2), increasing environmental problems, threatened vitality and quality indicators, limited access to entertainment facilities, planners of urban and health area and ultimately the more poor access to the dominant paradigm of sustainable development (Mahdi, 2011:23). In this regard, according to alarming and ever-increasing trend of threatening factors for citizens’ quality of life, urban and health planners
address a relatively new phrase as planning for citizens’ quality of life improvement based on which they aim to join urban area with citizens’ physical and mental health and enhance their decisions on such fundamental issues as urban environmental health, social welfare and improvement of quality of human life. In doing so, the current societies particularly the cities which are faced with the marginalized neighborhoods problems, are quite aware that vitality and quality of life are closely associated with environmental conditions (Jackson, 2003:191). This is an issue which is completely arising around the world, particularly poor countries due to the dominant poverty and according to close relationship of social-economic status and income (Chakraborty et al., 2009:47) and people’s quality of life, vitality, exhilaration and environmental health are subjected to increasing danger due to apparent weakness in access to required services (Sohel Rana, 2006:321). Nowadays, this condition can be seen in many of Iranian cities and the metropolis Qom has been confronted with increased number of marginalized neighborhoods within the recent years due to immigrations and natural population growth. The neighborhood Sheikhabad in Qom is one the important ones which owns a considerable age and population among other marginalized neighborhoods of Qom. In doing so, present study looks for analyzing physical-environmental quality of this neighborhood and its role in citizens’ vitality, addressing the following queries:

✓ Focusing marginalized neighborhoods, what are environmental-physical quality indicators?

✓ How is environmental-physical quality of Sheikhabad neighborhood?

✓ Currently, affected by environmental-physical quality, what is the status of vitality indicators in Sheikhabad neighborhood residents?

THEORETICAL BASICS:

So far, diverse definitions have been presented about suburbanization (Ali et al., 2009:421) that in most cases, it was considered as “Slum”. This expression means a neighborhood with polluted irrational and degenerated alleys or housing including such features as poverty, lack of facilities and infrastructures, lack of access to safe drinking water sources, high density, limited access to health services, malnutrition, and exposure to communicable diseases


In a study conducted by the UN. Habitat as “The challenge of slum” (Global report on human settlements: 2003) on 29 cities of the world which are suffering the slum, more than 1 billion suburbanites were pointed who often live in third world countries (Figure 1).

Figure 1. Distribution map of major slums in the world
DEFINITION OF VITALITY

According to the available definitions on vitality, a general definition of vitality can be considered as the capability to provide a variety of activities and users (with different economic, social and cultural fields) in order to make social experiences and interactions diverse in such a way that security, equality and comfort can be prepared for all users. Given the vitality criteria presented in different references, general criteria of vitality in urban spaces can be classified in 5 layers of urban form including uses and activities system, movement and access system, public spaces skeletal and experience system, physical form system and urban landscape system (Mahdi, 2011: 20).

Besides the mentioned scholars, Panter & Corumna (1991) are known as the researchers in this area who have written a book entitled “Design of urban planning” and addressed environmental quality and recognized the following items as the most fundamental issues regarding design of suitable urban environmental quality:

1. Sustainable biological quality
2. Urban landscape quality
3. Visual quality
4. Urban form quality
5. Building form quality

Figure 2: Urban environment quality criteria from Southworth’s view

Reference: (Bahraini and Tabibian, 1998: 44 and Taghvaei and Maroufi, 2010: 226)
### Table 1: Different opinions on environmental quality components

<table>
<thead>
<tr>
<th>Environmental quality components</th>
<th>Researcher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Considering suitable activities prior to attention to visual arrangement of the environment; Employing mixed use whether in terms of use type or presence of buildings of different ages in one area; Attention to the element street; permeable texture as social mixing; and flexible spaces.</td>
<td>Jane Jacobs</td>
</tr>
<tr>
<td>Sound, light, smoke, dust, micro-climate, privacy, valuable activities and environments, local identification, social interaction</td>
<td>Appleyard and Okamoto, 1968</td>
</tr>
<tr>
<td>Openness, welfare, attractiveness, maintenance, sound and their relationship with the residents of their neighborhood</td>
<td>Lansing and Marans, 1969</td>
</tr>
<tr>
<td>Fire safety, security, police, schools with good quality, regulated waste collection, safe area for kids, compassionate neighbors, appropriate gap from pavement to the church, child care centers, safety against street noise, the trees near the house, suitable distance from friends, a good distance from relatives, Parking in front of the house.</td>
<td>Sanov and Savoni, 1972</td>
</tr>
<tr>
<td>Disaster traffic (traffic risks), stress, noise and pollution, privacy, field of house, the neighborhood and meet, identification and attachment.</td>
<td>Appleyard and Lintel, 1972</td>
</tr>
<tr>
<td>Sound, beauty, neighbors, safety, mobility, persecution.</td>
<td>Karp et al., 1976</td>
</tr>
<tr>
<td>Vitality, meaning (sense), compatibility, access, control and monitoring</td>
<td>Kevin Andrew Lynch, 1981</td>
</tr>
<tr>
<td>High level of health care level based on reasonable hygiene standards; Presence of useful and accessible health services for all residents; high quality physical environment; housing; presence of healthy ecosystems; active and meaningful neighborhoods; meet the basic needs of each citizen; social relations within reasonable limits; diverse and self-sustaining economy; the diversity of cultural activities; an urbanism model compatible with above 9 factors.</td>
<td>Professor Dohil, 1984</td>
</tr>
<tr>
<td>Permeability, diversity, Legibility, flexibility, visual adaptability, richness, personalization capabilities; also three measures were added in 1990 including efficiency in terms of energy consumption, cleanliness and support from wildlife to cover the shortcomings of previous measures.</td>
<td>Bentley et al., 1985</td>
</tr>
<tr>
<td>Vitality, identity and control, access to opportunities, imagination and happiness, authenticity and meaning, social and public life, urban self-reliance, an environment for all.</td>
<td>Allan Jacobs and Donald Appleyard, 1987</td>
</tr>
<tr>
<td>Structure, legibility, form, sense of place, identity, views and landscapes, human scale or pedestrians.</td>
<td>Michael-Southworth, 1989</td>
</tr>
<tr>
<td>Water pollution, air pollution, waste, noise, bustle and traffic.</td>
<td>Romanasidakovi, 2003</td>
</tr>
</tbody>
</table>

Reference: (Hajinezhad, 2010:71).

### PERFORMANCE INDICATORS FOR URBAN ENVIRONMENT

In order to reach urban health landscape and urban sustainable development, the planner should initially consider major and minor indicators and targets according to urban planning basics. Each indicator includes several following components which were used to measure indicators:

1. Health (Establishment and promotion of healthy environmental conditions, proper use of land for certain uses)

2. Welfare (public facilities for the welfare of citizens, the right place for industrial and commercial investments, recreational facilities for leisure activities)

3. Beauty (Maintaining the town's identity-preservation of aesthetic trappings in design of all urban elements)
4- Security (economic security- safety and physical security)

Figure 3: Diverse aspects of urban health

Reference: (Author: 2014).

METHODOLOGY

The research method here is based on a case study (Sheikhabad neighborhood of Qom). In this regard, in order to analyze physical-environmental quality of Sheikhabad neighborhood of Qom and its role in citizens’ vitality, the diverse environmental and vitality indicators were extracted and ultimately by an integration, they were investigated in a field study. In doing so, following review of theoretical basics including definitions and concepts inside and outside of Iran, a questioner team (5 persons) was established to study among the citizens residing in the neighborhood using field studies which include interview and questionnaire distribution (310 questionnaires based on Cochran’s sampling technique). Accordingly, the opinions of citizens residing in Sheikhabad neighborhood were obtained through questionnaire and the field observations were also of the main fundamentals in the study. Analysis of the current status of the neighborhood and interpretation of the findings were conducted using SPSS software in the next step. Ultimately, according to existing special conditions and results of field studies, some solutions were presented to promote biological desirability and improve vitality indicators of the residents. This questionnaire was prepared in three areas including general properties and the queries associated with satisfaction of environmental-physical quality and citizens’ vitality. Then, face validity was used to assess validity and reliability in such a way that measurement tools (questionnaire) was
evaluated by scholars, specialists and experts and the reliability was measured by Cronbach’s Alpha Test. This coefficient was as many as 0.855 and 0.865 for the data associated with satisfaction of environmental-physical quality and vitality, respectively. Following mixing the faults, the final questionnaire was completed and distributed among the society in question.

**COCHRAN’S METHOD**

\[
\frac{\epsilon \cdot pq}{d^2} + \sqrt{\frac{\epsilon \cdot pq}{N (\epsilon \cdot pq - 1)}}
\]

Reference: Hadipour, 2009:18

**AN INTRODUCTION ON QOM CITY AND STUDIED REGION**

The city Qom with an area of 11238 km² has constituted 0.68% of total area of Iran. The population of this city was 1,040,000 people in 2009 (Statistical Center of Iran, 2009). Due to be placed in the center of Iran and central plateau of Iran have caused Qom to be addressed as the center of gravity of Iranian geography (Farid: 1989: 365) and the fourth migratable city in Iran. In this regard, population growth and increased urbanism from 546,138 in 1979 to 1,040,000 in 2011. The consequence of such a situation is the formation of self-growing neighborhoods such as Sheikhabad neighborhood in west of Qom (as a slum). These are the neighborhoods which are known as slums and play the role of gate or in other words immigrants’ reception first step.

Table 2. Population and population growth rate in Sheikhabad neighborhood within the diverse ages

<table>
<thead>
<tr>
<th>Growth rate (%)</th>
<th>Population</th>
<th>Year</th>
<th>Row</th>
</tr>
</thead>
<tbody>
<tr>
<td>23.7</td>
<td>1499</td>
<td>1986</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>46254</td>
<td>1996</td>
<td>2</td>
</tr>
<tr>
<td>3.5</td>
<td>22273</td>
<td>2005</td>
<td>3</td>
</tr>
<tr>
<td>5.32</td>
<td>27401</td>
<td>2009</td>
<td>4</td>
</tr>
</tbody>
</table>

Reference: Municipality of Qom: 2006
FINDINGS

The provided questionnaire to measure physical-environmental quality of informal settlements and their role in citizens’ vitality included diverse sections (Table 3). The initial section of the questionnaire investigates personal properties of statistical universe such as gender, originality, education, occupation and income. The investigation indicated that more than 75% of the statistical universe was composed of men and the women constituted less than 25%. Also, more than 95% of the households were immigrants from other towns and villages most of which were mixed to deprived classes of the city and resided in Sheikhabad neighborhood of Qom due to urban attraction factors. Currently, these neighborhoods are known as slums in Qom city. As per results of many studies in this regard, such neighborhoods are accompanied with complex issues such as poverty, lack of facilities and infrastructures, lack of access to resources, high density, limited access to health services, malnutrition, contagious diseases as well as security problems which are of the most important urban problems in terms of service delivery and maintaining the security. Furthermore, about 25% of the statistical universe had even no literacy to write and read and they often have a monthly income of 2-4 million Rials due to low educational level and to not have specific specialty and skills.

Table 3: The primary information on Region-2 citizens in Qom city

<table>
<thead>
<tr>
<th>The originality of the head of household</th>
<th>The primary information of the citizens in Sheikhabad neighborhood</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Qom (Native)</td>
<td>5</td>
</tr>
<tr>
<td>Urban immigrant</td>
<td>70.5</td>
</tr>
<tr>
<td>Rural immigrant</td>
<td>20.5</td>
</tr>
</tbody>
</table>
MEASUREMENT OF ENVIRONMENTAL-PHYSICAL QUALITY

“How is the environmental-physical quality in Sheikhabad neighborhood of Qom”?

The citizens seem to be satisfied of environmental-physical quality of Sheikhabad Neighborhood. Occurrence of environmental crises and weakening the foundations of the global environment have been effective in raising the "quality of the environment" as a part of the overall concept of "quality of life". Rapid growth of Qom as an Iranian metropolis with such features as high concentration of population and activities has had some negative impacts on the urban environment. This phenomenon has been more apparent in the slums of Qom which are appeared as informal settling.

One-sample T Test was used here to test the hypothesis. In this regard, the mean value for each item was set 3 because according to Lickert Table, 3 was allocated to the average option and thereby the t greater than 3, the higher reliability for the addressed hypothesis. Or in other words, the hypotheses are mentioned as follows where µ is citizens’ mean satisfaction of environmental-physical quality in Sheikhabad neighborhood. Therefore, the mean greater than 3, the higher satisfaction. Table 4 shows the test results for the sub-indicators including environmental features, accessibility, safety and welfare, identity and visual. As it can be seen, the mean value of all sub-indicators is lower than theoretical mean which results in lack of null hypothesis rejection that indicates low satisfaction of quality indicators. According to the data in Table 4 and respondents’ answers, the lowest satisfaction of this neighborhood is for the Item No. 2 “Clean area” with a mean value of 1.58 of 5, and then Item No. 1 “Clean air” and Item No. 11 “The sense of belonging to the neighborhood” with mean values of 1.97 and 2.17 of 5, respectively. An assessment on all three items indicate very low environmental-physical quality in the neighborhood and very undesirable status of the neighborhood in terms of environmental-physical quality. In fact, field studies and the results of questionnaire analysis indicate lack of hygiene and cleanliness due to improper functioning of the citizens residing in the neighborhood and urban managers.

Table 4: One-sample T-test results for urban environmental-physical quality and the corresponding sub-indicators in Sheikhabad neighborhood
<table>
<thead>
<tr>
<th>Conclusion</th>
<th>Deviation from the mean</th>
<th>Mean</th>
<th>Sig.(2-tailed)</th>
<th>Degree of Freedom</th>
<th>T Value</th>
<th>Samples Quantity</th>
<th>Item</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rejected</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accepted</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*</td>
<td>1.023</td>
<td>1.97</td>
<td>0.072</td>
<td>309</td>
<td>-17.841</td>
<td>310</td>
<td>Clean air</td>
<td>1</td>
</tr>
<tr>
<td>*</td>
<td>0.980</td>
<td>1.58</td>
<td>0.553</td>
<td>309</td>
<td>-25.652</td>
<td>310</td>
<td>Clean area</td>
<td>2</td>
</tr>
<tr>
<td>*</td>
<td>1.111</td>
<td>2.35</td>
<td>0.889</td>
<td>309</td>
<td>-10.304</td>
<td>310</td>
<td>The possibility for Walking and bicycling</td>
<td>3</td>
</tr>
<tr>
<td>*</td>
<td>1.089</td>
<td>2.26</td>
<td>0.071</td>
<td>309</td>
<td>-11.892</td>
<td>310</td>
<td>Access to green spaces</td>
<td>4</td>
</tr>
<tr>
<td>*</td>
<td>1.230</td>
<td>2.49</td>
<td>0.366</td>
<td>309</td>
<td>-7.324</td>
<td>310</td>
<td>Access to updated business services</td>
<td>5</td>
</tr>
<tr>
<td>*</td>
<td>1.144</td>
<td>2.2</td>
<td>0.058</td>
<td>309</td>
<td>-12.303</td>
<td>310</td>
<td>Access to required educational environment</td>
<td>6</td>
</tr>
<tr>
<td>*</td>
<td>1/264</td>
<td>2.75</td>
<td>0.163</td>
<td>309</td>
<td>-3.488</td>
<td>310</td>
<td>Access to health care spaces</td>
<td>7</td>
</tr>
<tr>
<td>*</td>
<td>1.333</td>
<td>2.84</td>
<td>0.086</td>
<td>309</td>
<td>-2.057</td>
<td>310</td>
<td>Access to transportation stations</td>
<td>8</td>
</tr>
<tr>
<td>*</td>
<td>1.321</td>
<td>2.64</td>
<td>0.073</td>
<td>309</td>
<td>-4.767</td>
<td>310</td>
<td>The noise resulting from motorized traffic</td>
<td>9</td>
</tr>
<tr>
<td>*</td>
<td>1.167</td>
<td>3.72</td>
<td>0.082</td>
<td>309</td>
<td>10.969</td>
<td>310</td>
<td>Crime and crime experience</td>
<td>10</td>
</tr>
<tr>
<td>*</td>
<td>1.215</td>
<td>2.17</td>
<td>0.075</td>
<td>309</td>
<td>11.834</td>
<td>310</td>
<td>Sense of belonging to the neighborhood</td>
<td>11</td>
</tr>
</tbody>
</table>
IMPACT OF ENVIRONMENTAL-PHYSICAL QUALITY INDICATORS ON CITIZENS’ VITALITY

Vitality of the urban environment is a quality which indicates dynamic and vibrant daily life of citizens in relation with their home and this permanent relation is a part of the process of creating a place and making a sense of belonging to the urban environments. The importance of vitality can be studied from two aspects: urban design theoretical literature and also quality problems of urban spaces in Iran. Hence, few criteria were prepared for residents’ vitality thereupon the results indicate that generally mean value of all criteria is lower than average limit (3) which proves undesirable status of vitality in the neighborhood and the residents take advantage of the minimum vitality in the neighborhood (Table 5). For example, the criteria peoples culture (mean: 1.18), signs and facades modification as an effective factor on creation and increase of peace of mind among citizens (mean: 1.66) and making recreational and entertainment spaces for children’s leisure including parks, cultural centers and so on (mean: 1.78) demonstrate critical status of this issue in the neighborhood. Among the effective factors on vitality, only the criteria religious and cultural monuments (mean: 2.62) and improvement of street spaces (mean: 2.46) have better status. The general studies and assessments regarding neighborhood spaces indicate that lots of these spaces are unaccountable spaces and non-vital platforms. Therefore, there is no potential for diverse groups for social, recreational, cultural and accommodation activities in neighborhood spaces of Sheikhabad in order to bring up welfare and increase safety and peace for citizens.

Table 5: Status of the citizens residing in Sheikhabad neighborhood in terms of effective indicators and factors on vitality
According to the variables in question, regression model was used to measure impact of physical-environmental quality indicators on citizens’ vitality. Regression is a function composed of independent and dependent variables. However, since few variables have a major impact on the dependent variable in present study, multivariate regression was used to predict dependent variable. Also, according to nature of indicators impact on dependent variable, the linear variables hypothesis is running in this function. Therefore, using linear multivariate regression, impact and relation of independent variable with dependent one- i.e. citizens’ vitality- was studied in this paper.
Table 6: Results of regression model of independent variables to explain the dependent variable citizens’ vitality

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin- Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.683(a)</td>
<td>.466</td>
<td>.464</td>
<td>3.84237</td>
<td>1.805</td>
</tr>
</tbody>
</table>

Reference: (Author, 2016)

Since adjusted R Square between independent variables with the dependent one citizens’ vitality is 0.46 (Table 6), all independent variables (including environmental pollution, the vitality of local spaces, legibility, access to services, identity and social relationships and the quality of public spaces in the regions) have been able to explain 46% of citizens’ vitality changes in Sheikhabad neighborhood. In other words, 54% of citizens’ vitality changes in Sheikhabad neighborhood can be arisen by additional factors including social, cultural, economic and biomedical variables and belong to the variables not included here. It is noteworthy to recommend that Durbin-Watson statistics with a value of 1.805 (greater than 1) is proper for this model and there exists no risk of autocorrelation between data.

Table 7: Coefficients of independent variables regression model impact on the dependent variable citizens’ vitality

Coefficients(a)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Constant)</td>
<td>43.249</td>
<td>2.644</td>
<td>16.360</td>
</tr>
<tr>
<td>1</td>
<td>Environmental characteristics availability</td>
<td>.381</td>
<td>.462</td>
<td>.178</td>
</tr>
<tr>
<td></td>
<td>Safety and welfare</td>
<td>.266</td>
<td>.324</td>
<td>.091</td>
</tr>
<tr>
<td></td>
<td>Identity</td>
<td>1.040</td>
<td>.424</td>
<td>.194</td>
</tr>
<tr>
<td></td>
<td>Visual</td>
<td>.174</td>
<td>.581</td>
<td>.027</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.339</td>
<td>.286</td>
<td>.095</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Vitality citizens

Reference: (Author, 2016)

The results indicate that for all factors, sig is lower than 1% which proves a confidence level of 99%. The signs of all items are positive and direct. In other words, with increased value of each factor, in case of having other factors fixed, the citizens’ vitality of Sheikhabad neighborhood will be increased and vice versa. Importance of each desired factor in the citizens’ vitality level change is specified by Beta coefficients so that the higher coefficient, the more meaningful role of that factor in the citizens’ vitality. The regression formula is as follows which consists of the main phenomenon as dependent variable and the factors as independent variables:

\[ Y = \text{Environmental characteristics} \times 0.178 + \text{availability} \times 0.091 + \text{Safety and welfare} \times 0.194 + \text{Identity} \times 0.027 + \text{Visual} \times 0.095 \]
Y = Citizens’ vitality

X1 = Environmental characteristics

X2 = Availability (accessibility)

X3 = Safety and welfare

X4 = Identity

X5 = Visual.

In doing so and according to the findings, it can be seen that the third factor, namely safety and welfare, has the highest impact on citizens’ vitality because per a unit of change in this variable, a change of 0.194 is made in citizens’ vitality and it is followed by environmental characteristics. In contrast, the fourth factor, namely identity, has the lowest impact on Sheikhabad residents’ vitality.

CONCLUSION:

Quality of the environment is an issue which was specifically paid into attention in scientific and professional areas. Scholars from various fields of environmental, social, economic and municipal officials and authorities in their own turn look for enhancement and improvement of human environments quality. Several theories such as sustainable development, community development, and infill urban development seem to be challenges to reach quality of the environment which plays a very important role in urban vitality development. Urban vitality is a spirit for the skeleton of the city; the skeleton of the city is not only for physical needs of people but also it results in higher contribution of people in public fields by increasing the vitality. Making public spaces depends on procuring all the vital areas of the city and providing vitality for that. This goal requires to make it human. Vitality importance can be studied from two aspects: urban design theoretical literature and also quality problems of urban spaces in Iran. As mentioned before, creation of high-quality spaces is a very important goal of urban design that has made this field distinctive of urban planning. Among several qualities mentioned by diverse theoreticians, vitality is one paid into attention by such authors as Kevin Lynch in the book Good City Form and Ian Bentley et al., in the book Responsive Environments. In this regard, an assessment on environmental quality and its impact on Sheikhabad neighborhood indicates that mean value of all sub-indicators is lower than theoretical average which results in lack of null hypothesis rejection that proves low satisfaction of quality indicators. According to respondents’ answer, the lowest satisfaction level is for the Item No. 2 “Clean area” with a mean value of 1.58 of 5, and then Item No. 1 “Clean air”

and Item No. 11 “The sense of belonging to the neighborhood” with mean values of 1.97 and 2.17 of 5, respectively. An assessment on all three items indicate very low environmental-physical quality in the neighborhood and very undesirable status of the neighborhood in terms of environmental-physical quality. In the next section, vitality status of the residents in Sheikhabad neighborhood was assessed. In doing so, this factors indicates undesirable vitality status of the neighborhood while the resident take advantage of the least facilities so that the criteria peoples culture (mean: 1.18), signs and facades modification as an effective factor on creation and increase of peace of mind among citizens (mean: 1.66) and making recreational and entertainment spaces for children’s leisure including parks, cultural centers and so on (mean: 1.78) demonstrate critical status of this issue in the neighborhood. Regarding assessment of physical indicators impact on the vitality, the measurement results show that in all factors, sig is lower than 1% and proves a confidence level of 99%. The signs of all items are positive and direct. In other words, with increased value of each factor, in case of having other factors fixed, the citizens’
vitality of Sheikhabad neighborhood will be increased and vice versa. Among the factors, the factor 3 (i.e. safety and welfare) has the highest impact on residents’ vitality.

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DESIGN AND CONSTRUCTION OF BUS STOP SHELTER USING COMPOSITE MATERIALS AND NEW BUILDING TECHNOLOGY

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ABSTRACT
Bus stops shelter is generally built by metal materials (iron) and glass. Metal will be corroded with the vicinity of moisture and outdoor spaces exposed to rain and snow. The glass of the shelter is fragile and reduces the safety of citizens within the station. Maintaining these materials needs high costs. Promotional stickers installed on rear glass have created dissatisfaction for citizens due to loss of vision for commercial and residential land uses in surrounding area. The installation of these shelters in narrow walkways will block the pedestrians’ walking path. Displacement of shelters needs high costs because it requires large cranes due to their excessive weight. For the installation of lighting equipment, metal body creates electrocution risks for citizens. Considering basic technical characteristics and requirements of the construction, inspection and maintenance of bus stop shelters in terms of destructive body and the corresponding foundation, the best materials were investigated based on safety of passengers on public transport, volume and weight of parts transported to location, maintenance costs, lighting and beauty. Finally, a bus stop shelter was designed and constructed using composite materials and new building technology. This kind of shelter was considered appropriate, especially for large cities such as Tehran having narrow walkways and their bus stop shelters are densely constructed on the sidelines of commercial uses, offices, etc.

Keywords: Bus Stop, Bus Shelter, New Building Technology, Composite

1. Introduction
Dense buildings, traffic on streets, the city landscape, parks, and urbane furniture give the city identity and comfort for the residents of the city and attractions for foreign tourists. For this reason, cities such as Venice, Los Angeles, Madrid and … are distinguished. Bus stop shelter in walkways of all the cities of the world is one of the most used facilities and urban furniture for citizens. Thus, they must have the visual beauty and the necessary strength. In addition, they must be fully compatible with the surrounding environment and have spaces for the installation of notifications related to the operation of public transport, including route maps and lines, and positioning and timing system, and the spaces have high readability for all citizens. One of the most important urban furniture for citizens is utilization of materials based on climatic conditions in various countries and cities that are reminiscent of the traditional beauty and attractiveness with combining technology and modern methods of construction to build a shelter for public transport. Destruction of shelter structures brings a lot of waste and trash for the environment, resulting in enormous costs of maintenance. For this purpose, traditional materials using modern technology are used for the construction of new shelters. Therefore, it is necessary to consider strategies
to improve the mechanical properties, such as the use of composite materials in its shelter. In this study, the effect of environmental conditions on the resistance of composite materials is investigated to understand their mechanical properties. The shelter must have properties including strength, toughness, durability, beauty, compatibility with the surrounding environment, and sufficient lighting system. In the open spaces, shelters should be resistant against the sun, rain and snow, and environmental conditions (frost and melting). Currently, shelter materials used in the construction of public transport in developing countries are very diverse and depend on environmental conditions.

2. Problems with the Current Status of Bus Stops Shelter

Now, the integrated metal structure of bus stop shelters is transported to the installation location by crane with a relatively high cost and then glass of the body is installed in a non-standard way. In the event of damage to the metal structure, it cannot be repaired easily and must be displaced by the crane. The glass of the shelter is fragile and reduces the safety of citizens within the station. The maintenance of these materials needs high costs. Promotional stickers installed on rear glass have created dissatisfaction for citizens due to loss of vision for commercial and residential land uses surrounding area. The installation of these shelters in narrow walkways will lead to blocking the path of pedestrians for crossing. Displacement of shelters needs high costs because it requires large cranes due to their excessive weight. For the installation of lighting equipment, metal body creates electrocution risks for citizens. The lack of consistency, compatibility, and the beauty of the surrounding environment are considered as the main disadvantages of bus stop shelters. Destruction of shelter structures brings a lot of waste and trash for the environment, resulting in enormous costs of maintenance.  (Figure 2-1)

Figure 2-1 Problems with the Current Status of Bus Stops Shelter

3 Formulation Bus Stop Shelter Design Methodology Based On the Technical Specifications [2]

3.1 General Technical Characteristics of Stations

3.1.1 Application

The guideline is used to determine common specifications of bus stop shelter, facilities and equipment needed for the construction, and placement of stations on the basis of characteristics of the station in the vicinity of walkways. [2]

3.1.2. Standards

In this guideline, the following criteria are important:

- CSA Standard , A23.3-04 ,Design of concrete structures , 2004
3.1.3. Terms and Definitions

- **Accessway**: [2], [23]
  A paved connection, preferably non-slip concrete or asphalt, that connects the bus stop waiting pad with the back face of the curb.
- **Adaptive use**: an individual's spontaneous, creative use of a facility or structure in ways that differ from or go beyond the intended use or the formal design.
- **Advertising shelter**: a bus shelter that is installed by an advertising agency for the purpose of obtaining a high-visibility location for advertisements. By agreement, the bus shelter conforms to the transit agency specifications but is maintained by the advertising company.
- **ADA**: American's with Disabilities Act of 1990. The Act supplants a patchwork of previous accessibility and barrier-free legislation with a comprehensive set of requirements and guidelines for providing reasonable access to and use of building, facilities, and transportation.
- **Amenities**: things that provide or increase comfort or convenience.
- **Bollards**: a concrete or metal post placed into the ground behind a bus shelter to protect the bus shelter from vehicular damage.
- **Bus Bay**: a specially constructed area off the normal roadway section for bus loading and unloading.
- **Bus Stop**: A bus stop is a designated place where buses stop for passengers to board or alight from a bus.
- **Bus Station Platform**: Bus station platforms may be assigned to fixed bus lines, or variable in combination with a dynamic passenger information system. The latter requires fewer platforms, but does not supply the passenger the comfort of knowing the platform well in advance and waiting there.
- **Bus Stop Spacing**: the distance between consecutive stops.
- **Bus Stop Zone Length**: the length of a roadway marked or signed as available for use by a bus loading or unloading passengers.
- **Bus Shelter**: a building or other structure constructed at a bus stop, to provide seating and protection from the weather for the convenience of waiting passengers.
- **Curb-side factors**: factors that are located off the roadway that affect patron comfort, convenience, and safety.
- **Curb-side stop**: a bus stop in the travel lane immediately adjacent to the curb.
- **Detector**: a device that measures the presence of vehicles on a roadway.
- **Discontinuous sidewalk**: 

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a sidewalk that is constructed to connect the bus stop with the nearest intersection. The sidewalk does not extend beyond the bus stop.

- **Headway:**
  the interval between the passing of the front ends of successive buses moving along the same lane in the same direction, usually expressed in minutes.

- **Roadway geometry:**
  the proportioning of the physical elements of a roadway, such as vertical and horizontal curves, lane widths, cross sections, and bus bays.

- **Sight distance:**
  the portion of the highway environment visible to the driver.

- **Street-side factors:**
  factors associated with the roadway that influence bus operations.

- **TCRP:**
  Transit Cooperative Research Program of the Transportation Research Board.

- **Upstream:**
  toward the source of traffic.

- **Waiting or accessory pad:**
  a paved area that is provided for bus patrons and may contain a bench or shelter.

### 3.1.4. Placement Considerations—Stop Spacing

The determination of bus stop spacing is primarily based on goals that are frequently subdivided by development type, such as residential area, commercial, and/or a central business district (CBD). [2], [23], [26]

Another generally accepted procedure is placing stops at major trip generators. The following are typical bus stop spacings used. The values represent a composite of prevailing practices. (Table 3-1) [23], [26]

#### 3.1.5. Requirements for the Zone Of Bus Stop

<table>
<thead>
<tr>
<th>Environment</th>
<th>Spacing Range</th>
<th>Typical Spacing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Core Areas of CBDs</td>
<td>300 to 1000 feet</td>
<td>600 feet</td>
</tr>
<tr>
<td>Urban Areas</td>
<td>500 to 1200 feet</td>
<td>750 feet</td>
</tr>
<tr>
<td>Suburban Areas</td>
<td>600 to 2500 feet</td>
<td>1000 feet</td>
</tr>
<tr>
<td>Rural Areas</td>
<td>650 to 2640 feet</td>
<td>1250 feet</td>
</tr>
</tbody>
</table>

The following tips are essential for determining the zone of bus stop:

Dimensions for zone of station: the length must be determined according to station project on the street. The minimum length in roadside stations before and after the intersection is 27.5 and 30.5 m, respectively, and 46 m for roadside stations between two intersections. 6 meters should be added to the length of stations in which joint buses stop. In curb-side bus stops, the length of this zone consists of the five components: quarter of entry, reducing line of speed, zone of stops, increasing line of speed, and quarter of exit. Thus, the length of stop zone for normal buses and joint buses is 15 meters and 21 meters, respectively. Dimensions of other components should be determined based on Table 5-6. In open curb-side stations, there is no need to build a reducing line of speed and the quarter of entry but before the intersection, a specific line should be
constructed for turning right. If there is more than one bus in the station, 15 meters and 21 meters should be added to the length of the station zone for normal buses and joint buses, respectively. [2], [23]

- **Bus Stop Zone Design Types—Curb-Side Bus Stop Zone Dimensions**

The number of bus-loading positions required at a given location depends on 1) the rate of bus arrivals and 2) passenger service time at the stop. Table 3-2 presents suggested bus stop capacity requirements based on a range of bus flow rates and passenger service times. For example, if the service time at a stop is 30 seconds and there are 60 buses expected in the peak hour, two bus loading positions are needed. The arrival rate is based on a Poisson (random) arrival rate and a 5 percent chance the bus zone capacity will be exceeded. [2], [23]

<table>
<thead>
<tr>
<th>Peak-Hour Bus Flow</th>
<th>10 Seconds</th>
<th>20 Seconds</th>
<th>30 Seconds</th>
<th>40 Seconds</th>
<th>60 Seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>30</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>45</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>60</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>75</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>90</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>105</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>4</td>
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<tr>
<td>120</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>150</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>180</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

**Shelters—Inclusion and Sizing**

Standardized shelters exist that accommodate various site demands and different passenger volumes. Typically, a shelter is constructed of clear side-panels for clear visibility. Depending on demand and frequency of service, a bus shelter may also have a bench.

The decision to install a shelter is a result of systemwide policy among transit agencies. Many criteria exist to determine shelter installation at a bus stop. In most instances, the estimated number of passenger boardings has the greatest influence. Suggested boarding levels by area type used to decide when to install a shelter are as follows (these values represent a composite of prevailing practices): [2], [23]

<table>
<thead>
<tr>
<th>Location</th>
<th>Boarding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>10 boardings per day</td>
</tr>
<tr>
<td>Suburban</td>
<td>25 boardings per day</td>
</tr>
<tr>
<td>Urban</td>
<td>50 to 100 boardings per day</td>
</tr>
</tbody>
</table>

Other criteria used to evaluate the potential for inclusion of a shelter include:

- number of transfers at a stop
- availability of space to construct shelters and waiting areas
- number of elderly or physically challenged individuals in the area
- proximity to major activity centers
- frequency of service
- adjacent land use compatibility

Priority may or may not be given to each of these items depending on policy. System equity or funding availability can cause the installation decision to be made on a case-by-case basis. Local priorities and neighborhood requests can also influence the decision to include a shelter at a bus stop.
Other factors that can influence the size of the shelter include availability of right-of-way width, existing street furniture, utility pole locations, landscaping, existing structures, and maintaining proper circulation distances around existing site features.

• **Requirements for Construction and Installation of Bench:**
  For designing and installing the bench, the following cases should be considered: [21], [23]
  - Available funds and priorities of regional and local demands
  - Coordination with benches appearance and adjacent urban furniture
  - The bench should be made of materials with non-slip surface, and are sturdy and resistant to atmospheric conditions and easy to clean.
  - The possibility of sleeping for people is not provided on it.
  - The accumulation of rainwater is not possible on it.
  - The width of the seat should be between 500 to 600 mm with a minimum length of 1100 mm. the minimum height of the backrest should be 460 mm and is installed with a maximum vertical distance of 50 mm from the surface of the seat. The bench should be installed at a height of 430 to 480 mm from the platform. It is recommended that the bench a hand with a height of 180 to 250 mm.
  - The bench should have a 150 kg adequate structural resistance against vertical or horizontal pressure.
  - A minimum distance of the bench from the back cub near the street should be 600 mm and the optimal distance is 1200 mm.
  - The bench should not be installed within the scope of 1500 x 2400 mm for disabled people.
  - The bench should not be installed in front of the place where passengers get on the bus.
  - There should be a free space at least 900 mm for disabled people between the benches and other urban furniture.
  - The bench should not be an obstacle for passengers to access the station.
  - The bench should not be an obstacle for passengers to see signs and information map.

• **Amenities—Route or Patron Information**
  Route and passenger information can be displayed in various ways. A flag sign is the most common method used by transit agencies to display information. Placement and design guidelines for flag signs. Installation of schedule holders or schedule and route information on the shelters are also commonly used.
  The actual displays mounted on the sign can include the transit agency logo, route numbers available at the stop, type of route (local or express), and destination for a limited number of routes. Schedule holders are included at sites with large passenger volumes. The schedule holders can be mounted on the flag sign or inside a shelter. Information in Braille can be provided when a four-sided information holder is used.
  Side panels may be large enough to display the entire system map and can include backlighting for display at night. Shelters that lack side panels can display route and schedule information on the interior roof of the shelter. [2], [23]

**Some recommendations for route or patron information display are as follows:**

- Provide updated information when changes are made to routes and schedules.
- Consider the quality and appearance of information displays. A visually poor route map conveys a negative impression of the system.
- Make information displays permanent. Temporary methods for displaying information (such as tape-mounting) create a cluttered, unsophisticated appearance at the bus stop.
- Follow ADA clearance, mobility, and visual guidelines for access of information by individuals with impairments. [23]
• **Installation Requirements for Notification Boxes:**
  The following points should be considered for the installation of the boxes:
  • The height of each box should be 300 mm.
  • The box should be installed about at a height of 700 to 2000 mm from the ground. The desirable height is 1200 to 1700 mm.
  • In order to gain the trust of passengers, printing format and displaying information on the box should not be temporary.
  • Information displayed on the box should be visible to people with disabilities on a wheelchair.
  • The boxes must not have a danger to pedestrians.
  • If changes occur on the bus route or schedule, this information should be updated as soon as possible. [2], [23]

**Illumination:**
Minimum illumination of the bus stop space must be 20 to 55 lx to provide a sense of security and ease of viewing the information on the notice boards for passengers in the dark hours a day. Technical specifications of electrical installations and lighting system inside the shelter must comply with the minimum specifications given in the guideline.

**Amenities—Lighting**
Lighting affects bus patrons’ perception of safety and security at a bus stop, as well as the use of the site by non-bus patrons. Good lighting can enhance a waiting passenger's sense of comfort and security; poor lighting may encourage unintended use of the facility by non-bus patrons, especially after hours. Lighting is particularly important in northern climates where patrons may arrive and return to the stop in darkness during the winter season. Illumination requirements are often a policy of individual transit agencies; however, installing lighting that provides between 2 to 5 footcandles is the general recommendation.
Cost and availability of power influence the decision to install direct lighting at a bus stop. Direct lighting is expensive and difficult to achieve at remote locations. When installing direct lighting at a bus stop, the fixtures should be vandalproof but easily maintained. For example, avoid using exposed bulbs or elements that can be easily tampered with or destroyed.
A cost-effective approach to providing indirect lighting at a site is to locate bus stops near existing street lights. When coordinating bus shelter or bench locations with existing street lights, the minimum clearance guidelines for the wheelchairs should be followed. Figure 3-1 is an example of coordinating a shelter with an existing street light. [2], [23], [26]

![Figure 3-1. Example of Coordinating Shelter Locations with an Existing Street Light.](image)

**Amenities—Trash Receptacles**
Trash receptacles can improve the appearance of a bus stop by providing a place to dispose of trash. [23], [26]
The installation of trash receptacles is typically a systemwide decision and the size, shape, and color reflect transit agency policy. Not all bus stops have trash receptacles. Low patron volumes may not justify the inclusion of this amenity at a bus stop; however, litter at a site may warrant the inclusion of a trash receptacle at an otherwise low-volume location. Problems can arise when the receptacles are not regularly maintained or when the bus stop is next to a land use that generates considerable trash such as convenience stores and fast food restaurants. In such cases, transit agencies should work with these establishments to define maintenance responsibilities for the bus stop and the area around the businesses. Businesses and community groups typically are reluctant to agree to maintaining trash receptacles at public sites. [23], [26]

**Recommendations regarding installing a trash receptacle at a bus stop are as follows:**

- Anchor the receptacle securely to the ground to reduce unauthorized movement.
- Locate the receptacle away from wheelchair landing pad areas and allow for at least a 3-foot separation from other street furniture.
- Locate the receptacle at least 2 feet from the back of the curb.
- Ensure that the receptacle, when adjacent to the roadway, does not visually obstruct nearby driveways or land uses.
- Avoid installing receptacles that have ledges or other design features that permit liquids to pool or remain near the receptacle—this may attract insects.
- Avoid locating the receptacle in direct sunlight. The heat may encourage foul odors to develop.

Figure 3-2 shows the minimum circulation and separation requirements for trash receptacles at bus stops. [23], [25], [26]
3-2-2 Construction of a shelter:
A bus stop shelter, with any building design, should possess the following characteristics:

- Protection: a shelter must protect the passengers against bad weather, during the waiting time.
- Notification: The shelter should provide necessary information about the location of previous and next stations.
- Comfort: There must be a bench or adequate facilities for all passengers, passengers with disabilities and those who carry a cart.
- Security: Passengers waiting at the shelter should feel safe.
- Shelter construction according to the weather: Considering weather conditions of shelter location (especially during peak hours) is necessary in the construction of the shelter.

Shelter should be built to allow air circulation inside it and prevent overheating of the space in the warm months.

3.2.3 Shelter Construction Requirements:
The following points should be considered for the design of a shelter: [21], [23]

- The width of the shelter should be between 1.2 to 1.5 m and its length should be between 2 to 5 m.
- A minimum width for entrance to the shelter should be 800 mm.
- There should be a free space at least 900 to 1200 mm inside the shelter scope for people with wheelchairs, carts and strollers during the waiting period.
- The minimum height of the underside of the canopy should be 2200 mm.
- Bench with capacity of at least 4 people under the canopy is desirable.
- There should be a space for displaying the station name in a visible manner to the public.
- There should be a space for installation of location map in the shelter.
- Advertising and publicity installed in the shelter should create a barrier to the view of passing traffic.
- There should be an unhindered scope inside the shelter in order that passengers can access the information.
- Shelter must contain information as to the name and contact number of the responsible unit in case of emergency.
- In add-on equipment, such as public telephones, information boards, etc., there must be a balance between the security, the cost, and the passengers’ sense of comfort.

3-2-4 requirements of the materials used in the construction of the shelter:
The raw material must be chosen so that there is a balance between beauty and performance. For the choice of materials used in the construction of the shelter, the following points should be considered: [14]

- Shelter components should not have a sharp surface.
- The best materials are those that are weather resistant, can withstand continual use, and can be easily maintained. The ease with which a particular material can be vandalized can reduce its desirability; easy-to-clean materials are desirable.

3-2-5 materials used in the shelter:
Primarily, metal, concrete, brick, glass, and plastics are used at bus stops. [2], [23]
A summary of the advantages and disadvantages of materials is presented in Table 3-3.

- Brick: in the traditional buildings, columns, flooring, seats can be used.
- Metals: Metals are considered as main materials in the construction of shelter skeleton, benches, bridges, and trash cans. The use of metal is not recommended for construction of seat and backrest. The detailed specifications of profiles, plates, and bars are provided in the maps of the appendix. Thickness for electrostatic paint of metal parts and other materials in shelters must be 120 micron. The use of aluminum is recommended for areas where the probability of theft is minimal.
• Concrete: the best use of concrete in a shelter is construction of infrastructure and platform. The minimum compressive strength of concrete used in the construction of the foundation and platform must be $f'c_{25}=25\text{MPa}$. In other structural elements such as columns and ceiling, it should be $f'c_{28}=28\text{MPa}$.

• Composite materials: Composite material is a material made from two or more constituent materials with significantly different physical or chemical properties.[11],[12]

An important advantage of these materials:
1. Lightweight
2. Flatness and color uniformity
3. Formability
4. A variety of colors
5. Fire resistance
6. Unconsolidated performance in earthquake
7. Possibility of sealing
8. No need to rinse
9. Interchangeable panels
10. Acoustic properties

• Glass: the type of glass used in the side wall of the shelter must be tempered glass and at least 10 mm thick.

<table>
<thead>
<tr>
<th>Materials</th>
<th>Advantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick</td>
<td>• It can easily be replaced or repaired.</td>
</tr>
<tr>
<td></td>
<td>• It has a very beautiful view.</td>
</tr>
<tr>
<td>Metals</td>
<td>• Tensile strength and high pressures</td>
</tr>
<tr>
<td></td>
<td>• They are used for construction of a large number of elements in shelters.</td>
</tr>
<tr>
<td>Concrete</td>
<td>• It is used as a foundation to enhance structural strength.</td>
</tr>
<tr>
<td>Composite materials</td>
<td>• Lightweight.</td>
</tr>
<tr>
<td></td>
<td>• High resistance.</td>
</tr>
<tr>
<td></td>
<td>• Formability</td>
</tr>
<tr>
<td>glass</td>
<td>• Ease of cleaning</td>
</tr>
<tr>
<td></td>
<td>• High transparency</td>
</tr>
</tbody>
</table>

Table 3-3: A summary of the advantages for materials [2], [23]

3.3 Technical specifications for installation, inspection, and maintenance of the shelter in stations

3-3-1- Application:
The guideline is used to determine installation requirements and methods of inspection and maintenance of shelters. [24], [25], [26]

3-3-2- Shelter placement:
Placement of shelter should be considered according to environmental specifications, existing privacy of passage, the width of sidewalks and buildings. [24], [25], [26]

Figure 3-3 from the Bus Stop Design Guide shows a bus stop prototype. Other examples are included in the discussion in chapter three. [24], [25], [26]

SHELTERS—Configurations and Orientations

In orienting and configuring bus shelters, personnel should consider the environmental characteristics of each site, because placement and design can positively or negatively influence passenger comfort. Shelters can be completely open to permit unlimited movement of air, or panels can be erected to keep the interior of the bus shelter warm. Alternatively, shelters can be fully enclosed by solid panels and the back of the shelter may be rotated to face the street to protect waiting passengers from splashing water or snow build-up. [23] bus shelters may be uncomfortable if they face directly east or west.
3-3-3 shelter installation requirements:
For the installation of shelter, the following factors should be considered:
The establishment of the shelter must be in a way that the waiting passengers do not occupy the spaces in
the sidewalk. The absolute minimum width for pedestrian traffic in front or behind the shelter must be
900 mm and the desired value is 1500 mm.
Note: the aforementioned values are minimal. In any case, the values must be based on theoretical
capacity and service level.
• The minimum distance to the bus for freedom of movement and avoiding collisions with other
objects beside the mirror must be 600 mm from the edge of the curb until the end of the eaves of
the shelter.
• Shelter should be installed within the vicinity of the bus stop scope as much as possible.
• The establishment of shelter is not recommended in front of the windows of business buildings.
• Shelter walls should be installed at a height of 150 mm from the waiting platform floor or
sidewalk.

Figure 3-4 Placement and Orientation Options. [23]
• Shelter must not be installed in front of outputs of congested buildings or pedestrian bridges. For the installation of the shelter, a special attention should be given to the collection of surface water, and water spray by the moving vehicles to passengers. [23],[26]

Safety requirements:
Considering the following safety precautions is required when installing a shelter:
The contractor shall take the necessary measures for the safety of human resources and pedestrians based on technical and administrative provisions of the Tehran Municipality. Supervision system is required to consider safety and traffic control during the installation procedure. In any case, the contractor is responsible for directing traffic.
Shelter maintenance: proper maintenance and quick repair of damaged urban furniture, such as shelters, create a good image in the minds of citizens to public vehicles and encourage them to use these facilities. [2],[23]

Maintenance operations:
Maintenance operations include the following cases: [2],[23]
• Washing and Cleaning the shelter and all equipment and accessories to a distance of 3 meters of the station
• Pruning tree branches and leaves as an obstacle
• Color correction of damaged and tarnished components
• Investigating shelter lighting and replacement of defective lamps
• Controlling panel protection status and cabling, and replacement of defective installations
• Investigation and control of electricity and grounding system
• Repair and refurbishment of all defective equipment

Maintenance requirements:
Shelter must be regularly inspected at least four times a year. Repair and restoration of components that have safety problems should be promptly done (within 24 hours) after obtaining information. Repair and restoration of components that do not have safety problems should be done during one week. [23]

3.4 Design stage of project and maps for the new bus stop shelter
3-4-1 early design stages to achieve the desired option:
In this study, many options were evaluated in order that the project is based on all the expected indicators and Iranian-Islamic architecture, and has no defects of the existing shelters and there is economic justification for initial operational costs during the construction and maintenance. With an emphasis on the use of available materials, the use of metal (iron) for core shelter skeleton with reinforced concrete foundations increase the tensile strengths and coverage around pillars and floors of the building materials.
and brick, and create traditional beauty, and extend the life of metal cores. Composite roofing with solar panels to produce energy for lighting, and monitoring the notification system for public transport, and passing of the cables through pipes embedded in the core of the roof provide safety for passengers. Thus, Characteristics expected from shelters are improved, and they reduce environmental pollution and promote community safety.

**3-4-2- Details of the final design for bus stop shelters in 3D MAX and AutoCAD software:**
After receiving the comments of specialists, experts, urban management, practitioners and stakeholders, all options related to mapping and simulation of the project were applied by 3D MAX and AutoCAD software. At this stage, changes occurred in details of the project and then it was finalized. Shelter design simulation was done by 3D MAX software (Figures 3-6 to 3-8).

![3D MAX Software Simulation](image_url)

**Figures 3-6  Simulation of Bus Stop Shelter by 3D MAX Software**

![Simulation of Shelter with pot](image_url)

**Figures 3-7  Simulation of Shelter of station with pot by 3D MAX Software**
Figures 3-8  Simulation of Shelter Lighting by 3D MAX Software

Figures 3-9  Details of bus stop shelter project in AutoCAD software
Figures 3-10 Side view from the left of the design of bus stop shelter

Figures 3-11 Front view from the left of the design of bus stop shelter

Figures 3-12 Side view from the right of the design of bus stop shelter
4. Discussion and Conclusion
In this study, the weaknesses, problems, and shortcomings of the existing bus stop shelters were considered: The integrity of the body and the metal structure of shelters prone to rusting and damage make the structure heavy and difficult to carry. Therefore, it will cause high transportation costs by crane, the possibility of failure, and structural deformation. In addition, the metal body repair is not an easy task. The other defects of the existing bus stop shelters are as follows: it is not possible to install the shelter in the narrow sidewalks; for the installation of lighting equipment, metal body creates electrocution risks for citizens; the glass of the shelter is fragile and reduces the safety of citizens within the station; the maintenance of these materials needs high costs; lack of beauty and incompatibility with the surrounding environment have caused urban furniture to be challenged by citizens. Given that the purpose of the research is design and construction of bus shelters with regard to all facilities and environmental standards, energy savings, strength, durability, lighting, information technology, reliability and beauty, and reducing maintenance costs with the use of composite materials and new technology, each purpose was improved as follows:

The main advantages of the new design of the bus stop shelter compared to the existing bus stop shelters:
• Ease of construction of various parts using modern technology, alternative materials and lighting, especially in pre-fabricated roof and main components (pillars and ceilings).
• Ease of the use of modern technology in bus fleet management and exploitation of intelligent systems in the body wall (pre-positioning polyethylene pipes in columns and ceilings).
• Possibility of passing electrical installations and pipelines, and hiding cables for travel-time monitoring
• Ease of installing other equipment with new technologies and services for the citizens
• 90 % savings in energy consumption using solar panels to reduce maintenance costs because of hiding lighting installations (cable, solar panel, etc.) in the body and ceiling of shelters.
• Environmentally friendly
• Durability and reliability at a rate of 80% because of declining the need for maintenance (rusting metal skeleton and breaking glass of the shelter).
• Beauty of form and materials of the front facade using anti-pollution solutions

Hence, it can be concluded that the construction of a bus stop shelter according to this design will have the better performance in terms of cost and other evaluation criteria.

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SOCIAL PREVENTION APPROACH FROM CORRUPTION

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ABSTRACT

Accessing to information, public education and improving awareness level, media tooling and civil institutions and reporting are significant plans for social preventing from corruption. Informed people of governmental problems and decisions settle in a situation that supervise brokers of public section and foreclose the fields of corruption occurrence. In plan of public education and improving awareness level, information publishes actively. In this mode, individuals that don’t follow information achieve minimum information and persons that follow information will achieve better sources. In the program of media tooling, we try to equip and enable related experts. In the program of civil institutions, the purpose is coordination of civil society and its active members with mechanisms for preventing from corruption.

Keywords: corruption, social prevention, civil society, public education, accessing to information

INTRODUCTION

Nowadays, corruption converts to global difficult and achieves unprecedented level in developing countries in which there aren’t powerful plans for it (1:9). In the view of transparency international organization, corruption is misuse of delegated power for personal benefits either in governmental or private sections (11:25). The purpose of social prevention is creation of environmental and personal changes that result to modification of person and society and prevent crime commission largely, stably and continuously (10:85). This writing considers and discusses tools and approaches for social preventing from corruption.

ACCESSING TO INFORMATION

This matter can improve transparency of behavior and decisions of public brokers and aware people from effective problems and affairs on their future. This matter increases people supervisions about decision and behavior of brokers of public sector. As a result, it limits the possibility of corruption commission.

In fact, here user requests information achievement and system of governmental institution force to respond. To achieve effective and regular mechanism in this area, it should be assured that process of work regulated based on request of users about needed information.

In addition, related governmental officers should not have the arbitrary and uncommon prevention from accessing to necessary and needed information in this area (302:16).

According to importance and effect of mechanism for accessing to information in prevention from corruption, United Nations Convention against Corruption emphasizes support of such mechanism in its paragraphs B and D of paragraph 1 of article 13.

In the paragraph 1 of this article, it is requested from member states to perform appropriate acts for providing the field for improvement of active coordination of members of civil society in preventing and fighting with corruption.
This coordination should be improved by acts like assurance of effective accessibility of people to information and appreciation, improvement and support of freedom for finding, receiving, publishing and distributing related information of corruption.

Drawing this mechanism needs transparent and coherent regulations. These regulations should have following factors:

1. obligation of governmental institutions for presentation of information: these regulations should compel governmental institutions to present and publish needed information about their activities. The main purpose of this obligation is informing people of society of performance of governmental institutions as finally lead to improvement of transparency level in executive structure of governmental institution.

This information relate to description of legal duties of governmental institutions, budget problems and financial performance of institutions, annual and regular reporting and the way of activity of regulatory and attendant institutions to complaints (9:29).

2. recognizing the right of accessing to information: this matter is important because the society always hypothesizes the right of accessing to information as a legal right and the right of protest to prohibition of accessing to information (14:12).

3. mechanism of independent consideration: these regulations should fix independent mechanism for consideration of this problem that does requested information include regulations of accessing to information or not? This mechanism should be out of institution that information is requested. Otherwise, mentioned institution can elude presentation of information by different excuses (303:16).

4. determination of time limit: enough and certain time framework should be determined for governmental institutions and the independent consideration source. The purpose is that mentioned institutions have enough opportunity for searching, collecting and considering requested information (9:31).

Of course, this point should be noted that in the process of revealing information private information of individuals protects from accessing of public because we cannot access privacy of people because of fighting with information and revealing of them. Nowadays, the probability of misusing them is very high especially in competitive society of modern world (regarding their high value information) (12:32).

Accessing to information also encounter with challenges. Maybe the first executive challenge in the field of accessing to information is fear and reluctance of governments of such matter. Since public accessing to information about the amount of corruption in governments can insecure their politic place and remove their current condition, they will disaccord with establishment of such system or limit its performance.

Another challenge is the reasons that governmental institutions limit accessing of people to the category of information based on them. Encountering with such exceptions has two important points: first, the requested source responsible for the matter of proving confidentiality of information (by any reason), second related reasons about confidentiality of information should be determined previously in order to governmental institutions cannot avoid revealing of necessary information by presenting different reasons (12:36).

PUBLIC EDUCATION AND IMPROVING AWARENESS LEVEL
In order to people can encounter with corruption and refuse it themselves, education and awareness are necessary. Training of governmental staff in the field of encounter with corruption and expressing the ways of reporting and informing citizens about the nature of corruption and its intense consequences and encouraging them to relate with officials of fighting with corruption without any medium also are necessary (8:23).

Regarding effect and efficiency of program of public training in the field of encountering with corruption and prevention from it, Merida convention emphasizes such program in its several paragraphs of second chapter (with title of preventive acts) from member states. For example, paragraph A of article 13 (with title of society coordination) of this convention request from member states to improve public awareness about existence, reasons and intense of corruption threat in order to prevent from corruption and encounter with that. Paragraph C of this article requests performance of related activities about public informing that help to intolerance of corruption and also public educational programs like curriculum of schools and universities in order to improving public coordination.

These curriculums should include exact information about nature of corruption, expenses of corruption and the way of occurrence and reporting of them and mechanisms and encounter regulations and transnational experiences.

Related information about the nature of corruption and the way of its occurrence about brokers of public section has reduplicate importance because they are in the subject of corruption because of their nature of activity in public section. Therefore, they should reach clear understanding of this problem by a regular training program (18:69).

Poverty, poor health, low level of life expectancy, unequal distribution of income and wealth, low level of growth and even negative in some countries and failure of their development programs are part of undesirable consequences of corruption (5:72).

To attract public support, it is better to prove this matter for people of civil society that corruption is undesirable and harmful subject, especially in the areas that people has more interaction with government the importance of their familiarity with losses of corruption is very important.

Also, people should be aware always about the way of executing fighting programs with corruption. The possibility of coordination and support of people in preventive and suppressive programs in facing with corruption can be provided by this awareness. Special information should be prepared about the way and approach of coordination with specific institutions of fighting with corruption for people and governmental staff. For example, address and phone number of references that should be informed in the case of corruption is special instance (18:72).

Awareness from criminal laws of encountering with corruption also includes in this factor. Principally, publication of criminal laws can have preventive commands for potential guilty and this point reminds them about high expense of corruption commission and encourages honesty.

Regarding this fact that financial corruption is universal dilemma and different countries of the world experience that, we can reach new approaches in the field of fighting with corruption by expressing and publishing successful experiences of other countries (18:76-77).

This matter can improve self-confidence of people and especially brokers of public section in facing with corruption dilemma. This training should be performed by using powerful and effective communicative tools.
Mass media are the first and most important choice for transferring anti corruption messages because of extensive group of contact and high speed of news and information transfer. Reporting corruption in media prevents influence of individuals for unrevealing of corruption behavior and loss of prevention from corruption and this disclosure of corruption in media inevitably increase political and social expenses of corruption for their perpetrators (3:26).

For some contacts and certain people, meeting, conference and workshop have more benefit. From benefits of application of such tools is bi-directional communication between officers of fighting with corruption (especially in the area of public training) with contact (14:22). This bi-directional communication causes that by knowing opinion of contacts and asking them about approaches of fighting with corruption, the possibility of modification of fighting approaches with corruption and more efficiency of them is prepared properly.

Internet can be used for publication of messages and related news about encountering with corruption and reporting of corruption by people. The possibility of bi-directional, economic and fast communication among institutions of fighting with corruption and their contacts are valuable features of this communicative tool. Governments should create special sites for fighting with corruption and publish news and information about corruption in them regularly and update. Also, news about the way of performance and results of anti corruption plans should be published in order to people aware of them and effective supervision on them (16:307).

Regarding this fact that responsible institutions for training in modern society are different and variable, creation of coordination among them is difficult work and needs much time. And if this coordination doesn’t execute suitably, the possibility of rework and wastage of financial resources in this field will be probable. Modification and improvement of level of public awareness about the dilemma of corruption and fighting with it is difficult, time-consuming and costly matter and we cannot reach high success in this field by some permanent programs. To success in this program, attention to time factor and continuity of training process is necessary and required matter (9:57).

MEDIA TOOLING

The role of group media in creating and protecting the situation in routine life in which the possibility of financial corruption is banned are very important and vital. Newspapers, radio and Television play significant supervisory role continuously by applying private and general latitude.

Media remind governments to act according to common good by pressuring on them. Independent and free mass media are considered as powerful barrier against corruption of politicians because they criticize the performance of government without any fear (7:142).

Therefore, media tooling by technical and specific training of them and giving the feeling of media freedom is considered very important. Only informed and equipped media can be effective in increase of public awareness and people training and finally establish public support from anti corruption plans.

Attention to media tooling program as powerful plan in improving coordination in anti corruption programs can be justified based on general obligations of first paragraph of article 5 of United Nations Convention for fighting with corruption. This paragraph invites member states to perform effective and coordinated policies against corruption that improve society coordination and reflect the principles of law domination, proper management of public affairs and governmental properties, integration, transparency and responsibility. Below paragraph D of first paragraph of article 13 as coordination, it is requested from member states to support freedom for receiving, publishing and distributing information about corruption.
The following cases are the subjects that if they are considered properly, the possibility of creating a powerful and efficient media system against corruption phenomenon will be provided:

Media freedom: the independence of media in critical consideration of government behaviors and its different parts is necessary. To protect public trust to reports and news of mass media, the professional independence of media should be protected against political and governmental offensives. Defending independence and freedom of mass media is effective approach in supervising government and its politicians (7:4).

From most important protection approach of independence and neutrality of media that can consider properly is privatization of media and separation of them from government or political parties (16:310).

In this condition, synchronous with regular movements of different groups in revealing lawbreaking of officers of government, people can uncover illegal support and expediency samples in all parts of society (7:35).

Specialism: in order to media can evaluate the approaches of fighting with corruption with fair, correct and independent criticism and in the case of any problem want to remove or suggest them, they should have proper specialty. Media can achieve specific information in the field of fighting with corruption in two ways: first by continuous training of staff and providing necessary specific information for them, they try to increase knowledge and awareness of staff. Second, counsel with special sources in this field and institutions for fighting with corruption and also active academics (9:68).

Availability: media can affect contact if they are always available for people. Continuous and frequent relation of media with society can provide public trust to public news and requested information from media and finally emphasize public decision for fighting with corruption. If coverage of some parts of society needs use of governmental sources, it should be endeavored that government cannot limit in presenting news and information that is not advantageous by reliance on this solution (311:16).

Media training: media should always inform about the nature of corruption, the reasons of its occurrence and expenses of it. They should inform about the kinds and types of occurred corruptions and the amount of their commission. Preventive and anti corruption acts of governments should be trained to media and their staff continuously and they can evaluate and criticize these acts. By expressing their weak points, media provide the field of modification and conditioning of them fairly (16:51).

About current challenges in this area, it should be said that financial and budget limitations in executing curriculum for media staff and generally media tooling that is performed to increase specialty of them is the first operational challenge in executing such program. Another challenge is existence of some unreasonable limitations in accessing to information for media. In fact, if effective and on-time access to information is not assured for media, positive and active effect of them on the process of plans for fighting with corruption won’t predict. Therefore, approval of clear and regular laws that recognize public accessibility to information is necessary precondition in executing this program (9:71).

CIVIL INSTITUTIONS

The role of civil institutions and their coordination in forming mechanisms of social control is valuable and unmatched role that is performed to prevent corruption and confront with it.

These institutions, by their supervision on performance of governmental public organizations and institutions, try to put their activities in the view and judgment of society with transparency and so-called glass room (6:32).
Voluntary presence and activity in these institutions and much commitment of their members to job principles cause valuable transient impact of social institutions. Civil institutions out of area of governmental education can train different groups of people in different fields by their innovations and extensive people facilities and increase the level of awareness and public culture of society. Also, these institutions can motivate attention and sensitivity of people to solution of problems and crisis effectively and efficiently. They can help preparedness of people facilities considerably in different fields like confronting with corruption (2:134).

In articles 6 and 36 of United Nations Convention against corruption, the importance of institution and special sources of fighting with corruption is emphasized. Also, effort for improving coordination of society in prevention from corruption and fighting with it is established in some articles of convention.

First paragraph of article 13 of this convention (with title of society coordination) requests specially from member states of convention to improve voluntary participation of individuals and groups out of governmental section like civil society, nongovernmental institutions and community organizations for preventing from occurrence of corruption and fighting with it. This special emphasis of convention is on using potential abilities of civil institutions in preventing from corruption and fighting with it (17:56). From acts of these institutions for fighting with corruption and providing health public system, we can mention following cases:

Helping process of public training: lack of people awareness about corruption and the way of occurrence and fighting is the most important social reason for creating corruption that attention to training and informing can be helpful for this problem. Civil institutions are widely trustworthy of society because they work out of governmental education part. Because of this reason, they can be successful in informing and advertising of society about corruption and the way of preventing and fighting with it. Civil institutions can present their messages by mass media and specially newspapers and different sectional training courses for different social groups of people like brokers of public section, students and masters of university (9:84).

Establishing rule of law culture and avoiding corruption: corruption commission in some cultural collections shows lack of social indecency and sagacity and perspicacity of individuals. In fact, wrong originated thoughts and illegal about corruption in some societies is one of most important challenges for anti corruption programs. Civil institutions can move properly in establishing rule of law culture and preventing from corruption because of their presence in society context and informing of the way of thought of its members and also using public trust origin and provide the field of modification of wrong beliefs of society about corruption (13:25).

Helping mechanism of reporting: we can claim that in success or failure of mechanism of reporting corruption to research sources, it is the most important determinant factor of coordination of civil society members with them. Civil institutions and their active members can help properly this mechanism by announcing the cases of corruption occurrence to this mechanism and by following received reports motivate more effort of research sources and stand against any ignorance or lack of investigation to reports. Also, these institutions can encourage people to coordinate with research sources and convince them that there isn`t any threat in this coordination and cause improvement of people coordination level (13:30).

Researches and expressing modification views: in this section, civil institutions can help government by performing fundamental researches about problems and difficulties of the society and presentation of their results to adopt big and suitable programs. In this area, the results of research of civil institutions also can improve transparency of performance of governments and increase their accountability ability; the affairs that will reduce the possibility of corruption if they establish (86:9).
Regarding positive and suitable role of civil institutions in preventing and fighting with corruption, filling the distance between government and society and communication among public institutions and civil society, we can dedicate more important and effective role to civil institutions. If governments conquer their singular pessimism about origin and approach of activity of civil societies and want more coordination of them in society management, then establishing organizational and administrative connection between civil and governmental institutions will be materialized (15:32).

In the first form of this connection, we can imagine establishment of special institutions and sources with the aim of prevention and fighting with corruption that is created by coordinating between government and civil institutions. In fact, establishment of institutions with governmental and civil nature must be considered. Regarding importance of creating institution in prevention and fighting with corruption, by establishing such institutions, in addition to using financial sources of governmental section that have desirable form generally and people support of civil institutions, we can predict success of suggested programs from such sources and assure their result.

Another way of connection establishment between governmental and civil institutions is use of active counselors in collection of civil institutions. We can employ persons of different active trades in civil society like journalists and academics in commissions for fighting with corruption (314-315:12).

To assure desirable and proper effectiveness of institutions that are created from connection among civil and governmental collections, attention to following factors is necessary:

Specialism: according to complexity of corruption and necessity of formulating strategy of society in all political, economic and social sections and to fight with corruption we must pay close attention to choose active members in these institutions. The combination of members of these institutions must include a domain of necessary and related specialties to corruption problem. Of course, enough update information should be prepared for them in order to improve and protect abilities of members continuously.

Collectivity: in combination of members of compound institutions (civil and governmental), we should try to choose individuals of different active groups of people as much as possible in the field of civil society. This subject causes that governmental officers convince to hear view of most of members of civil society about the way of performing anti corruption acts by their representatives, and then try their best to realize requests of them.

Tooling and empowerment: connected institutions (civil and governmental) need tooling and investment to perform their duties in this area. Necessary budget for establishing such resources should be provided by governmental section and the empowerment of these institutions is emphasized especially by training (9:90).

The first challenge for activity of civil institutions is limitations that governments create them probably for anxiety about supervision in the path of these activities or make costly organization for them.

To remove such difficulty, governments should be convinced that although activities of civil institutions may create some problems for government, generally and finally activity of these institutions will consolidate bases of government by improving public trust feeling to government and filling space between dominant category and society (9:91).

Another challenge is disability of interfering representatives of all social concerned groups in fighting with corruption and management of such collections. It may be possible that owners of profits that do not allowed to participate in such institutions insist on opposition with anti corruption programs and acts.
The presence of this assurance that in such institutions, the decisions are made by interfering of all concerned groups will give double value to acts of these institutions (12:318).

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ARCHITECTURAL INFLUENCE ON THE INTELLIGENCE AND CREATIVITY OF CHILDREN

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ABSTRACT
The main objective of this research is to study the concepts of creativity and intelligence, causes and roots of nurturing a creative and intelligent person, and to offer solutions for the architectural space of kindergartens in order to promote the children’s intelligence and creativity. This study is a descriptive-correlative research. We have used the random cluster sampling method. The sample includes 60 trainers of Bandar Abbas kindergartens. Due to the lack of any standard related questionnaire, we have used a research-made questionnaire. We analyzed the data at two levels of descriptive and inferential statistics. At descriptive level we used statistical indexes such as the mean and frequency; and at the inferential level we relied on step-by-step regression and Pearson correlation test. Findings of the research show the trainers believe that the most important factor in increasing the creativity is the stimulation by natural elements. Descriptive results include architectural ideas.

Keywords: Architecture, Creativity, Intelligence

1 - Introduction
Children are born curious and they deeply test and identify their surrounding environment. Their discoveries from the surrounding environment remains deeper in their mind than what their parents teach them every day. Such discoveries are even more effective and more desirable than what they learn from the entertaining picture books. This is why the first experiences of the children are extremely important in this regard.

The environments with richer experimental facilities motivate the innovation and creativity of the children. Diverse environments, specifically the external environments are more potential for power of discovery and creativity. They are more open to create the social scenarios in the children’s mind. On the other hand, designing is indeed walking along nurture and skill acquirement; along a magical respect, imaginary plays, among the security and creative exciting challenges in places where help the children to grow. The children need safe places as well as challenges for their growth (Day, 2007: 3). The nurture of many human abilities begins in childhood. Childhood is the period of the nurture of imagination and creativity. According to Freud, the creativity roots in the childhood (Shariatmadari, 1965: 410). Thus it is quite important to pay attention to the nurture of creativity in childhood.

1.1 Creativity
Creativity is derived from the verb to create. Creativity is one of the characteristics of the human thought and undoubtedly, it is one of the most important goals of the education (seif, 2001: 213).

1.2 Environmental motivation of the creativity
Environmental motivation includes all external factors that motivate the behaviors of the living creatures. The environment includes the geographical environment, physical environment, social environment, cultural environment, etc. (Shafaei, 2009: 91). There is a rich literature on the effects of
environment on the creativity but the effects of physical environment and its factors on the creativity of children have been mainly ignored and the available literature lacks the studies on this subject. All physical factors such as the light, sound, landscape, sound pollution, etc. can have positive or negative effect on the level of creativity. Color, fabric, light-darks, light, form and their combinations, space uses and their changes and diversities during the time, and all corners of the built space can have an effect on the physical, cognitive or mental aspects of human and can cause the needed motivation for the creative thinking (Christiansen, 2004: 89).

Some environmental factors that play the role of promoting the creativity are as follow:

a) Natural factors of environment: creating a natural landscape of the environment that is affective in the growth of creativity. According to Shibatana and Suzuki, the existence of the plants in educational spaces has the stimulating effect on the process of creativity (McCoy and Evans, 2002: 419).

b) Materials: the use of natural materials and avoiding the use of superficial materials with combinational level of them leads to the promotion of the creativity (McCoy and Evans, 2002: 420).

c) Color: light colors and the use of coordinated colors for creating a light space are effective on the growth of the creativity. Many researchers believe that the use of desirable colorful and exciting pictures can be the main motivation for all creativities (Shafaei, 2009: 116).

d) Shape and extent of the spaces: the shape and size of the spaces can cause the gathering of people and groups who gather for social relationships and interactions. The social interaction theory states that the level and type of the collective communications is positively effective on the process of creativity. Thus if the space design (in terms of the shape, size and performance) increases the level of communications and if it has a positive effect on the quality of these interactions it can affect the growth of creativity.

e) Aesthetic factors: the available literature shows that the increase of aesthetic elements in the building of the schools will increase the students’ achievements. The architecture of the school is effective on facilitating the transfer of cultural values; it can be motivating or deterrent; it is effective in decrease or increase of the process of creativity and mental cognition of the students; and even it can cause fear or happiness in the students (Shafaei, 2009: 118).

f) Decorations: researches show that the complexity of the visual details is effective on the promotion of the creativity. The use of the works of both the prominent artists and the children themselves in the decoration of the space and creating a space that make it possible to suspend the works to other days can be positively effective in the process of the children’s creativity. Most researches have shown that the children whose environment is monotonous cannot exploit their cognitive abilities.

1.3 Intelligence

In the simplest and intelligible words, intelligence is defined as the “ability of adaptation to the environment”; and adaptation to the environment means the ability to think, realize and understand the problems and needs. All organisms can adapt themselves with their surrounding environment in order to survive. Whenever they get hungry, they look for the needed food. Whenever they are threatened, they know how to defend themselves. In sum, whenever they need something, they find ways and solutions to meet their needs. All living things on the earth have two independent but closed intelligences to be used at the proper time (Raouf, 2010: 97):

a) Intelligence quotient (IQ)

b) Emotional quotient (EQ).
1.4 Relationship between IQ and creativity

In studying the growth of creativity in children at lower ages, it is necessary to know some important and basic information. The creativity sometimes comes with other gifts and hence it is necessary to differentiate the creativity, intelligence and talent. If we accept the fact that the creativity is a cognitive process, then we can conclude that higher levels of creativity are related to higher levels of intelligence. Although for showing the level of creativity we have to refer to the level of intelligence, but some quite intelligence persons are not creative at all. Experts of creativity believe that the creativity and intelligence are two completely different qualities. Everybody has more or less creativity. Creativity is as natural for a middle-talented person as it is natural for a genius (Gerivez, et al. 2000: 54).

1.5 Effective factors on the function of brain cells

Although the brain of a mature human being forms only 2% of his weight, it consumes 20% of the physical energy of the man. The brain energy is supplied by an oxygen-full blood. The needed oxygen is supplied through the lungs. The brain of human needs the circulation of 8 gallons of blood in each hour. The suitable electronic balance for the brain function is obtained by the water of the body; and to catch such a balance, everybody must drink 6 to 12 glasses of water daily. The loss of the body water at the time the students’ presence in classroom is a main cause of learning damages, laziness and lethargy. This is while the water taps are located outside the classrooms and the students rarely access to the water taps during the class hours (Hannaford, 1995).

Another critical factor for the desirable function of the brain is oxygen. Without the fresh air we cannot expect the optimal function of the brain. Hence the design of the school building and supply of the school equipment and facilities have to supply the fresh air for the classrooms (Jensen, 1998). Visual and practical learning make the brain of the learner create stronger and newer communications. Music, architecture, painting and other arts are very effective for learning. The architecture and the façade of the schools that have been designed suitably are stimulating from the aesthetic point of view. Such school environments are related to the growth of the brain and make the brain work more actively (Chen and Petrich, 1998).

Ford believes that the motion activities get possible by the neural connections of the whole body. Motion makes the body be a learning instrument. If you consider the brain as a muscle, then you can find out that one of the best ways to maximize the capabilities of the brain is motion and exercise. Exercise makes the physical motion of the brain ready for desirable learning (Brauninger, 2012).

The children move through several paths and all their movements are forms of communication. The children often learn about the surrounding world through their own experiences. Harmonized movements involve the children in discovering themselves, their environment and the others. The goal of each harmonized movement is to conduct the child toward the fulfillment of personal goals, causing the evolution in their awareness, interaction and group adaptation. In case of the mutual relationship

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Fig. 1. Intelligence analysis (source: Raouf, 2010)
between the intelligence and the body or body movements, although the learning tasks will be ultimately replaced in the brain, but such tasks are usually forgotten while the body receives sensory information from the environment (Coddard Blythe, 2009).

The conducted researches on the brain show that the scale and type of the color is effective on learning. Warm colors and bright lights increases the muscle cramps, breathe rate, heart rate, heart pressure and brain activities. Insufficient light causes the eye fatigue. Heterogeneous color combination of the environment can cause the decrease of the reactions and disrupts the works. Suitable lights and colors lead to the improvement of the visual processing of information and reduce the mental pressures (Baron, 1992).

The available literature confirms that a suitable learning space must have desirable temperature and lack any annoying noises. The reception of destructive sounds by the brain interrupts the function of cerebellum that is the main processor of the brain (Petrich and Chan, 1998).

One of the critical mistakes of the human is to underestimate and neglect toward the infants and children. Many works can be suspended for future, but we cannot suspend the issues of the children because their bones, their mind and their soul are growing every moment. Accordingly, we cannot suspend the fulfillment of the children’s needs and requirements to the future.

This article attempts to study the effects of four factors (i.e. the design of internal spaces, flexibility of performances, natural elements, and color and lighting) on the creativity.

2 Methodology of the research

The statistical population of this research includes all -6 years old children of Bandar Abbas. Due to their specific perceptual and verbal characteristics, the mentioned children were studied through attitude measurement of the trainers and assistants of the kindergartens. Thus 60 trainers and assistants were selected through the random cluster sampling method to measure their attitudes. Due to the lack of any standard questionnaire in this area we have used a research-made questionnaire. After determining the reliability and validity of our data collection instrument, we analyzed the data at two levels of descriptive and inferential statistics. At descriptive level we used statistical indexes such as the mean, standard deviation and frequency; and at the inferential level we relied on step-by-step regression and Pearson correlation test.

2.1 Measurement instrument

Instrument: we designed a questionnaire to measure the attitude of the assistants and trainers of the children on four factors: design of internal spaces, flexibility of performances, natural elements, and color and lighting. The questionnaire was designed in some different steps:

1) First the questionnaire was designed based on the research hypotheses and the effect of four mentioned factors on the hypotheses.
2) The questionnaire had 26 questions based on Likert scale.
3) To assure the clarity of the questionnaire, we tested it on a small group of kindergarten trainers (including 5 subjects). In this regard, we asked them to read the questions one by one and to explain the intention of each questions. 8 questions were removed in this step.
4) After testing the validity of the questions, the final questionnaire was adjusted with 18 questions and its validity and reliability was tested and confirmed.
5) Variables:
   a. Design of internal spaces (DIS): questions 1 to 7.
      This variable deals with the questions about the relationship of the DIS and creativity and intelligence such as the design of corners in playing spaces, use of curved walls with unusual designs, design of the motion spaces of the kindergarten, design of opening spaces, etc.
   b. Flexibility of performances (FP): questions 8 to 11.
By the flexibility of performances we mean that a space can have different uses with least changes, based on the needs of space, such as the use of divider walls, combination of two or some spaces, etc. Thus a single space can be used for different performances.

c. Natural elements (NE): questions 12 to 15.
   This variable refers to the use of natural elements within the space of kindergarten, such as the use of natural plants that produce colorful leaves in different seasons or even the possibility of keeping some animals that are parts of the nature.

d. Color and lighting (CL): questions 16 to 18.
   The use of the colors (such as red and orange) that stimulate the brain cells, or use of different colors and fabrics in the walls or the play of lights by the colored glasses, and so on

3 Findings of the research

In testing the validity and reliability of the questionnaire on 60 respondents, the Cronbach’s alpha and split-half reliability was obtained as 0.98 and 0.92 respectively. The questions were designed in 5-item to be completed as the self-tested instrument. The answered ranged from “very high” to “very low” so that the respondents could mark one of the answers and choose one item among the “very high”, “high”, “normal”, “low” and “very low”. The answers were scored 0 to 4.

To calculate the correlation and internal stability of the descriptive index of the kindergarten space we used Cronbach’s alpha and the following results were obtained: DIS: 0.08; FP: 0.89; NE: 0.9 and CL: 0.9.

3.1 Descriptive findings

Table 1 shows the correlation matrix of the descriptive findings of research.

Table 1. Frequency distribution of the sample

<table>
<thead>
<tr>
<th>Sample</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trainers and assistants</td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: authors

As the table 1 shows, the number of the assistants and trainers equals to 60 subjects with frequency percent of 100%.

Table 2. descriptive statistics of the respondents in terms of work experience

<table>
<thead>
<tr>
<th>Work experience</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10 years</td>
<td>18</td>
<td>30</td>
</tr>
<tr>
<td>More than 10 years</td>
<td>42</td>
<td>70</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: authors

As the table 2 shows, 18 respondents (30%) have had less than 10 years of work experience while 42 respondents (70%) have had more than 10 years of work experience.

Table 3 shows the descriptive statistics of the research variables (i.e. the design of internal spaces, flexibility of performances, natural elements, and color and lighting).

Table 3. descriptive statistics of the variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Questions on creativity</th>
<th>Questions on intelligence</th>
<th>No.</th>
</tr>
</thead>
</table>

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As the table 3 shows, the mean of scores for DIS, FP, NE and CL equal to 26.68, 26.13, 29.84 and 31.97 respectively and the standard deviation for the mentioned variables equals to 4.84, 3.82, 5.6 and 6.57 respectively.

3.2 Inferential findings

3.2.1 Analysis of the research questions

In order to analyze the research questions we used Pearson correlation test whose results are shown in relevant tables.

3.2.2 Research questions

How we can increase the intelligence and creativity of children by the design of physical environment of the kindergarten?

In order to identify the relationship between the elements of the design of internal spaces, flexibility of performances, natural elements, color and lighting, and the child’s imagination we used some questions that explicitly refer to the increase of the creativity and sense of curiosity in children. Moreover, in order to express the dependence or independence of the correlation of the effects of variables, we used Pearson correlation test whose results are shown in table 4.

As the table 4 shows, there is a positive significant relationship between FP and NE at significance level of 0.5 and there is a positive significant relationship between CL and NE at significance level of 0.5.

3.3 Analyzing the hypotheses of the research

This research had 4 hypotheses as follow.

Hypothesis 1: It seems that the interference between the open and closed spaces can stimulate the children’s imagination and motivate their creative reactions.
The obtained correlation coefficient between the two variables of the interference of open space and creativity equals to $r=0.874$ that is significant at $p<0.5$ (2-tailed). The positive correlation shows that the increase of the design of open spaces increases the children’s creativity, vice versa. The effect of open spaces in the kindergartens is higher than the use of closed spaces.

Hypothesis 2: the creation of inflexible spaces that can be changed by the children themselves leads to the increase of their imagination and curiosity.

Table 6. descriptive statistics for FP and creativity

<table>
<thead>
<tr>
<th>Creativity</th>
<th>Pearson’s correlation</th>
<th>Sig. (2-tailed)</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interference of open space</td>
<td>0.874</td>
<td>**</td>
<td>60</td>
</tr>
<tr>
<td>Interference of closed space</td>
<td>0.730</td>
<td>**</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: authors

The obtained correlation coefficient between the two variables equals to $r=0.650$ that is significant at $p<0.5$ (2-tailed). The positive correlation shows that the increase of combination of spaces increases the children’s creativity, vice versa.

Hypothesis 3: the use of accessible natural elements (i.e. water, soil, wind) increases the creativity of children.

Table 7. descriptive statistics for NE and creativity

<table>
<thead>
<tr>
<th>Creativity</th>
<th>Pearson’s correlation</th>
<th>Sig. (2-tailed)</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural elements (water, soil, plants, animals, etc.)</td>
<td>0.456</td>
<td>**</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: authors

The obtained correlation coefficient between the two variables equals to $r=0.456$ that is significant at $p<0.5$ (2-tailed). The positive correlation shows that the increase of the use of natural elements in the environment increases the children’s creativity, vice versa. But the low value of the obtained correlation coefficient suggests that the effect of this factor is negligible in the design of the kindergarten spaces.

Hypothesis 4: color and lighting has an explanatory role in the increase of the children’s creativity and intelligence.

In order to predict the contribution of this factor for using in the design of kindergarten we used regression model for data analysis whose results is shown in table 8.

Table 8. results of step-by-step regression for CL variable on the

<table>
<thead>
<tr>
<th>Creativity</th>
<th>Pearson’s correlation</th>
<th>Sig. (2-tailed)</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural elements (water, soil, plants, animals, etc.)</td>
<td>0.456</td>
<td>**</td>
<td>60</td>
</tr>
</tbody>
</table>
As the table 8 shows, in the step 1 the CL variable was inserted into the regression equation. This variable explains 0.7396% of the variance of the increase of creativity and intelligence ($r=0.86$). This value is statistically significant and it has considerable effect on the design of the spaces for increasing the creativity and intelligence of the children.

4 Conclusion and discussion

4.1 Relationship between the variables

As the table 4 showed, there is a positive significant relationship between FP and NE at significance level of 0.5 and there is a positive significant relationship between CL and NE at significance level of 0.5.

4.2 The effect of variables on creativity and intelligence

Based on this research we can describe the effect of the research variables on creativity and intelligence as follow:

1) The design of internal spaces is effective on the creativity and intelligence. The obtained correlation coefficient between the two variables of the interference of open space and creativity equals to $r=0.874$ that is significant at $p<0.5$ (2-tailed). The positive correlation shows that the increase of the design of open spaces increases the children’s creativity, vice versa. The effect of open spaces in the kindergartens is higher than the use of closed spaces.

2) Flexibility of performances is effective on the creativity.

   The obtained correlation coefficient between the two variables of the “combination of spaces” and “creativity” equals to $r=0.65$ that is significant at $p<0.5$ (2-tailed). The positive correlation shows that the increase of combination of spaces increases the children’s creativity, vice versa.

   In order to make the spaces flexible at different time based on the educational schedules we can divide each space into several needed spaces by moving partitions in accordance to our needed performances. This characteristic is indeed the changeability of space and its components. This characteristic depends on the innovativeness because it the divided spaces are boring and repetitious, then they won’t attract the children. Hence we can design the spaces in a way that the changes are new and interesting (Shafaei, 2009: 56).

   Imagination is a very effective factor on the process of creativity (Kreapner, 1999: 597-606). The changeable spaces increase the imagination of the children, while imagination is one of the indicators of creativity and the child can change the space based on his/her own imagination.

3) The use of natural elements is effective on the creativity.

   The obtained correlation coefficient between the two variables equals to $r=0.456$ that is significant at $p<0.5$ (2-tailed). The positive correlation shows that the increase of the use of natural elements in the environment increases the children’s creativity, vice versa. But the low value of the obtained correlation coefficient suggests that the effect of this factor is negligible in the design of the kindergarten spaces.
The human is interested in nature instinctively. Many human dreams are associations of the mental images about the nature (such as the dreams of fly by seeing the bird’s fly) because the imagination is the positive force of the mental images (Sheikholeslami, 2009). Since the natural elements can emerge in different shapes and colors at different situations, their presence in the childish spaces stimulates the children’s imagination. Moreover, the children love to play with the water, soil and sand. Such games motivate their imagination; and the imagination is an important step toward the creativity.

4) Color and lighting plays a determining role in the increase of creativity and intelligence.

As the table 8 shows, in the step 1 the CL variable was inserted into the regression equation. This variable explains 0.7396% of the variance of the increase of creativity and intelligence (r=0.86). This value is statistically significant and it has considerable effect on the design of the spaces for increasing the creativity and intelligence of the children. The use of the colors such as red and orange in the walls of the educational classrooms promotes the concentration of the children and stimulates their brain cells. Suitable lighting in the educational spaces must not be so shiny that makes the eyes tired. The use of artificial lights instead of the natural lights, and the use of light games by the colorful glasses and creating dark-lights in the kindergarten space make the space dreamy and promote the imagination of children and increase their creativity.

4.3 Limitation of the research

Along its achievements, every research faces several limitations. Some of the limitations of this research are as follow:

1) Gender of the children: in the kindergarten there are both boys and girls. If they are studies separately, probably the results of the attitude measurement of the trainers would be changed in terms of the creativity and intelligence of the children.

2) This research is based on the scientific researches that mentioned in the literature review and on the opinions of the trainers. It is probable that the trainers have answered the questions carelessly and impatiently and hence the answers may not reflect the exact opinion of the respondents.

3) Several factors can play role in increasing the creativity and intelligence of the children such as the heredity, personal characteristics of the children, educational technics, etc. while it was not possible to approach all of them in this research.

4) One of the characteristics of the architecture is the structural system of it, but due to some reasons such as the time limitation, economic limitations, etc. we were not able to study all of them.

4.2 Suggestions

1) Conducting the same researches in schools and higher grades and even the universities for promoting the intelligence and creativity of school and university students.

2) Conducting the researches in terms of the gender separation for studying the effects of architectural space on the factors of creativity and intelligence.

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RECOGNITION OF DRAMATIC ELEMENTS IN JOYOUS CEREMONIES AND RITES OF KHUZESTAN ARABS

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ABSTRACT
The aim of researcher is to review and recognise the existing dramatic elements among Khuzestan Arabs’ ceremonies and rites using field and library methods. Results have indicated that since the presence of crowd, existence of visual and audio features, acting, movement and play using various equipment and facilities in time and place for the purpose of acting, are important features of rituals and ceremonies and these instances are observed in ceremonies and rites of Khuzestan Arabs, we can conclude that these features conform to dramatic elements such as existence of stage, actor, make up, couture, using audio visual signs, music, dialogue, decoration etc.

Keywords: Rites, Arabs’ joyous ceremonies and rites, Khuzestan Arabs, Khuzestan

INTRODUCTION
Humanity used to arrange rituals and religious ceremonies to satisfy their spiritual needs in ancient times and whilst they amused themselves, they would arouse their chivalry and valor qualities and conquer their environment and recognise nature’s rogue forces in order to control them. Customs and etiquettes and religious rites became a basis for drama and dram was a beginning for art of theater. Today, we can witness dramatic art and theatrical elements in any human society. These elements are just as prevalent in dances and ceremonies of the early man as they are in political struggles, marches, sports matches, religious rituals and even in children’s plays. Most of the participants in such activities do not feel as though they are partaking in dramatic activity although, spectators, dialogue, conflict of ideas are employed. Iran, with a long history, has not been far from these rites and from ancient times has witnessed celebration of various customs and rituals among various ethnic groups. One of these groups is the Arabs residing in Khuzestan.

About 5000 years ago, Khuzestan was the centre of government of the powerful Elamites. Khuzestan Arabs, who live in the lowlands of the province, have their own rituals and ceremonies as other Iranian groups and among these there are rites in which the roots of drama are seen clearly. These rituals are held during various days of the year because of their joyous nature except in Moharam and Safar months of martyrdom. Among various joyous ceremonies and rituals of Khuzestan Arabs, we can point to weddings, feasts, circumcision celebration, birth of baby boy etc. They enact various roles in their ceremonies and rituals where they criticise views, beliefs or values which can be regarded as an interesting source of information and their emotions and traditional and religious values. Khuzestan Arab ceremonies and rites, whilst confirming their views and ancestral values, demonstrate ethnic and tribal views and behaviours. Using various symbolic instruments like rifles, coffee and dances like the sword dance which show their unity and empathy which are among the main objectives of such rituals, create a basis for gathering of the tribes’ members to strengthen tribal unity.

THEORETICAL BASIS
Aristotle called theater as imitation of nature. So, their composing elements like music, choreography, make-up, couture, acting, drama, dialogue, character, audience etc are not exempt from
this. In Schechner’s analysis, each daily process or social ritual can come on stage as a theatrical event because the texture and context and not the basic structure, distinguish ritual from hobby and daily life and their differences are due to concord (knowingly or unknowingly) among performers and the audience (Schechner & Schuman 1976:218). One theory believes that human is a natural imitating animal. In theater, human has innovated imitation and simile of nature as in painting. This is because of reflection of events and life incidents which are so obvious in that. Humanity has always enjoyed imitating nature, others, and movement of others and also watching imitation before and after creating words and writing. Jonathan Barnes states: the first reality is that art works often reproduce realities. Whilst this quote can in terms of meaning and truth, be applied to drama and visual arts music which is mostly applicable to literature (Ann Sheppard 1996). Sociological/psychological studies of Erving Goffman and Victor Turner using theatrical patterns, are for describing symbolic models of this saying of Schechner: structure of global drama is parallel to social process: drama is an art whose subject, structure and action is a social process (Schechner 1973:121). Drama which is a heterogeneous and impure art and mixes notion, event, art and reality together is quite similar to nature in that it shows events and personalitites apparently or actually without valuation (Eslin 1996). Writers, directors and other artists who are creators of dramatic art, renounce expressing their own views and by imitating reconstruction of indeterminate state of the real world, create situations and personalitites and images which are placed against various and even opposing interpretations (Eslin 1996). Bresht begins his talk in “A small harmonium for theatre” with the following recount: “theatre is creating live images from traditional events or thoughts among humans for entertainment”. Theatrical preoccupation – like preoccupation with all arts – has been to entertain people. It is the same preoccupation which gives theatre its special status; and does not need any justification except entertainment – but it must have this justification. We cannot take theatre to higher status by acts like turning the theatre into a market for ethical rules; rather, in a situation like this, we have to ensure that this does not reduce theatre’s status. Because if those ethical rules are not shown in a pleasurable way for man’s five senses, the status of theatre will promptly fall. Of course, ironically, only moralisation will benefit.

Irrespective of Seyed Ahmad Kasravi’s “Five hundred years history of Khuzestan”, we see that very little has been indicated in social and historical literature about the life of Khuzestan Arabs. From Iraj Afshar Sistani’s book “Khuzestan” to Khowsro Sinaee’s film “Fire Bride”. Even Ahmad Mahmood, has not visualised them according to their extent, weight plurality and impact in Khuzestan in his books. Unfortunately, very few artists, sociologists and researchers have conducted research on lifestyle and cultural issues of the Khuzestan Arabs. What has engaged the minds of researchers and prompted them to conduct research to find out the answer is that whether dramatic elements are present in the joyous ceremonies and rituals of the Khuzestan Arabs? And, whether joyous ceremonies and rituals of these people are used in improving national theatre quality?

This research seeks to analyse and explain dramatic elements in joyous ceremonies of Khuzestan Arabs scientifically and for practical purposed, intends to recognise and introduce various joyous ceremonies of the Khuzestan Arabs.

The working method in this research is qualitative descriptive and content analysis technique. Data is gathered in the field. Considering the shortage of sources and books in libraries, booksellers, universities and newspapers and magazines archives, researcher has used information gathering tools such as interviews, observation, photography and filming whilst, being present in the places where research is conducted.

Khuzestan Arabs a mixed dialect of Farsi and Arabic and they are followers of the Shiite sect of Islam and they see themselves as related to the Twelver Shiite. Khuzestan Arab women and men’s wear is unique and interesting. Abaya, Schileh, Osabeh, Nefnouf, Elbus, Thub, Bushieh, Chelab are women’s clothing and men’s wear also have special names and are made up of various components like Deshdashe, Basht, Chafia, Aqal. Part of this tribe’s culture is playing musical instruments. Singing music of Khuzestan Arabs is different to Arab music in other parts of the world. Abuzieh, Alvanieh, Rakbanieh, Basteh and beautiful epopee of “Yazleh” express chivalry and bravery of men and clans of this tribe. They preserve cultural rituals by waving flags and cheering and dancing in joy, war and mourning.
In the people’s rituals of Southern Iran, there are hidden secrets whose symbols including title, movement and beats are based on beliefs. We shall attend to each one below.

**Welcoming ceremony**
Among the Arabs, after arrival of an important or official guest, a person who speaks eloquently is chosen as representative to recite a poem suitable to the gathering, audience and social status of the guest/s and he uses particular sentences and words and others dance and rejoice after the representing person has finished reciting poems (Ortho 2004). They then enter a place called “mozif” along with their guest/s.

**Coffee ceremony**
Serving coffee predominantly special to Arab people with their own particular ceremony. The coffee is poured into a large bronze vessel called “Gom gom” which is similar to the old rose water sprinkling vessels and after it is brewed, it is poured into a smaller vessel called “Daleh” which is similar to “Gom gom”. This ceremony continues with serving person using his wits and knowledge to serve the coffee and he holds the coffee pot in his left hand and distributes small cups with no handles in his right hand which are called “Fenyan”, to guests starting from right hand side of the sitting persons and the serving starts with an honoured guest or a sheikh or the head of the village.

**First days of Ramadan visiting tradition**
On the first day of holy Ramadan, members of family commit themselves to devotion to relatives and they visit relatives at night to get news of one another. Women and girls prepare special confectionery including Lgymat cookies, Sharieh (type of halva), Ranginak (manakin), Halva Meskhetian Turk and Mu’assel (type of halva).

**Gergian tradition**
On the night of 15 Ramadan coinciding with Imam Hassan Mojtabah (AH), Khuzestan Arab children go out after the Eftar into the neighbourhood to perform Gergian tradition wearing their traditional clothes. They then hang bags around their necks and knock on doors to collect presents and sweets and Eid presents and sing “we have come we have come, open the bags and give us sweets and Eid presents”. If the residents of the house are on the rooftop, the children call out to them “You on the rooftop will you give us Eid presents or shall we leave”? This ceremony continues well into the Middle Ramadan night (Yarahmadi 2012).

**Religious ritual celebrations**
Arab men and women like other Iranians, has particular belief in imams and they celebrate their birthdays and even prophet’s appointment by god and the Eid Qadir of Province and return of pilgrims from Mecca which is referred to as Molloodi (celebration of men) and Molloodieh (celebration by women).

**Celebration of national festivities of Nowrooz**
Khuzestan Arabs celebrate bonfire night (last Tuesday night of Iranian year in March) and Yalda (Winter of solstice Dec. 21) as other Iranian. They spread the “Haft Seen” and wear new clothes and visit their elders and relative during Nowrooz holiday and give their children presents. They go out to nature on the 13th day of Nowrooz (2nd April) as all Iranians do.

**Shah Parian Spread ceremony**
In organising the Shah Parian ceremony, the wishful person spreads her table the night before in her house and she adorns it with various food, fruit, halva, confectionary, chocolate, bread/herbs and cheese, Shah Parian concoction made up of cinnamon, flour and sugar. Neighbourhood women arrive by one and sit around the spread. Some of the women start to pray special wishes prayer around the spread. A person referred to as “Malayeh” also prays and recites from the holy Koran and

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1 Eftar is literary translated as “breakfast” but, during the holy month of Ramadan, it refers to the feast at sunset after the call to prayer when those who have fasted all day sit down to eat their dinner and end their fast.
expresses her wishes to be fulfilled. The ceremony gradually changes from mystical mode to celebration and joy with the Malayeh or a person next to her playing the Daf and the women have already worn celebration clothes and make up and they dance, clap their hands and shout with joy.

Various dances among Arab tribes
Lyrical dance (popular) is a set of dances common among any tribe or clan which are created from cultural identity of the same people and they are improvised without any practice or particular ability. Choobieh dance: this is one of the particular local traditions among the Arabs which goes back a long way and reflects their moods, customs and culture of the Arab people. Other dances among Arabs include Hoseh, the Sword dance and decorative dance.

Wedding customs and ceremonies
In Arab tribes, a boy courts the girl of his choice when he is completely assured that there is no “Nahi” or demurrer among the first degree relatives of the girl. This is in fact considered as paying respect to the girl’s family from the boy’s family. If there is no Nahi or demurrer to the courting, boy’s mother goes to the girl’s home and negotiations take place between the women of both families. Women members of the girl’s family show their consent to the marriage by stating: “Your place is furnished” which means you are welcomed here and shows that they are agreeing to this marriage in the Arab culture. The “asking for the hand” ceremony in Arabic is called “Almashayeh” (courting). The Arabs also call the courting session “Khotbeh” (sermon) which has its own particular customs. In this ceremony, they determine the home appliances for the couple and the bride’s dowry which in Arabic is called “Sedaq”. The boy’s family then buys the girl a ring and “Abayeh” Arabic female cover from head to toe and clothing as “Nishan” or attributes. After engagement, the boy and the girl take a blood test and attend special classes about sexual issues. After taking the test, the wedding and the Night of Henna (night before wedding) which are prearranged by the family, take place. Some families have days of celebration before the actual wedding night which is called “Halfeh”. The wedding ceremony usually takes place in bridegroom house and according to tradition brides father and brothers do not attend this ceremony. There is much stress on the bridegroom the night of wedding for he is worried about forgetting some initial arrangements therefore, a young and clever man acts as his best man to assist him and make sure that he observes traditions and pays respect to the guests and also remind him of matrimonial matters. This person has two titles among Khuzestan Arabs Vazier or Herab. One of the Islamic traditions in weddings is giving “Valimeh” or wedding dinner, a tradition which exists among other Iranians too. Wealthier families prepare a more fulsome dinner for the guests for example “Emfath” or Mofatah which is a traditional and famous Arabic dish. After Valimeh and end of wedding ceremony, guests close to bridegroom accompany the bride and the bridegroom to the door of the bridechamber by stomping accompanied by songs and well wishes. It is customary for the groom’s mother, family women and girls to (kal) cheer the bridegroom and welcome the bride being brought to the bridegroom’s home which is called “Zofeh” and a sheep is sacrificed on the door step to ward off evil eye and harm and detriment to the couple in their future life which is referred to by the Shadegan Arabs as “Fadieh”. Among other customs, there is the shooting in the air during Zofeh which is done when the bride and groom are entering their home and this is mainly done in the villages. It is customary for the bride to bid farewell to her father and brothers during Zofeh. There are also other customs and mores among Arab people and these which include giving presents to the new couple by the relatives of both sides. This present giving ceremony also has a name which is called “Negoot” or “Iroog” or “Harb”. There is also the “Shar Alasal” or honeymoon and some couples observe this custom by visiting holy shrines in cities like Qom or Mashhad.

The “Zār” ceremony
This is a ritual which entails recourse essence for cure. ( Spirits) which include Mashayekh spirit, Zar spirit, Noban spirit, Elf spirit and Liva spirit which dominate human body. According to Arab beliefs, spirits from places like woods, sea and cemeteries select people like vagabonds by the sea, fishermen and commodities and make them ill. A person who has been infiltrated by the spirit is called a “Zār” or haunted. The haunted person has a special gesture during the illness and talks incomprehensibly. The task of exorcism is carried out in a ritual referred to as “Dag” by a person called “Zār Baba” or “Zār Mama” and attended by already exorcised girls “Ahle Hava”.

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“Ahle Hava” refers to people who have already been exorcised during the Zār ceremony. Before bringing the possessed person to ceremony, Zār Baba reduce the power of spirit by asking the possessed person to lie on the stomach and the large toes are tied together with a string made of goat hair and a kind of fish oil is rubbed below the patient’s nose and some verbs are pronounced and he shakes his bamboo stick and threatens the spirit to leave the body of the patient. At this time, a sound is heard which is supposed to be the voice of the spirit who is ready to leave the body. In the Zār ceremony three drums are used: Gap drum (large drum), Kasr and small drums. They place the drums in a row and place a pot of a plant called “Kondrook” which is burnt, opposite the drums. A spread for this ceremony is prepared with various fruit, flowers, herbs, confectionary, incense and candle.

Joy in sorrow

- In women’s mourning or circling ceremony, women, mother, aunts and sisters of the deceased who was young, while dancing and (kal) cheering, wave coloured kerchiefs and sometimes sing joyful Arabic songs for their young deceased celebrate his lost wedding.
- It customary to set up a bridechamber 1.5 meters high near home of the deceased which is decorated with black cloth which as a symbol of the lost youth, wreath of flowers, candle, incense, dates and halva.

Qasem’s wedding and turntable ceremony

In one of the mourning ceremonies of the Month of Moharam, Qasem’s bridechamber or wedding chamber is customary among the Khuzestan Arabs. In this ritual, two women with green dresses which symbolises saint Abbas and his wife, make up like Qasem and his wife and other women wearing masks carry trays of biscuits, mixed sweets and nuts, halva and incense, fruit and confectionary enter with kelling (cheering) behind them, just as when the bride and groom enter. At this moment the Malayeh stops reciting and starts singing joyful songs which are meant for Qasem’s wedding and the participants beat their chests and cry and kal (cheer) at the same time.

Traditional Arab games

Traditional games of Arabs include the following: Azim Alqata, Hileh, Gorgeteh, Hamerieh, Ehbal (tug of war), Mahbas, Tabeh, Chaab, Qomazeh Jijoo, Rakban, Mahabet, Ravat or Rava, Sabt or Thabet, Ali Abu, Masgeleh, Um Ziveh, Laab Louz, Laab Tin, Gelul, Shigat, Batn and Amar.

Special celebrations for boys

Birth of baby boy, circumcision, farewell food ritual and celebration for end of military service, cutting hair of the boy who was bestowed on the family through vow in a holy shrine.

Fak Hazn or taking off black wear

Usually after the death of any family member, relatives of the deceased wear black from head to toe for six months to twelve months after which, the family (elder) invites the mourners to take off their black wear and instead, new light coloured clothing as substitute and new wear is given to them (Fak Hazn).

Rituals and ceremonies of the Mandaees

Mandaees conduct special ceremonies in the Karoon River such as baptism of clothes and baptism of children, women and men.

Review of dramatic elements in joyous rituals and ceremonies of Khuzestan Arabs

1. Dramatic elements in Zār ceremony

The appearance of Zār ceremony can look like a aborigine drama. The story and design is prearranged. The spirit’s wish and the suspension about whether it leaves the body or not is the most important tension in the ceremony. The characters of this drama include Zār Baba or Mama, the possessed, Zār women and girls2 and the spirit. The time of this ceremony is before dawn or at noon. Everybody is an actor in this ceremony. Some are in motion, others are anticipating the result. Zār

2 Women and girls who are possessed but the Zār (spirit) in their bodies has been rendered harmless.
Baba or Mama is leader or director of the show. The stage and accessories are arranged in a particular order. The costume is also visible beautifully. Music is the base and foundation of the Zār ceremony. Regardless of the possessed person’s first degree family and entourage, Zār girls and women are also spectators. From semiotics perspective, sacrificing sheep is symbol of apotropaic. The cane is symbol of dominance over the spirit. Candle is the symbol of relieve from darkness and the spread, a symbol of bliss, drinking sheep blood by the possessed shows reduction of the spirit.

**Dramatic elements in baptism and marriage sermon of the Saebin tribe**

The main players of this ceremony are Ganjoor (high priest) and Tarmideh (his assistants). Other characters who have to be baptised (women who have given birth, newlyweds, children or people of different ages who have not been baptised at all) also play roles in the ceremony. A child is responsible for breaking a jug at groom’s foot. Women relatives of bride and groom are also part of characters and creators of dramatic atmosphere. The mother of bride has the role of distributing bread during the wedding ceremony. The time for this ceremony is Sunday and during warm seasons of the year.

The sound of running water is a kind of beautiful music which adds a mystic air to the river ceremony. There is also music in Mandi and after sermon, women (Kal) cheer jubilantly and celebrate and clap their hands. Regarding make-up for wedding celebration, Mandaees wear their official and religious clothes during baptism and wedding which is called “Rasteh”.

Dramatic elements in the Gergian ceremony

This tradition is particular to children and it is carried out by them, households and passersby. The stage is street and alleys. The date is 15th of Ramadan which coincides with Imam Hassan’s (AH) birthday and it is done after Eftar. The children lead this ceremony. The boys partake in the ceremony wearing the Thawb and girls wear Aba (Arabic veil) or a long dress and scarf. Music is played and sometimes the children make sounds with the stones in their hands. The end of the ceremony is when the children receive all their presents.

Dramatic elements in the joyous tradition of the Shah Paroont Spread

Dialogue links up in this ceremony and the players, spectators, the chorus and dancers communicate with one another. Koran reading and prayers and wishes of the attendance and Muslims being fulfilled are the first subjects discussed with Malayeh. This ritual has to take place on a Tuesday at the home of the wisher.

In this ceremony, the spread is: blessing symbol; green cloth on the Shah Paroont dish is: symbol of belief in imams, myrtle or green leaf is for verdure; sweets symbolises sweet palate. Stage design in

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3 Paskin Dolap is made up of a ring which Ganjoor (high priest) place’s on the groom’s finger and at the other end a small spatula which is placed around groom’s belt. The ring bears symbols like lion, snake, bee and scorpion symbolizing the four main elements of fire, water, earth and air.
this ceremony can be observed through adornment of the walls with coloured rows of paper and coloured cloth. Regarding couture, the organiser of the event and women close to her, wear dresses with strong colours such as red, violet and golden and other women wear Aba or Kuwaiti Manto and wear Schiele (scarf) on their heads. Women in this ceremony adorn their hair and face, elder women put henna on their fingernails and use various hair clips to adorn their hair. Most of the attendance in the ceremony wear various jewels specially rings, necklaces and bracelets and the younger women dye their hair. Malaye or the female musician accompanying her plays the Daf. Women kel (cheer) or as they call it themselves, they chalab and they circle and create pounding sound with their feet. The spectators: family women, women of friends, neighbours, relatives of the wisher are present in the ceremony as spectators.

Existing drama elements in the celebration in mourning:
The main characters of this ceremony are the women close to the deceased. The time of this ceremony is not predetermined. Namely, this ceremony takes place any time a young person dies for various reasons. The main tension in this ceremony for the parents is anticipation of arrival of the child’s coffin. Malayeh or sometimes mother of deceased leads this ceremony. Women wear black clothes in this ceremony. Sad songs sung by women are very emotionally effective music. The reciting by the Malayeh enhances its effectiveness. Relatives and neighbours are considered as audience in this ceremony.

Existing drama elements in joyous “wedding” celebration
Prior to wedding ceremony and other preparations, smaller ceremonies take place with presence of various people who have different roles to perform. Every person, depending on the ceremony, may play a major role in one and have no role in another ceremony. For example in the official courting ceremony, the main player is girl’s father whilst, he has no role in the main wedding ceremony and he is not even allowed to attend this ceremony. The time of ceremony can be anytime except during the sacred month, martyrdoms and death of imams (AH). Everything seen during ceremonies and rituals before and after the wedding like make-up, music, accessories and dramatic gestures have all their particular meaning. Sword dance, Hooseh (circle dance), sound of guns, all and all are symbols of joy, unity and power of the Arab (Tabatabai 1973).

Sacrificing or “Fadieh” is symbol of apotropaic. Nishan symbolises engagement of bride and groom. Director: leaders of various events before and after wedding are different persons. Regarding couture, Khuzestan Arabs as other tribes, have their own costumes and use their attached accessories and paraphernalia in their own ceremonies and rituals. Dance and music is the basis of wedding ceremonies the world over. Musical instrument is used before and after the wedding. In some ceremonies, Yezleh and stomping with sounds and Kal (women’s cheer) can be seen and heard. Guests and relatives of bride and groom are spectators of this drama show.

CONCLUSION
The researcher, after completing field studies and research and, based on the views of theorists like Schechner, Arthur and Bracket and also with reference to works of Khuzestan province playwrights, concluded that the joyous ceremonies and rituals of Khuzestan Arabs are attributable to these views. According to native Khuzestan playwright Abdulreza Savaedi, cultural and artistic diversity in any form in the lives of Khuzestan Arabs, is not indifferent to its climate. Their life style and diversity of rituals and ceremonies and in the particular, geographical position, greatly influenced their behaviour including visual and reference language, moods, verbal emphasis, loud and expressive expression and has meant that these people have arisen and grown with various rituals and customs and have passed them on. Arts particularly drama, has not been an exception and finds its existence in these

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4 Yezleh is a common dance in Southern Iran, particularly among the Arabs where men dancers hold each other’s waists and form a train, like children’s play. They then start to move forward slowly and move their body in a wavy fashion and point their finger upward.
conditions. Folk culture, rituals and ceremonies of Khuzestan people is one of the valuable sources which contains spirit of life and can be an original source for drama artists’ adaptation.

Considering Schechner’s theory, the most important form of closeness of rites and theatre is reflection of their joint activity in human life. It is the same reflection and closer look at life and human needs and views that in joyous ceremonies of Arabs show itself which is due to belief and faith in rites and ceremonies. According to Farhad Kermani’s view, the aim of rites and ceremonies is nothing less than communicating and using god’s benignity and mental discharge. This view can be seen clearly in rituals such as Shah Paroon spread and Saebins’ baptism. Arab women endeavour to praise and thank the lord’s benignity through religious spreads with the purpose of realizing their wishes. And, holding ritual ceremony of baptism is a kind of self-purification and mental discharge for joining a tribe who praise the lord and see water as symbol of purity. Considering Schechner’s view, characteristics of a performance, is reality and gathering and dispersion of the audience. Khuzestan Arabs’ ceremonies follow these features at all times and it is a native performance with acceptable beliefs. This is clearly evident in aborigine Gergian performance and visitations during various feasts particularly during Eid al-Fitr (Passover). Presence of children and their dispersion in a symbolic gesture for collecting presents and chow is a kind of native performance which can prove Schechner’s opinion on aborigine performance. According to Arthur, rituals are a means to free human instincts completely and throw out destructive forces in the unconscious of humanity. In the Zär ceremony, which is meant for mental discharge and purification of humans and freedom from mental harm, we learn more about this view. Because in this ceremony, according to Arthur, space takes on a sacred aspect and the spectators affected by an event, clearly reveal their instincts and feelings. And this revelation and identification is an expression and projection of mental states and in the end, soothes the restless spirit and on the one hand, allows self-purification in facing living conditions. According to Dr. Mohamed Reza Shahbazi, dramatic ceremony tries to identify itself with what occurs in the scene and grounds of the tribe. Jubilation in a mother’s sorrow for the young child she has lost is a prime example of this (Shahbazi 2013). Any audience who is a witness to a sorrowful mother’s dancing and Kal (cheering) identifies with her and is influenced by this fortuity. Also, in a jubilant wedding ceremony, all the families of the tribe influenced by the ritual start dancing and celebrating.

Recommendations

1. One of the roles of artists is patriotism toward traditions and rituals which are vanishing due to technology and virtual communications. Guarding, preserving and reinstating them can preserve national culture and be cultural history of a tribe/nation.

2. Considering drama elements in joyous rituals and ceremonies of Khuzestan Arabs and presence of dramatic characters, these ceremonies can be good inspirational models for theatre artists. We recommend to playwrights to draw out characters from these rituals and write about them and place at the disposal of directors. According to thinkers, theatre is a source for pure drama pictures which can establish intimate link with their audience. Therefore, the artist’s inspiration from these events can directly impact the informed audience.

Performing drama influenced by joyous rituals of Khuzestan Arabs can introduce customs and tradition of Arabs in artistic festivals because national theatre is suitable for introducing beliefs and cultural and social issues and worldview of people in the country.

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HUMANISM IN PERSIAN PAINTING

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ABSTRACT
From the beginning of the universe till now, human beings’ attitude toward himself has been one of his major obsessions and preoccupations. The first man’s attitude toward himself was created in terms of a picture, consisted of a few simple and concise lines. In every era thinkers have presented special insight about human being and different mental, psychologial, moral aspects of his existence. One of these attitudes was humanism which was raised during the Renaissance. Humanist school of thought used to deny and reject any links with mental universe and believed that all human thoughts turn towards his existence. Thus, such kind of philosophy and attitude toward human beings was also spread in paintings and introduced a painting style called “humanism” in which human being was affected by the dominated morality and mentality of this worldview and the particular type of its philosophy. In this regard, in later centuries anthropocentrism which was one of the main principles of the ancient Greeks made thinkers and philosophers suggest different attitudes they had towards their human beings.

Keywords: Humanism, Persian art, painting, human beings, human thought.

INTRODUCTION
Through out the history, there have been numerous attitudes and ideologies (especially in painting) any of them requires its own language for translation. If we escape from the art of ancient times and the take a look at the art in modern era, we could see more new features of the visual elements of human figure all over the paintings that is naturally rooted in a particular world view which has grown under the effects of the culture and literature of its own era. For example, in modern paintings, we encounter with tendencies which illustrate human beings, especially western man, in an alien, irrational and disjointed world. This human being is the product of attractions and external tendencies, a mesmerized human scrambling for progress and agony and a human who is the result of war. Such an art has an endogenous message. It wants to illustrate human being distorted, nor to endorse the indecency, but to fight against additives. For example, a representative of the expressionist movement which is known as one of the products of modern art divisions, never try to desecrate the man or does not distort the form to enjoy of shocking the audience, but it wants to represent its concepts in a impressive manner. In other words, the necessity for artistic expressions encourage them apply pure visual elements and the reject the naturalism. Permutation and human being distortion by the artists of this era is used in order to deepen the representation of states. The achievement of these artists, on one hand helped the cynical and individualistic ideology, yet on the other hand, revealed an obvious picture of modern human historical situation. In the modern era human being is intended toward the inside of himself due to the severe impacts of his clamorous world and states his mind interpretations through the illustration of structural distortion (deformation). With a an intelligent look at the artworks, human being can interpret the life story of his counterparts and clearly understand the environmental and cultural conditions of different eras and the dominate atmosphere in each time as a whole. Also, one can extend the attitudes of human beings to the the surrounding world and the universe during different eras by comparing the application of similar visual elements.
The necessity and importance of the issue:
The analysis of artworks, these ancient and true mementos of several centuries could open broad horizons in front of our eyes. Meanwhile, as the human figure is worthy of more attention because on one hand it is always as important as cogitation and on the other hand it is an expression of human feelings which represents the deepest ideas of humanity. Hegel finds the best figure in the human body which is the result of nature and natural forms. It is the most appropriate form of expressing inner thoughts and feelings.

Main purpose:
Although humans forms in Iranian sumptuous painting, especially in single figurines are full of a sense of beauty, sophistication, dynamism and visual appeal and is never in line with the human figure in Western painting schools, including neoclassicism, romanticism and realism. From this mystical view, human is essentially equal and as valuable as other elements of painting and his face is aligned with other elements of paintings from the view of abstraction and the criterion of distance from the nature.

No element in the realm of Persian painting tells “me”, even in paintings where the whole space of the painting is occupied by only one human figure, the sense of individuation and ego is not felt from his face. There is no spotlight throughout the space of Iranian paintings thus, all of the elements of the painting receive the same radiation. The human figure during the heyday of Iranian painting, for example, Herat school in Timurid era or during the period of Tabriz school of painting and especially in Isfahan school of painting was the embodied form of such an attitude. Therefore, especially in single figurines, human is illustrated in a trance-like sufis-maslak manner and terrestrial determinations don’t dominate him. Human figure in Iranian sumptuous painting is consistent with the presence of human being in Islamic-Iranian mysticism.

The main question:
• Does humanism in Persian miniatures align with Western humanism?
• What approaches does the Iranian painting follow?

The scope and focus point
• From the seventh century to the present era

Hypotheses
• Anthropocentric view exists in Iranian painting
• Anthropocentric view in Iranian paintings is in line with western humanism.

Methodology
This study follows an analytical, descriptive, historical methodology.

Human figure in paintings
In examination of art, especially in the individualist west researchers aimed at identifying particular artists and diognosis of their artworks. Thus, based on the general nature of their artworks, it seems that the common style of an era was constructed based on common themes and characteristics of the human body, natural landscapes and space. Most of art historians’ time is spent on the identification of particular artists, schools of painting and specific styles. As paintings in other Middle East countries, Persian paintings from the seventh century onwards should essentially be seen more or less as products of anonymous painters and certainly this situation also continued in following periods (artists or creators of royal versions of paintings generally are unknown to us as creative people) (Samadi, 2008). The whole of the original painting to the ninth century could be analysed in terms of visualization of literary works. Obviously this gives priority to certain visual perspectives and attitudes such as heroism, romantic, lyrical, realistic and these are equivalent to qualities in those words that can be converted into a visual format. But it is also clear that when a particular literary work was created, in the long-term, the subject of paintings and their approach does not stand still and dramatically change. This clearly indicates that the non-aesthetic forces
at work that affect the choice of images and their characterization. This change in attitude is quite evident from the second quarter of the tenth century, when the majority of the paintings are not illustrations of literary works and hence, more or less reflects the personal taste and spirit of the artist and his patron. In the selection of topics of paintings and the way their illustration, according to public interests and idiosyncrasies of time, other non-literary reasons can be considered. The beginning of Iranian painting in the Seljuk era (the late sixth and early seventh century) is indistinctive that a definitive conclusion can’t be made from it. Earlier artists used to paint heroic or romantic legends including two or more bodies, and often common narratives of this story were chosen for painting (Izadi, 2004). One of the most basic and the most crucial elements of the Iranian miniature, both in terms of size and visual aspects of meaning and content is the human form. In painting, the main focus for Iranians is the human figure. One of the most common and most frequently used elements of the space in Iranian painting has been the human figure and of course it used to be offered as a rule until the Qajar era.

**Iranian traditional painting**

**Timurid era**

Since traditional painting interpret the objective phenomena in illustrations, never seek to observe the natural proportionality of the body and instead tries to proportionate the portrait space from the view point of composition. While in the contemporary paintings we see that the body has its own natural and objective proportionality. Here, as in most paintings of the humanism era in Europe (fifteenth century B.C), the audience is faced with the focal and concentrated presence human, while the traditional painting never pays attention to the human from such a view point (Maskoob, 1992). Throughout the most of the Mughal period (late seventh century and the first third of the eighth century) illustrations of historical texts were influenced by the Chinese paradigm, which no clue can be provided in the field of specific Iranian paintings. In small size versions of Shahnameh belonging to the various schools also no new developments can be seen, because their approach to visual content, body composition and landscape making mainly depends on approaches of Seljuk era, except that now they have placed some motifs of the Far East inside them as well (Maskoob, 1992).

**Heart school**

Herat school of painting as a paradigm (a model) of Iranian sumptuous painting shows a human figure, the typical fact and the ideal example of man and humanity. Therefore, using the language for the visual and typical form of a complete man comes to fruition. Iranian sumptuous painting, espicially Heart school is anthropocentric and therefore, human figure in this school emphasizes on the spiritual aspects which are the results of discovery and intuition and suli-like taste of the painter and in such paintings materialistic and human complications which exist in paintings of western humanism vanish and humanism finds a modest and humble awesome which human bows and surrender in front of a premier power that has created him (Etebaryan, 2007).

**Kamāl ud-Dīn Behzād**

Kamal ud-Din Behzad was one of the greatest Iranian miniature painters which Heart painting school is known under his name. His greatest concern is focused on the human figure in his painting space and he uses the human form in a different style. Behzad is the representative of the period in which the human figure presented in the best form in Iranian paintings (Maskoob, 1992). Kamal ud-Din Behzad had a different attitude. While he was still has used an adorned vocabulary and has emphasized on the equipment to the Royal Palace a new realistic tone had entered in his paintings. In his paintings the palace servants, ordinary people and even the poor were drawn in realistic manner with the same scale of the king and princes’ figures. In these paintings, the artist never afraid of describing the perceived excesses of life, even vinosity and he illustrates them without any shame and also with insight and an amazing wit. For the first time in Iranian visual arts scenes of shepherds, surfing in the nature, construction work in the cemetery, and events inside the bathroom were considered as suitable issues for painting. Even military operations went far beyond the facing of hostile armies pitched battle of horse riders. Now painter
represents scenes of attacking to strong castles, crossing rivers, and even cleaning the caves from the enemy. The prospects of the material world and its human occupation seemed so attractive to artist that he hasn’t described his personal affairs, such as love life. Therefore, this position remained relatively unexplored at the time of deep psychological understanding in different fields (Samadi, 2008). The human figure as a key pillar of the outstanding elements of Kamal al-Din Behzad’s paintings has a special position making communication and links between elements of painting as a key motif. From this view point, the human figure from the visual aspect is a live element moving element create a link between the forms and the overall composition such as a chain. And from the content view point the human figure is an organizer element, the intersection and an illustrative tool for the expression of emotions resulted from the secrets and the symbols of the painting. As such, Behzad illustrates all elements and components of the painting in strongly and unwavering link using visual elements of human figure its content expression. Although Behzad painting the human figure plays a key and pivotal role, do not undermine the value of painting elements and not marginalized, but gives a new and dynamic credit. In other words, the presence of humans in a different way in Behzad’s painting paving the way for a more dynamic and rhythmic movements in two-dimensional space of Iranian painters to induce the harmonious movements composition line. But in this context, Behzad’s paintings are not human oriented and is not based on the human figure everything has not been allocated to human figure. Preferred form of man is not considered as the domination of man over his painting elements (Pirooz, 2006).

Isfahan school
In single figures of Isafahan painting school the sense of individualism and personality are excluded in favor of a symbolic expression of humanism rooted in Iranian mysticism. Painter of the Isfahan school of painting, following the Sufi thinking in Iranian mysticism, considered worship of beauty as the cause of spirit elegance and eventually stylized ethic refining and perfection of humanity and doing, so is immersed in beauty of God and his goal look at the face of the God. In fact, the the mystic painter finds the beauty as a mirror that the God has emerged in it and therefore is free from any arbitrary and sensual look and also provides deep spiritual preparations for the mysticism journey (Hatam, 2003).

Safavid era
Most significant new species of Safavid painting was the casual appearance of rulers’ portrait especially their face. Shah monarchy is not illustrated as an ideal reflection or small but detectable component of a larger composition anymore (as it could be seen in Baysunghur paintings), but he is a single figure with independent personal identity. But the picture of the mentioned person is at the opposite point of the quiet young man with no beard, round face adorned with beautiful clothes and a delicate and unstable situation. Although the implicit meaning of the word homosexual is not clear with this model, a new form of self-worship appears in such paintings. Of course, this does not rule out the issue of the relationship between man and woman; on the contrary, now it has become an almost common theme.(Naderpour,1975) There are several paintings of single leaves that show a man in full uniform close to a beautiful maiden. The two, in spite of their artificial state, imply a relationship of passion, although they induce a look along with shame. In the middle of the tenth century and during a hundred years later, this trend became more prominent and more quickly at the same time. When religious subjects such as Sufi whirling or dervishes are illustrated, the rich colour and prolific scenery that represent the last remnants of the adorned style are excluded. Now, Safavid’ school of painting illustrates these issues in a linear elegant way with a brief reference to the surrounding environment. The simplicity and directness also occurs of representation in the illustration of rural and itinerant musicians and actors. In the romantic scenes, there is also a full and emerging sense of close relationship that could not be seen before (Maskoob, 1992).

The next step in the visual exploration of the world was knowledge and obvious fascination in often banal routines of ordinary people that were previously overlooked or considered worthless to register. Therefore, in this period we can see simple linear design of the most common everyday routines (Noori, 2007).
The final stage of the transformation in Iranian painting refers to the interests in weird and ugly stories. Artist becomes curious about unpleasant aspects of life and depicts them. Temptation of dealing with every day routines and even scenes of life in the early eleventh century was so attractive the artist could not pay any attention to space around. Hence, it seems that the surrounding world of main theme will be trimmed in the painting. Tree, bush or rock, some small cloud, or a cup of wine represents the material world. In this way, the Safavid painter followed symbolic approach of the previous school artists to show the location of the event. Iranian ancient painting comes to an end with whimsical designs of mid-eleventh century. But this is not an end to artistic effort and visual exploration (Farzad, 2002).

**Qajar era**

In the Qajar era, the thirteenth century, major changes occurred in Iranian artistic and technical drawings and two new aspects were raised. Some of the finest paintings of this era exhibit a profound psychological evaluation of human internal force especially his talent in wickedness. Following the replacement of oil paint, instead of watercolor and the raising of perspective, shading and volume processing in the Qajar painting which was the product of cultural exchange with the west, traditional and abstract world of Persian painting with all its fanciful properties was put aside and Iranian paintings left its own traditional space and moved toward single figure processing and portrait. Painters of this era focused on the portraits of the kings, princes, dancers and musicians, and some paintings of Iranian prophets and heroes, of course, based on the current face building version gradually cut their connection with literary themes and and started to paint subjects that authorities and art art supporters were interested in and this environment overshadowed on Persian painting space. (Beheshti, 2003) In the early period of Qajar painting, recent subjects were not presented as a completely naturalist and realist subject, but it was presented as a handwritten-like subject on the basis of a rule such as the ideal beauty at that time. This rule was the aesthetic criterion of community leaders, who wasn’t of Iranian origin. At that time, the ideal of beauty consisted of round face and oval vinter eyes and thick nose and small mouth unibrow and all women in Qajar paintings are as such, and to these aspects a small mustache and round cheeks with rugged makeup should be added and this kind of beauty is visible and tangible in remained photos from that era, especially women of Nasereddin Shah. Portrait of many individuals were painted using the same rule in such a way that the identification and isolation of the men and women’s face was possible only from the men’s beard and mustache and women’s thick unibrow and vinter eyes (Hatam, 2003). This new tendency in Iran’s painting art was mostly affected due to the prevalence of phorography and caused painters to start a severe competition with photography art to obtain the Shah and government dignitaries’ support and encouragement and crush aesthetic value of the Iranian paintings unintentionedly. Photography alongside with European art styles, made it possible that the artists can work the issue with as much accuracy as he can and can achieve psychological details of the work. Iranian artist goes on to express the human degeneration, although he can not do as much effort as artist of the west such as Francisco de Goya. (Ajoodani, 2003)

In portrait of Qajar courtiers or middle-class backgrounds often a fairly realistic view of a garden, house or palace can be seen. In addition, the views of the typical landscape of the Italian Renaissance are visible in these paintings. This can be considered as an alternative to the waves of alien influences that its counterparts could be seen in the backgrounds and Chinese scenery of the Mongolian era. Only people in various aspects from Arif to Shah, from ugly to beautiful are the real issue at all stages of its development in Persian painting. Even today, this tendency is clear, and the relationship between man and his environment continues. But now both visible and invisible worlds are appropriate issues for this endless search (Jarahi, 2009).

Last known work of Mirzababa is related to the year 1225 AH where humanist principles are fully observed. Excessive pride of Fath Ali Shah and his beautiful feature and shape could make the painting full-equipped to show the king's splendor. Robert Carpenter wrote I had never ever seen such a glory and perfection. His face was very trimmed, the color of polished marble, exquisite fine lines of his face, his
eyes were black, sleek and penetrating Mirza Baba in this field were painters like Mehr Ali, Abdullah Khan and Hassan Khan (Etebarian, 2007).

Full face, show people from front view which was common in this era was the influence of photography and journalistic print photos and imported products of the west. The overwhelming and exaggerated intricacies for demonstration of emotions and personality were the effects of such a tendency. Passion and an insatiable appetite to compete with long-lasting photos and cameras in single figures from the Qajar period confirm this matter. The imperfect technique of the traditional rules which is evident in the works of artists of the period is not due to the poor attention to traditional criteria, but to the weakness in the representation of the nature (Etebarian, 2007).

The overall human shape in Qajar paintings is based on the attitude of western humanism. Human figure in Qajar painting overshadowed all the other elements of the painting and their undisputed domination on space both in size and composition of the work is emphasized. Work delicacy and small details processing, a variety colores and skillfull paint working which was used most in architectural spaces and nature and background before, was totally summarized in human figure and no attention was paid to other elements of painting and the surrounding environment. Human figure in Qajar era paintings is illustrated based on the humanist philosophy while the presence of human figue in Iranian painting can not be consistent with the definition and meaning of western humanist (Hatam, 2003).

CONCLUSION
In humanist thinking links with the non-ostensible world (mental world) is the negated and denied. All human thoughts have turned back into the shape and dimension of the human sensory and partial human wisdom (which is his personal thoughts). While thought of presence and ordering human figures in the Iranian miniature is derived from deep vision of human existence and is rooted in Islamic wisdom and mysticism. In this view human being has an inner journey to the divine. His vision does not limit itself to the world of sense and provides meaning in relation to the world that human nature is originated from interpret the nature in another way. In Islamic Iranian thinking the emphasis is on the fundamental task of human and the linkage with his nature is determinated for him. Following the Iranian painting human being doesn’t chain what he has grown in his mind to the surrounding world and connects what he has taken to the divine world using different types of codes and symbols and release himself from dependency. Iranian artists tries to show an alive speaker human in a two dimension space by the tendency to showing animations and real vibrant figures due to the limitations in application of perspective rules.

REFERENCES
TRANSMUTATION OF NATURE IN THE LITERATURE AND LAND ART

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ABSTRACT
The Human’s tendency to make changes in the nature has raised various views in the area of literature and art; and over the history, these views have become a concept integrated of diverse themes. One of the major consequences of the present age is the disturbed relationship of the human with the nature, which is a threat to the world of ecology, and the society continuously looks for a technological solution for dealing with a crisis developed by the technology itself. This consequence has developed requests for broader discussions on the changed concept of nature and contributions to promote humans’ thoughtfulness in order to find a way out of the crisis. The concern of many poets and artists in this regard is to develop a language consistent with this time for regaining the nature and its relationship with the human. This qualitative study was conducted to examine the effect and recognize the synchrony of ecocriticism and land art, which are nature-oriented in their works, using references available in the library and illustrated references. The nature-oriented literary criticism has developed a new perspective toward expressing artistic purposes, which is the main objective of this study, through using verbal features and effectiveness of the manifestations of nature.

Keywords: Nature, Literature, ecocriticism, land art.

INTRODUCTION
Nature has been always a source of art from the beginning up to now; from Chinese and Japanese paintings to Timurid and Safavid paintings and miniatures; landscape paintings of painters living in the seventeenth and eighteenth centuries AD and painters of the nineteenth century AD, such as “Turner” and “Constable;” impressionist painters, such as Van Gogh, Gauguin, Monet, and Pissarro; and works of various schools of the twentieth century AD that originate from the nature in a modern way. It is also more obvious in the art of poetry where relevant examples and signs of nature can be found in poetic works all over the world since old days. The colorful fantasy nature is the main theme and dominant perspective of the songs and poems of Saffo and Billy Tees in Greenland and magical coasts of Greece; ignorant Arab poets, such as Amr al-Qeis; and lyrics at the beginning of odes composed by Iranian practitioners of the ode in the fifth and sixth centuries AH, such as Farrokhi, Azraqi, Khaqani, and especially Manochehri who is specifically named the “poet of nature.”

It might be argued that all the humans over a certain period of history were poet; the period when people were getting surprised with normal natural events, any sensory perception of the environment was new and amazing to them, and naming the objects was the initial experience and the poetic and rational consciousness. However, the works of Romantic poets and painters were the first ones introducing the nature not as a context for human activities but as an independent and integrated entity. The nature concept, especially in the sense of natural beauty, up to the end of Romanticism was inspired by the Plato’s philosophy, which is almost related to the notion of harmony as a unity developed between human and nature, as the human is a separable part of this harmony. This specific Romantic orientation continued in next eras in works of people, such as Henry David Thoreau and John Moor, through prioritizing the wild intact nature over the civilization and its products. Another factor effective in the expansion of the nature-oriented approach to the world was Darvin’s theories that perceive the human not as the center of nature but only as one
The energy crisis and environmental disasters in 1960s and 1970s pushed Americans to pay attention to the sustainability of natural resources. This was an onset of an unprecedented art movement called land art whose influence was experienced in the Europe. The land art arose numerous critical reactions. However, it emphasized their determination to break the common perception of art. It implies the cultural reproduction of natural materials and directs the humans toward developing a possible compatibility between designs and their natural samples.

Some artists reviewed the relationship between human and nature in the past and concluded that the presence of a respectful sanctimonious attitude toward the nature and its elements in the traditional world of the art and literature of different regions has made the human deem the nature sacred and divine and thus try to protect it continually. In the modern world, however, there is a viewpoint that tries to exploit the nature as much as possible in order to obviate the human's immediate needs and has resulted in
destruction of the environment and serious damages to it. Reviewing the modern human’s ideology of the nature, therefore, such artists struggle to save humans against the danger they may themselves make, and the approach to the relationship between human and nature can be helpful in this regard.

The present study was conducted to examine and recognize the effect of ecocriticism (the nature-oriented literary criticism) and its relationship with the land art and the fundamental concept of nature through analyzing nature-oriented works of some certain poets and artists.

Some main questions answered in this regard are as follows: firstly, how have humans’ metaphors of land affected the way they treat it? Secondly, how have the land art and literature affected the relationship between human and nature? Thirdly, how has the environmental crisis influenced the contemporary literature and the popular culture, and what are its influences? And fourth, how do the literary studies and environmental discourse integrate and interconnect?

Given that artists try to produce noble and native art works regarding the cultural and social needs, training the artists and raising their knowledge and counseling about art approaches can be helpful in this regard. It is hoped that the familiarity with the real image of the temporary art; the evaluation of relationship among art, literature, and society; and the familiarity with the status of artists in the society would largely contribute to the progress of goals of all artists and art lovers for protecting the environment.

**Review of literature**

There are various books and documents, which are in English and related to the Western thought, about the land art. One of the reliable references in the area of land art and environmental art is the book Land and Environmental Art that was written by Kastner and mostly discusses the history of such arts and works and biographies of artists of this new movement.

Another book in this regard is the Earthworks and beyond written by John Beardsley and published by Abbeville Press. The border between environmental art and landscape architecture is not clear in the above book. Other books in this regard include Currents: Contemporary Directions in the Visual Art written by Howard J. Smagula. One chapter of the book has been dedicated to introduce the land art and its well-known artists. Another major book published in this regard is the Land Art written by Michael Lailach in 95 pages in 2007. It discusses the origins of the land art movement and initial works of its artists. However, it introduces few works of the artists and only discusses their attitude and working procedures briefly on one page.

However, there are numerous articles and works in the area of the role of nature in literature. The most important book written in this regard is the Greg Garrard’s Ecocriticism, which is the subject of this study. The author of the book, which is a kind of literary criticism, examines the historical evolutions of ecocriticism and introduces the most important metaphors in this regard, such as the pollution, desert, apocalypse, habitation, animals, and the earth, to readers. The book, however, does not only introduce the ecocriticism and examine environmental subject matters in literature but also talks about an independent context that begins a new era in studies on the environment and ecocriticism that is the subject of this study. Garrad’s attitude is critical, in that, he does not only introduce specific concepts and currents of ecocriticism but also reveals the extent to which each of the concepts and currents is ideological.

Given that numerous artists and poets in the area of literature and art manifest the archetypes and primitive beliefs about the perceived time and existence in their art and become intimate with the nature using natural elements, no article or book on the link between literature and art has been published so far. It is hoped that the present study would contribute to future studies in this regard.
Ecocriticism in the literary criticism
It is centuries humans are the major aggressors of the nature. Humans have cruelly exploited the earth with their rough and abusive behavior, and clearly, they do not have a goal other than overcoming the elements of nature and changing them into their desirable things. It seems that humans always have sought to captivate the entire universe over the centuries. In this regard, ecocriticism is a new theory of literary criticism that has been defined as “a science of examining the relationship between literature and the environment” around the human by Cheryll Glotfelty, a pioneer and an inventor of this type of literary criticism, in 1996 and explores the human’s cruelly attitude and behavior in poems and literary works of artists from past to present. The environmental critics mainly aim to eliminate the human / nature or culture / nature conflict and believe that the human-centered approach to the world is the major cause of environmental crises.

Here on the basis of the nature-oriented literary criticism, the culture of the human behavior is questioned precisely, and numerous subjects, which are considered as determinative attitudes and issues of the interaction among the human, nature, and culture, are discussed regarding naturalism. “In its broadest sense, ecocriticism is the study of the relationship between literature and the environment or, in other words, the study of the relationship between human and nonhuman issues.” (Garrad, 2004, p. 5)

It is the nature-oriented literary criticism where humans may have tried and succeeded to view everything from the perspective of nature regardless of their own profits and losses for the first time. Those who have paid attention to this moral philosophy in their works include Rabinderanat Tagur (1861-1941), an outstanding Bengali poet who was a philosopher, a writer, a critic, an artist, and above all, a teacher although he has been known as a poet. Tagur who traveled to Iran twice in 1311 and 1932 and 1934 was primarily a poet and an artist. His epic poems, dramas, novels, and literary essays had become perfect in all literary styles. That Indian brilliant artist was the first Asian figure winning the Noble Prize for his collection of poems named Gitanajali in 1913. He has composed exquisite and profound poems many of which are related to the nature. In this regard, he wrote a letter to one of his friends in 1930 as follows: A major part of my early years was spent in watching the world of nature. Watching these beautiful manifestations of the universe made me happy. The love of nature in me was so deep that when I woke up in the morning, I was sure I would find newborn things in the nature that would fascinate me, and I would be overwhelmed with joy when I am watching them; new-created novel things with endless beauty and glory. (Rouhi, 2005, p. 45)

His own view to the nature as a space allowing the human to perceive a sense and in which the relation of human to the environment and the human’s invasion to the nature and its reciprocal adverse effects for the human can be seen in one of his poems entitled O flower, I picked you, “I picked the flower; oh, when I put it on my heart, its thorns annoyed me. When the night came, and the daylight disappeared, I found that the flower had withered, but my pain still remained.” (ibid)

Although the above poem begins with flower, the main objective is to pick the flower. When he picked the flower, his hands were injured with the flower’s thorns, “what an aroma and beauty numerous flowers gift us, but now, the time to pick the flowers has gone, and when night came, nothing was left from those red flowers except the pain.”

He continues in another part of the poem, “No, you do not have the right to pick the blossoms in the flowering season, shake and split the buds, and break the branches. Because, it is beyond your power to grow and blossom them again and …”

It is absolutely clear that some of these metaphors provoke the perceived intact space that has been destroyed by humans’ mistakes. In the above verses, humans receive the normal reaction of their behavior because the nature is not a silent observer
and someday shows a reaction that might be a thorn scaring humans’ hands or a horrible earthquake or tsunami!

The mystical approach to the nature in the area of literature can be found in works of another poet and artist Sohrab Sepehri who is of special importance in Iranian poets and artists. Sepehri drowns in the nature, and when he is overwhelmed in the nature as such, he achieves the material of his poem’s images. Thus, the nature is in the climax of fancy in Sepehri’s poem when he says:

I’m a Muslim
A red rose is my qibla
The fountain is my prayer mat, and the light is my seal.
The land is my prayer mat …
I say my prayer when the wind call to the prayer
On the finial of cedar
I say my prayer after the grass begins to pray
After the wave begins to pray …” (Sepehri, 2015, p. 272)

The characteristic of Sepehri’s poetry is to personify the natural phenomena and objects. Everything is alive, can feel, boasts, and breathes in Sepehri’s poetry. As he says, he is actually that poet using the plural you to address the madonna lily. In his poetic language, words are created simultaneously with the entire poem. Like his love of plants, grass, and flowers, his poetry suddenly grows in his mind. His chastity, purity, and rural innocence seem to influence his poetry (Figures 1).

In his poetry, Sepehri applies a simple language and invites people to watch the nature carefully, approach it, and integrate with it.

He did not like the environment and time in which he was living and was seeking a superior world.

![Figure 1. Sohrab Sepehri www.espace-sculpture.com](https://www.espace-sculpture.com)

In this regard, he says at the end of his poem:
We are not supposed to identify the res rose
We may be supposed to levitate in the enchantment of the red rose …
We may be supposed to
Seek the song of truth
Among the lilies and the century.

The end of the above poem is actually an invitation to perceive the mysticism truly and use it in the era of steel and friction of metals. In the bustle of various sounds in machine age, Sepehri still listens to the song of truth deeply and is worried about the loss of humans in the cement surface of the century.
Frough Farrokhzad describes the above situation in a very beautiful poem as follows:
I feel sorrow for the garden
No one cares about the garden
No one cares about the fish
No one wants to believe the garden is about to die … (Farrokhzad, 2004, p. 287)

Another beautiful poem in this regard is that of Manochehri Damghani, a great poet in the fourth century AH, who describes the sorrowful leaf-shedding fall with utmost subtlety and beauty:
Go and bring fur, it is fall / the cool wind is blowing from the Kharazm
See that shedding leaf on that grapevine / it is like the dyers’ wear
The farmer is surprised / because neither the flower nor the pomegranate in the garden (Manochehri, 2003, p. 165)

The similes used by Manochehri, the poet composing of nature, are the most precise and fantasy paintings of the nature. The fall in the earth can be well felt in the above poem. The poet dedicates the color of his own character to the poem when choosing a subject from the environment; this is a combination of mental life with the social environment as an artistic creation. His manner of describing the nature, use of similes, and equalization of the natural elements, objects, and affairs arise from the living environment. According to the philosophy and science, no phenomenon in the world remains fixed, and no truth can be hidden; however, mystical knowledge is necessary to understand the philosophy of nature.

“Returning to the origin necessitates the recurrence of a truth in the world. The reason is that the return of a moving entity to the point that has left behind is futile. In the course of their moving, objects and nature pass through similar points, such as the wheat that moves from the root to the stem and then to the cluster. People assume that the product is the same wheat cultivated in the soil, whilst, the wheat has broken in other representations and continues in next forms” (Pournamdariyan, 1996, p. 271).

Jibran Khalil Jibran states:
When you are chewing an apple with your teeth, say yourself, ‘your seeds will continue living in my body. Blossoms of your seeds will blossom in my heart. Your pleasing aroma will ascend to the superior world with my breaths. Yeah, we will be cheerful together forever. (Jibran, 2003, p. 45)

The Iranian famous poet Sa’di has described the four elements stunningly in his poems:
God created the sea. He created / the sun, the moon, stars, and day and night for trees and humans
He creates animates from a sperm and sugar from sugarcane / the wet leaves from the dry wood and wells from granite
He creates gems from granite, pearls from the shell / Humans from soil and petals from the plant. (Sa’di, 1988, p. 80)

With his art, Sa’di pleasantly depicts the natural elements surrounding him and provides readers with a colorful painting of words that has been maintained its freshness and elegance up to now. The meadowlands, trees, stars, passage of seasons, and so forth fascinate any audience, and changes in them would make humans happy or sad. However, poets who perceive the world from another perspective find these changes more beautifully and seek creating marvelous themes and interpretations that may be messages for humans and raise their spirituality.

One day, however, humans have to pay high costs in recompense of their egoistic attitude toward the nature. They are used to destroy some things to build other things. They destroy beautiful rocks in order to build a statue of themselves. They break a generous tree to make a musical instrument. The strange point, however, is that they think they can grow blossoms with the help of technology and science, whilst, only the mother nature can bear and raise its children.

Although ecocriticism has been introduced over recent years following the incidence of natural events and reduction of natural resources in the world, the humans’ cruelty has obviously received the attention of many poets and artists from the past to the present. Of a large number of poets and artists, Tagur,
Manochehri Damghani, Sepehri, and so forth have been among few people who paid attention to the humans’ aggressive behavior toward nature and depicted it besides praising the nature as a source of literary inspiration and artistic creativity.

**Nature in the land art**

The nature has been of special importance in the traditional ideology as an agent associated with the metaphysics and logos. Moreover, the nature has been always emphasized as the most important model of beauty manifestation for artists. In Dehkhoda Dictionary, nature refers to the entity on which humans are created, character, matter, temper, essence, quiddity, and so forth; the four elements, including soil, water, air, and fire; one of the faculties of the general soul; the faculty of natural integrity in objects, faculty of thinking in all things (Sophia), the faculties’ origin that can reason, the origin of any motion and stillness, and the divine truth (as termed by Sufism) (Dehkhoda, 1998, p. 15381-2). Aristotle define the nature as “the origin and cause of motion and stillness of an object essentially not accidentally.” Ibn Sina also uses the term nature in several meanings of which the major meaning denotes, "a power making the element move" (Nasr, 1998, p. 331).

The above definitions show the nature’s intellection, reliance on the Sophia, and vivification from the perspective of traditional sages. In the contemporary perspective, the nature is an entity the human is not involved in its creation, and it is the result of human’s mental; dialectics and world of objectives. The nature in the contemporary perspective includes the entire earth planet; even the existential universe that involves all creatures, including humans; the earth without humans and their productions; and natural elements inside or outside the living environments (Naghizadeh, 2005, p. 31).

Despite the common grounds in different cultures’ attitude toward nature, different civilizations and eras also have totally different ideas about the nature, which have resulted in appearance of differences in artists’ attitude toward the natural environment.

Such ideas are found in many civilizations. In pre-Islamic Iran (Zoroastrianism), the nature and its elements were considered sacred and sometimes have gods. In Zoroaster’s message, the protection of nature and respect for the ground, water, soil, and plants are seen more than any other things (Mohammadi, 2011, p. 53). In Zoroastrianism, the fire was a symbol of Ahura Mazda; contaminating the nature and its elements, such as wind, water, fire, and soil, was considered a great sin; and Anahita and Ashi Khashu or Ardu Khashu were goddesses of water in Iran (See Khaleghi Moghaddam, 2007).

However, the subject matter of this study is that the nature and the four elements are eternal and living beside humans, and each of them has too many symbols that are sources of inspiration for artists and poets in the area of literature and art. In the literature and contemporary literary criticism, these symbols of environmentalism comprise a collection of approaches and attitudes, each of which perceives the environmental crisis in its own way. The most important approaches are as follows: cornucopia, environmentalism, ecofeminism, social ecology, ecophilosophy, and so forth (Figure 2).

Each of these approaches toward the nature is important on its own. The texts in this regard are mostly based on the prediction of adverse events if ignored, environmental crises would occur certainly. Furthermore, the elements of nature are of special importance in the area of art, are always used as materials in works of artists, and have been changed into numerous art movements, such as the land art, over the history. The artists of this movement actually have taken an action to defend the natural resources, and the movement began in the United States in 1960s.

The United States as the origin of land art faced with interior and exterior crises, such as racial unrest, student riots, and so forth. These environmental crises and disasters in early 1970s attracted the Americans’ attention to the natural resources. To express the serious violation of the traditional perception
of art and the common system of social values, young avant-garde artists moved from the city toward Nevada’s desert areas that remained more or less intact. Actually, it should be argued that what pushed the artists of the land art toward Nevada, Utah, Arizona, and so forth was that endless space and neutral ground that somehow induce serenity.

The land art is directly related to the natural environment and natural materials, including stone, wood, soil, and so forth, which are used to form the structure of the land art. Mortality is the complementary part of land works. The direct experience of winds, rains, life-threatening storms, searing sun, and humans’ destructive and aggressive thoughts specify the historical destiny of land works. “One of the characteristics of land art is its affinity to the volumization tradition that has made a new path since the beginning of the minimal art. The art of volumization may be excavation of a place, a land full of metal bars, a buried cottage, or footprints on the lawn. Another characteristic of the land art is that it is created in an open space, that is, the works are not exhibited in galleries or museums. The works are perceived only where they are created. Artists can only show the paintings, maps, texts, models, pictures, and videos of their project in exhibitions.” (Lailach, 2007, p. 24)

In the contemporary historical context where land works are created, the thought of attenuation, the frequent losses of systems and organizations and inefficiency of many of them, the destruction of thoughts and beliefs have not been strange. Such a routine along with the historical life routine that is full of destructions have raised the thought of mortality as an inevitable reality in the mind of land works and have welcomed it sometimes as a criticism of the natural life events or man-made systems and sometimes as an amiable thought for creating a modern world.

The art material is a medium influencing the symbolic and figurative message of the resulting work. In the area of land art, the material not only refers to the flexible objects but also is considered a means of transferring fundamental, historical, and mythical concepts. The propagator of land art, Walter De Maria, states, “God has granted the land to us, and we disregard it” (Lynton, 2014, p. 374).

It is over thirty years since Walter De Maria expressed his interest in disposable materials (the materials that were disregarded as disposables by the previous art). “He had found out the unique quality and aesthetic attraction specific to the land as a medium” (ibid). “This unconventional action is a very different category known by various labels, such as the land art [art as large as a landscape], minimal art, impossible art, environmental art, and so forth, depending on the form it takes” (ibid).

Artists in this area change the huge mass of soil into temporary sculpture-like forms, create patterns on the frozen surface of a river, or make new arrangements in a recently plowed farm through re-raking. They may act similar to Richard Long who walked on a marked line in a remote area of the world to the extent that he made a pathway in a land that had remained intact. Long presented only a picture and a map of his
struggle. His free designs manifested the primary conflict of all spectacular interventions in the land (Long, 1994, p. 127).

The Iranian artist Ahmad Nadaliyan is one of the artists who have venerated the pragmatic variable sense of the relationship between culture and nature and presented their works in the natural environment. To do so, Nadaliyan lives in the nature and places his sculptures in a peaceful environment in the nature surrounding him. Water is a vital element in his works and makes them meaningful, and a large number of symbols he uses root in ancient myths and rituals of pre-Islam civilizations. His art is expressed through various media, such as carvings on the rocks, layouts of the eland art, the art of ritual performances, determination paintings that remind ancient designs, the installation art, video art, net art, and interactive works that require the addressees’ cooperation. In an exclusive interview held by the art critic and author J. K. Gerande, he explains:

I like my works show the obsolescence and deterioration of the nature on one hand and the wish promising its revival on the other hand. I did not choose the nature, rather the nature chose and attracted me and teach me how to represent the lost nature again. My behavior might have been instinctive and I might have sought my lost paradise. That paradise has been both my childhood memories in the nature and a reminder of nostalgias for the ancestral lifestyle … I do not intend to deal with the present realities and do not ignore the present beauties. I like to keep the current life and the future of past beauties with myself. I have intentionally buried many of my carvings in the nature. (Figure 3)

Such a burial is like a secret shared with the land. These secrets present their own message when they would be discovered. One can realize the value of soil through these works. The soil has been the cradle of humans and civilizations. One of the works of Nadaliyan visualizes patterns of fish that have been performed using cylinder seals in the Persian Gulf coast and vanished soon following tides of water. The disappearance of works by the water or wind gives them a special meaning and is actually considered a procedure, which is captured with a camera, in creating these works (Figure 4 -5).
Figure 5. Ahmad Nadaliyan; the Persian Gulf coast

The works of the land art are not available to the addressees and thus should be shown to the addressees through some media, such as videos or pictures. The artists of land art try to represent the indispensable unity of art and nature. Therefore, they neither imitate the physical nature nor escape from it; rather, they emphasize the unity of the physical reality of the world. (Gardner, 2014, p. 663)

In this respect, the emergence of the land art is somehow attributed to the minimal art because many of initial works of land art are the magnification of minimal art. It is also associated with the ecology and its tendency to the geology and is, at the same time, conceptual. The reason is that the mostly mortal works are somehow created using unconventional materials and are shown in unusual places. These principles are developed by the conceptual art and grow along it. Artists of the environmental art go to the surrounding environment, which may be even an urban area, and perform their work using the materials they bring to the relevant area themselves and the materials available in the area or wastes remaining in the nature. The difference between environmental art and land art is that the land art often feels responsible toward the environment and tries to less damage it in order to leave a didactic and environmental effect as well.

Sometimes, it is argued that the characteristic of the land art is not its impracticality or uselessness but its obvious irrationality: the thought, work force, and materials are used to create a temporary phenomenon without any clear meaning. Isn’t it the waste of resources in a world that becomes increasingly sensitive to its improvidence? Is it really a useless action?

When one reflects on these art works, however, he finds that they are actually protesting representations against exploitation of human and natural resources, the accelerated constructions and destructions that are characteristics of cities in the twentieth century, and eventually, humans’ arrogance in confrontation with nature and time. None of these artists suggest a practical lifestyle but discuss the duties and responsibilities directly.

Not so long ago in 1763, the French writer, Diderot stated, “Hasn’t painters’ brush been in the service of evil and depravity too long? Shouldn't the art stop satisfying humans’ repressed desires and passions and follow a spiritual purpose and, as a moral force, conduct humans toward higher social spiritual level prior to its aesthetic influences? Is the art of an ornamental nature or a didactic nature?” (Lynton, 2014, p. 375)

Albert Schweitzer uses the phrase reverence for life. To confirm the protection of environment, he argues as follows:

The true philosophy must commence with the most immediate and comprehensive facts of consciousness. And this may be formulated as follows: I am life, which wills to live, and I exist in the midst of life, which wills to live. … Just as in my own will-to-live there is a yearning for more life, and for that mysterious exalation of the will which is called pleasure, and terror in face of annihilation and that injury to the will-to-live which is called pain; so the same obtains in all the
will-to-live around me, equally whether it can express itself to my comprehension or whether it remains unvoiced. Ethics thus consists in this, that I experience the necessity of practicing the same reverence for life toward all will-to-live, as toward my own. It is good to maintain and cherish life; it is evil to destroy and to check life. To him, life as such is sacred. He tears no leaf from its tree, breaks off no flower, and is careful not to crush any insect as he is walking …” (Singer, 2008, p. 154)

The American contemporary philosopher, Paul Taylor has recently advocated the above argument. In his book entitled Respect for nature, he states:

Every living being seeks welfare in its own way. Once we realize it, we can consider all living beings as the same way we consider ourselves and thus be ready to value their life to the extent we value ours. (ibid, p. 155)

Similar to the questions raised today, the above questions were raised at that time, and all people inquired of the person raising the questions. Nowadays, mass media indicate that those questions still have remained and not received any answer! The important point in the land art is its creative sense (ideas for how to respond to the land and art of drawing). Richard Long believes, “The art is the redevelopment of organic materials in life in the simplest way possible (a line of stones, a branch of leaves, etc.). In this way, the ecological destruction would be minimized” (Smith, 2015, p. 132).

CONCLUSION

The ecocriticism is one of the rare literary theories that still adhere to the connection between literature and reality and seek the reflection of environmental issues in the literature. The common priority of both literary and artistic approaches is the protection of the nature from cultural and technological threats. However, some people believe that humans’ perceptions of the nature have been a means of legitimizing some class, racial, and sexual norms. What is known as art, and in other words, what we know as art is based on a motivation that eventually arises from rules of visual pleasure. Humans’ desire to create art works and pleasure hidden in this creation always originate from the aesthetic performance and secrets of attractiveness. According to the theory of ecocriticism and Cheryll Glotfelty, culture is a great achievement that has been developed over centuries. However, this great achievement often behaves predatory and feeds off the nature like a sponger, whilst, it never contributes to compensation of the destroyed or transformed energy and resources and restoration of the energy to the life cycle of the nature. The ecocriticism and land art both are special movements in the history of art and literature and communicate with the natural environment directly. They actually try to communicate with the land and begin talking with the environment.

It should be noted that the time when humans realize that there is no distinction between humans and the nature has come to an end. Humans actually cut the branch on which they themselves sit, and thus, they can survive only through maintaining the nature with its all grasses and seemingly insignificant fine particles. That realization has been possible not only with the incidence of natural disasters but also with the help of nature-oriented literary criticism in order that humans can see the deep loneliness of the nature and forget their helplessness in that loneliness, like Tagur did.

Although some artists thoroughly know that their works would be destroyed some day, they create a work of art and choose temporary conditions intentionally in order to accomplish their objectives. The idea of the water, air, soil, and so forth and immersing in them and coming out of them has been the most basic sense of Creation and revival in humans’ mind for a long time. Today, however, it does not matter people live in a small village or in the global village; they have something in common, the crisis of the loss of environment. The present century has brought new capabilities and technologies that have caused specific problems and crises. The environmental problems and crises and the desire to return to a clean
environment require a new art. The land art and literature play an important role in this regard. Using these two items, one can reveal the crises, criticize causes of the crises, and describe an ideal world.

Footnotes

1- Ecofeminism refers the movements and philosophies linking feminism to ecology. The term was first introduced by the French feminist writer, Françoise d'Eaubonne, in his book named *Feminism or death* (1) in 1974. Ecofeminism implies that the dominance of men over women represents and intensifies the dominance of the society over the environment, and these two problems are interrelated. Patriarchal gender relations in the society are associated with the male-centered confrontation with the environment.

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THE ANALYSIS OF COLOURS USED IN THE TAHMASBI
SHAHNAMEH FOR THE SECOND PERIOD OF TABRIZ SCHOOL

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ABSTRACT
Color and light are the main elements of Persian painting. These two elements are manifested as inner and outer entity of a single reality, which represents the grace of God in the universe. Considering the verses from the Quran that "Allah is the Light of the heavens and the earth", allegorical and mysterious aspects of light and color have always been considered by Islamic philosophers, sages and mystics. Effects of Islamic philosophy and mysticism on the views of Muslim artist to the art and artistic practice display specific effects of color and light in the Iranian painting for inner observation of color and light through the paintings. Color in Iranian paintings has the light in itself and the light is reflected through colors. In Iranian miniature color is interpreted as light and the artist tries to represent the luminous universe by colors. Colors are pure and glittery. Golden, blue and green which are used with the same purity and they aren't combined or become more paled or more bold and they were put together. Sometimes they find a state of holiness which its effects still can be seen today. Considering the origins of color in ancient Iran and (prior to Islam), this study attempted to addresses the mysterious allegorical aspects and application of color in the masterpieces of the second school of Safavid Tabriz from the metaphysics viewpoint.

Keywords: Color, the second school of Tabriz, Iranian painting, Shahnameh Tahmasebi.

INTRODUCTION
In the early Safavid era, the favorable political, cultural and artistic conditions of Iran ruled by a single reign and support of artists by Shah Ismail as well as the incorporation of two artistic traditions of Herat and Tabriz provided an opportunity to form a new field of painting which was the pinnacle of evolution in Iranian painting called as Tabriz school. According to visual documents, Persian manuscript paintings, by the presence of bright colors and dramatically bright representations of night scenes, have always caused most researchers speak of massive and pervasive light in most Iranian paintings. These paintings make the audience to ask about the origin and source of this light. Allah knows Himself as is the light of heaven and earth. Light and its compositions are noted 17 times in the Qur'an. In addition, the twenty-fourth chapter of the Qur'an is called ‘Noor’ (light). On a general approach to Islamic art, color is always addressed metaphysically; thus, human observes the duality of darkness and light as possibilities hidden in the eternal pattern. The world of colors is not free from conflict. The point is that the color itself originates from pure light, or in other words colorlessness. Light is the realm of absolute unit entity, "light of the heavens and the earth" where there is no individuality as it is difficult to recognize God due to its excessive brilliance.

Imam Mohammad Ghazali said: "The difficulty [in recognition] of God is brightness; it is so bright that hearts cannot understand it; nothing is brighter than the sun, which appears everything. However, if you do not set in the night like the sun, or you become popular because of shadows, you do not understand that there is a light on the ground. They only saw the white and green and other colors, and
they said there is no more; so, they knew the light is something but color and the light appears colors” (Ardalan & Bakhtiar, 2001).

**The Concept of Color in the Perspective of Islamic Scholars**

In ritual ideology, human being highlights the nature of objects and do not perceive the reality of the object through its external effects; instead, human tries to perceive the inner self. This is an inward-looking approach. Perhaps, one of the most important components of this approach is represented by the Prophet (pbuh) that “reveal the nature of the objects and the reality of objects, not what is said in their face”. According to Najm al-Din Razi, colors are categorized in seven levels, each connected to a spiritual state. The first six levels including white, yellow, purple, green, blue and red lights represent the beauty, while the seven level which is represented by black light is the glory. This light, also called as the bright night, is the Allah's essence which, can be identified to the night because of its undifferentiated visual indeterminacy; as nothing can be recognized at night, there is no perception at this level of essence which is the exhaustion of phenomena.

**Sacredness of Color in Ancient Iran**

Vohu Manah is the god of wisdom in ancient Iranian thought. Intellect is a factor which discovers phenomena by its nature in the realm of human understanding. By wisdom or true knowledge, we put the dark curtain of existence aside and we come to light. By the similarity between the light and whiteness, we find that the white can be the color of Vohu Manah, the god of wisdom. Through ritual ideology, colors become sacred due to their relationship with the sacred realm. White becomes sacred due to its relation with wits and wits with Vohu Manah. Gold is sacred due to its relation to yellowness and yellowness to the sun. Phenomena like sun and Vohu Manah, whether gods of the heavens or immaterial gods, are worshiped by ancient humans. Any color related to these gods is sacred. Therefore, the realm of art which manifests this sacredness represents the presence of these sacred colors. Sometimes, the source of this sacredness is completely abstract (Bolkhari-Ghahi, 2009).

**Colors in Iran after Islam: Painting**

In Iranian painting, color embraces light and light is reflected from the color. In Iranian art, colors are used by knowledge of both symbolic concepts of color and effects of words which pass the spirit by combining or coordinating colors. Colors are the essential part of Persian art and one of the components which require full attention to their symbolic meaning to understand the inner meaning of Iranian art (Ardalan & Bakhtiar, 2001).

The pure resplendent colors of Persian paintings amaze man. The most notable distinction of Persian paintings and Chinese and Western masterpieces is the brightness of colors. Powders of gold and silver, lapis lazuli, emeralds and precious stones purify the body of Persian paintings, as they are a reflection of metaphysics. Because, color is the same light in the Persian painting and the artist tries to represent the luminous world of heavens by colors.

The dominant colors of Persian painting are green and blue along with red, yellow and like which express the elegance, beauty, excitement and fascination of another world (Khoshnazar & Rajabi, 2009). In addition, the extraordinary purity and elegance and harmony of colors which reflect light distinguish Iranian painting and Hindi and Chinese painting. In Persian paintings inspired by the imagination, light colors come first, since the artist tend to manifest the aesthetic principle which is an evidence of God; this is not possible except by light colors. On the other hand, this is the human spirit which satisfies the inner need for light source by relying color (Tajvidi, 1996). In symbolic use of seven colors, white, black and brown are synonymous with fall and rise and expansion, respectively. White is the ultimate integration of all colors, pure light color and a symbol of unity. Black is selfsecrecy, total covering of the Kaaba. Brown is the color of soil and the earhand a symbol of man. Red, yellow, green and blue are associated with fire, air, water and land, respectively, which are the four main elements of creation. The first two (red and yellow or fire and air) are active and two others (green and blue or water and land) are passive.
Thus, blue symbolizes the infinite sky and gold is the symbol of the soul. This blue along with gold refers to mercy which tends to manifest itself. Color in the painting is beyond the noncompliance of the narrator reality of the world (Bolkhari-Ghahi, 2009).

In Seljukian paintings, the dominant color was madder lake. In this way, more than two-thirds of the background was painted by madder lake and images such as trees and birds were spread over the background in mauve, gold, olive green and purple colors. According to Lowry, colors used in Iranian painting at early seventh century A have been limited to five colors: light blue, purple, vermilion, pale yellow, and a grayish heavy golden. The Ilkhanate art, under the influence of Chinese painting, mostly used gray and dark and light brown. In this period, cold colors are replaced by warm colors; intense colors are so balanced that the eye does not stay in one place and circulates to all colorful parts. In the period, artists became more skilled in preparation of purer colors by more luster colors. At late eighth century AH, a higher quality blue was prepared and Venetian Ceruse was more applied (Goudarzi, 2005). However, painting with bright colors revived since the Timurid period in Herat and Shiraz. The Persian tradition of coloring was still common in Fars, because it was not completely under influence of Ilkhans. Heratian color was under influence of Ilkhanid Shiraz. In this school, the painter tended to use warm colors. Moreover, colors shifted from naturalistic to imaginary style. The yellow gold represented the radiation of pure world, and backgrounds were covered by azure sky as a symbol of heavens. In this period (Timurid), colors were used conceptually under influence of concepts like Sufism, mysticism. During this period, artists could develop a detailed plan and yet eye-catching subtle colors. In this school, accuracy and balance of colors reached to the degree of perfection. During ninth and tenth centuries AH, painters could reduce the contradiction and contrast of colors by reducing the painted area. During this period, various colors were used beautifully and proportionally in small geometric shapes, or parts divided on colorful backgrounds (Ibid: 212). Although the Timurid coloring and newly adopted methods apparently followed the same luxurious proportion, it described the real details of daily life. Works of this period contain the most decorated, royally colorful pictures representing the daily life of Iranian people (Johnson, 1989).

**Color in the Second School of Tabriz**

During the reign of Shah Tahmasp, the Turkmen and Herat painting styles were integrated, which led to the creation of paintings with amazing colors. Unique bright colors of paintings make a harmonious, diverse and brilliant festival of colors by their rational landscapes and harmonious compositions which represent the influence of Sufism during the reign of Shah Tahmasp. In the paintings, harmonious light colors provide a vibrant atmosphere. Tabriz painting builds a special system of beauty, in which the joyful glory of arrangement and abundance of extremely bright colors is common (Pakbaz, 2000). In Tabriz paintings, the bright diverse colors are applied on the whole picture, particularly for cloths of rulers. Colors are bright, replete, compelling, sensitive and peaceful. This school embodies the elements by elegance and beauty of colors. Harmoniously bright colors are another feature of this school. In the second school of Tabriz, all decorative elements are equally important. People, architectural decoration and natural landscapes are represented by intense brilliance to be joyful. In this school, colors are mysteriously free, intense, diverse, and magnificent. Artists are more satisfied with cliffs and mountain landscape than with other motifs. Colors are used brilliantly and purely. These bright colors are associated with the powerful rhythm and complex composition of Turkmen painting. Works of Sultan Muhammad in Shahnameh of Shah Tahmasp are a combination of bright, joyful and vibrant colors of Turkmen school and complex structure of Herat school (Canby, 2003). Finally, the colors of Tabriz painting are different in Shah Ismail and Shah Tahmasp era. During the reign of Shah Ismail, colors are bright, joyful and vibrant, the sky is golden, background is rich and bright green and bushes are bright green and yellow, where the effect of Turkmen style is evident. During the reign of Shah Tahmasp, on the other hand, a variety of colors is used; the sky is often golden or azure and sometimes blue. Often, golden and blue colors are often reflected on the edge of the hills and the clouds are often blue with white edges.

**Shahnameh of Shah Tahmasp**

Shahnameh of Shah Tahmasp is one of the most precious Iranian manuscripts containing very beautiful paintings. This valuable manuscript was presented to the Ottoman court for enthronement of
Sultan Selim II in mid tenth century AH (976 AH); but it was moved my steriously from Istanbul to the collection of Baron Edmond Rothschild in 1903. Paintings of this manuscript are gloriously decorated. This manuscripts contains sponge reefs in the form of human head, a carpet of flowers and plants throughout the land, meander clouds, twisted clouds, singing birds. A number of artists use colors to express a particular concept. These paintings usually present heroes, kings or specific individuals by a certain garment in a special color. For example, Rustam’s horse has a pink-orange spots, which is common in all paintings.

**Keyumars’s Court: People Are Wearing Leopard Skin**

This painting was made by Sultan Muhammad. In this painting, Keyumars has a throne on top of the mountain. The king sits in the line of composition and Siamak sits at a lower level and higher than others do. In front of Siamak, Houshang, his son and the avenger of Black Daeva stands with respect. The sky is golden and decorated by clouds in the Chinese style.

As the golden color leads to the divine world in Islamic-Iranian paintings, the golden sky here represents the divine and heavenly environment. The colors used for garments reduce uniformity. Particularly, the position of people induces a sense of flames. Moreover, this color along with purple and blue ties a special sanctity to the work. This painting contains many bright and joyful colors. The dominant colors are dark green, light purple, azure, orange, golden, and pinkish yellow. Different spectra of colors are applied. Trees blossom; blossoms are white, pink and orange which are glorious in the golden heaven.

There is a small silver waterfall in the center, passing through the garden. Keyumars is wearing a brown leopard coat and a golden azure hat. Siamak is wearing a brown dress and a leopard garment. They are surrounded by courtiers with the pelisse-like clothes made of tiger skin or other animals. The overall atmosphere, as previously noted, is fantastic and supernatural.

![Image 1](www.AKDN.ORG)

**Image 1.** Keyumars’s Court: People Are Wearing Leopard Skin (www.AKDN.ORG) Sadruddin Aga Khan collection, Geneva,
Sadeh Festival
Riding in the mountains, Houshang sees a tall black animal and throws a stone to kill him; the stone hits another stone and a spark is made; in this way, fire is discovered. Houshang celebrates his discovery by setting up a party. Sadeh Festival is represented by Sultan Muhammad. This painting contains abundant and very bright and joyful colors. Dominant colors are golden, dark and light green, pinkish yellow and orange, red, light and dark violet and azure. Different spectra of colors are applied. Blossoms are white, blue, yellow, pink and red which are manifested beautifully in the azure sky night. Houshang is wearing an orange dress and a blue and golden garment. His diadem is also blue and golden on which there is a black and white fairy. He is sitting on a cream and brown carpet. Safavid Sufi leaders are often called Sheikh Alsajadeh. In the top, there is a black monster hidden in purple, orange, and yellow cliffs.


Nightmare of Zahhak
This work is painted by Mir Mosavar, one of the students of Behzad. Painting illustrates the Moment Zahhak wakes up and the reaction of courtiers. Gold and silver are used for the painting. The dominant color is warm colors including yellow, azure blue, red, pink, dark and light green, brown and white. Courtiers are wearing fine clothing. Men have white turban with a red mark on their heads. Two women can be seen on both sides of Zahhak.

One of the women, possibly Arnavaz who is his wife, has a diadem on his head. He is wearing five layers of clothes: 1) light gray underwear, 2) dark blue shirt with a button collar, 3) green shirt with sleeves, 4) red cloak with golden ornaments and accessories, 5) white lace over his shoulders. In this work, Zahhak is old and anxious. There are two white snakes symmetrically on both sides of him. In this painting, the scene of the dark blue sky with a crescent moon between the two parts of the palace indicates an incident happened at night. All colors are so bright and clear, as if the story happened in the day, not in mid-night. Not even locally, the light on the face of the guards holding the torch and bright colors of his dress from head to toe can be discarded.
Image 3. Nightmare of Zahhak (Ajand, 1384: 146) Museum of Contemporary Art of Iran,

To enslave Zahhak on Mount Qaf
Fereydoun enslaved Zahhak in a dark cave on Mount Damavand. This painting is a work of Mir Sayyid Ali. Much of this painting contains colored cliffs. In this painting, the dominant colors are yellow and gray. The ground, mountains and cliffs are in purple in contrast with the blue sky and green trees. The figures are dressed in beautiful colors in contrast to the rocks and the ground. Enslaved Zahhak is wearing a blue garment with red shawl and orange pants. His clothes are harmonious to the yellowish brown. The dress of people seen in all corners of the painting is colored by warm colors and the dominant colors are red, orange, yellow, azure blue and green. The colors of horses are in dark and light contrast. The clouds are elaborately curling with bright gray and purple lines. Colors used in this painting are red, blue, dark and light green, golden and silver, yellow, cream and light blue. The composition of the painting has an important role. White color is used on the head and forehead of horses, flowers, hats, clothing, clouds, as well as hair and beard of Zahhak. Fereydoun is on top of the mountain on the right. He has a bull-headed mace in his hand. His shirt is green, light blue and orange. There are golden figures on his shirt. Green has its own meaning in both realms of mysticism and psychology. Green is the color of innocence, catharsis and purity. His shoes are yellow. Clothing, shields and harnesses are golden. There is a red mark on turbans.
Rakhsh Defeats the Lion
This painting is portrayed by Sultan Muhammad. Mixed plants and rocks, bright colors, powerful rhythms and complex compositions are all features of Turkmen painting. In this painting, naturalistic element is so dominant that the audience will not perceive the story at first glance if Sultan Mohammed did not present Rakhsh by red with pink-orange spots and green supplements around a golden-yellow lion. Live rocks in blue and light orange, red, yellow, orange and blue flowers and blossoms in different sizes, turbulent clouds in blue with white streaks are visible in the sky. Bushes and thick grasses cover the landscape by different greens. Rustam is lying on a colorful carpet with warm colors including red, orange, pink, yello and blue.

Image 5. Rakhsh Defeats the Lion (Pakbuz, 1370:104) Great Britain Museums
**Ferdowsi Discusses Courtier Poets Sultan Mahmoud**

This painting is attributed to Aqa Mirek. It shows the scene where Ferdowsi meets Ghazni poets. To complain the cruel ruler of Tus, Ferdowsi travels to Ghazni and meets three courtier poets outside the city. This meeting leads to the composition of Shahnameh in the order of Sultan Mahmoud. The painting presents a green garden full of trees, bushes and flowers and blossoms in red, white, blue, pink, orange and yellow. Even trees are covered by white blossoms. Ferdowsi stands alone in front of Ghazni poets on the left. He is wearing a blue robe. A cedar tree separates him from other poets. Blue represents peace, happiness and inner journey. The mountains and the sky are light blue. Cloths are yellow, dark and light blue, white, orange, brown and azure. Both warm and cold colors are used equally.


**Ferdowsi Tests His Literary Taste against Sultan Muhammad of Ghazni**

This unique masterpiece is the work of Mir Mosavar. In this painting, Ferdowsi is reading Shahnameh and Sultan Mahmoud is watching him on the throne. In this painting, the colors are diverse, harmonious and balanced. In total, colors tend to be warm and bright.

Red and cooked green are dominant in the painting. There is an interesting contrast between light and dark blue and green, and red and cooked green. The blue sky decorated with flowers, shrubs and plants is in conflict with its adjacent yellow sky. The building is manifested by orange and yellowish brown bricks and blue-green tiles. The blue-green pave is repeated in the exterior roof, which is a sign of balance and movement.

The carpet covering the hall is greenish with dark blue decorations. The carpet has a purple border with golden, blue and orange ornaments. Sultan Mahmoud is dressed in red with a bright green vest. Bending his neck, Ferdowsi is dress turquoise blue with orange scarf tied to his waist. The color of clothing for women, children and guards and the other bodies are admirably consistent and balanced. White turbans and scarves contribute to the strength of the composition.
Image 7. Ferdowsi Tests His Literary Taste against Sultan Muhammad of Ghazni (Reza Abbasi Museum)

As a Dragon, Fereydoun Tests His Children
This painting is attributed to Aqa Mirak. In general, the dominant colors are orange yellow, light violet red and golden. The sky is golden in contrast with the ground colored in gray and violet. The white and pink blossoms glow at the golden sky. A silver river passes the right side of the painting. The dragon is dark gray, possibly covered by silver. Its wings and golden flames as well as its red tongue fill the left hand of the painting. Princes are depicted on horseback by contrasting colors including brown, white and gray in orange yellow, light orange, green, yellow, white, dark blue and red cloths. The two princes, probably Salm and Tur, are wearing Ghezelbash hats with a black mark on them. There is a black and white feather on their turbans. Iraj, wearing a golden and azure blue diadem, attacks the dragon. Horses are blue, green and orange decorated with golden streaks. Trees are dark and light green; flowers are red, white, pink and blue.

Image 8. As a Dragon, Fereydoun Tests His Children (Canby, 1377:111) Reza Abbasi Museum

Barbad the hidden Musician
This masterpiece is attributed to Mirza Ali. This painting shows Barbad playing among cypress. The scene is quite colorful and vibrant and colors are intensely glowing.
Chinese-style gray clouds disturb the blue sky. Trees and cypresses are painted by dark emerald green. Almost all the background is green. In this painting, colors are neither warm nor cold; all the colors are bright and joyful in surprising harmony with each other. The dominance of green enhances the brightness of other colors. Bright purple surrounds the green cliffs. Barbad is wearing an orange robe and white turban. Accompanies of Khosrow Parviz are dressed with transparent colors.

**Image 9.** As a Dragon, Fereydoun Tests His Children (Canby, 1377:111) Reza Abbasi Museum

**Tahmores Defeats Daeva**

The painting is attributed to Sultan Mohammed. This painting contains a unique variety of purple and pink for rocks, clothes and daeva. The dominant colors of bodies are red, purple and pink. The background is divided into two areas. The area in which Tahmores is fighting daeva is light blue with wavy margins of green, purple and light pink. The other area in which daeva is located is green. The flowers are white, red, blue and yellow. The figures are dressed in blue, red, purple and orange. There are black and red marks on white turban.

**Image 10.** Tahmores Defeats Daeva (www.britishmuseum.org) Great Britain Museums
CONCLUSION
Safavid Tabriz School witnessed the diversity, integrity and richness of color in the history of painting. In this school, color is highly pure and bright; in other words, colors embrace light and the light is reflected from the colors. By perusing the paintings of Tabriz school, it is evident that the colored lights are consistent with the feeling of seeing colored lights which were observed by mystics in their spiritual journey. The art of coloring was reborn in the works of artists such as Kamal al-Din Behzad, Sultan Muhammad and Mirek heravi. Red, brown and orange highlight the joy and beauty and gold and silver emphasize the artistic nature of paintings. The primary and secondary colors were not different for painters; they were not preferred over each other. The colors were used as pure as the colors driven from nature. Whenever the painter did not find his desired colors in the nature, he made them by combining other colors. The colors were put together in such a way that not only they added to brightness of each other, but also gave balance and harmony to the painting as a whole. The made colors were very light. The colors were not mixed together, but were put side by side. The colors had no certain extent, but their coordination, balance and diversity were interesting.

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A COMPARATIVE ANALYSIS OF CURRENT SITUATION OF FELTING IN FELTING CENTERS OF FARS (SHIRAZ, ESTAHBAN, KAZEROON)

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ABSTRACT
Throughout the history and geography of Iranian felting, Fars Province has always been one of the most important centers of felting and felt products. Particularly in Shiraz, Estahban and Kazeroon, felting has been worthily and remarkably important; however, felting has declined slightly in the province. Felting is now just a name in textbooks. There is no exact information on production, color, pattern, motifs, tools and materials used for felting. However, few people are still involved in this industry. Data is collected by field studies, vising few active felting workshops in Shiraz, Estahban and Kazeroon and interviewing feltmakers to analyze and compare current situation of felting in these cities. This study introduces feltmakers of Fars Province, survivors of this art, their method, works and special features, colors, patterns and motifs of their works. This study identifies the reasons for which felting is abandoned as expensiveness of raw materials, substitution with low-quality mats, difficult felting process and low income.

Keywords: Estahban, Shiraz, handicrafts, Kazeroon, Kolahmali, felting

Introduction
Felting is an art which dates back to thousands of years ago, depicting a beautiful nature with its simple motifs and natural patterns. Felt is the same as nature without adding anything to wool; felt is made only by fulling the wool due to its flexibility.

Felting is a traditional woven mat produced with wool. Felt is the simplest type of flooring which does not require special devices. Felt is called feutre in French. Literally, felt is a thick fabric made of wool to produce carpets, hats and robes (Moin, 2001). Felting is a process through which the feltmaker produces a felt piece (Daneshgar, 1997).

Felting is a very old industry. Little is known about its origin; however, it is well known that Neolithic people who dealt with wool were familiar with felt (Aghakhani, n.d.).

Undoubtedly, felt is one of the most ancient fabrics; felting is not younger than pottery. Felt mat, armor, and shield are noted in documents related to 2300 BC. In Bronze Age graves discovered in Germany, felts have been found which that date back to 1400 BC (Wulff, 1994).

Searching for felt, we are dragged to central plains of the Central Asia, where Central Asian nomads breeding sheep and using its wool could wove the simplest type of simple, single-colored wool mat (Mousavi, 2002). Many felt objects such as curtain, carpet, skullcap, horse coating and blanket were found in the Scythians graves of the fifth century BC which were discovered in areas covered with snow and ice in the central Russia.
Turkic tribes migrated from these areas and Iranian nomads have been the absolute masters of felting. They make Kapanak (wearing felt) with seemless hood and sleeves; they are master in decoration and arrangement of the felt with patterns in which colored wool is used around the felt (Wulff, 1994). This traditional mat is made and used in areas of Iran in which nomads breed sheep. One of these areas is Shiraz Province which has been one of the active centers of felting not far past. Currently, few people make felts in some cities of this province. Unfortunately, this valuable art is fading.

**Felting in Fars Province**

Felting has been seasonal and occasionally permanent. Feltmakers worked seasonally from 5 to 9 months. Felting started mid-April; however, this practically depended on the time of wool snipping and tribal migration. Felting was done in Shiraz, Marvdasht, Sarvestan seasonally and in Kazeroon and Estahban permanently, because customers were both rural and urban whose demands were not seasonal. In yaylags, major felting workshops were often in houses; in qishlaqs, the number of feltmakers was not notable.

Felting in Shiraz

In Shiraz Province, rural and nomadic men used caps. Hence, production of felt caps has been common in different parts of this province. In production of nomadic felt cap, division of labor can be observed between craftsmen of Sarvestan and Shiraz; in Sarvestan, wool was converted to felt sheets which were framed and processed in Shiraz. Currently, felt caps are made in Shiraz using Kolahmali device; in addition to cap, numerous felt products are made in Shiraz.

Felting in Estahban

Estahban is one of the most important centers of felting in the Fars province. Because of its quality and beautiful patterns, Estahban felt is popular not only in the Fars province but also in many other parts of Iran. Felting has been done in Estahban for more than one hundred years. In the past, there were 12 felting workshops of which 10 workshops were located in the Sabouri Caravansary, the Eastern Street, and 2 workshops were located in the Khalil Almasi Caravansary. However, these caravansarys has been destroyed recently to construct new buildings, shutting down many felting workshops.

Felting in Kazeroon

Felting in Kazeroon dates back to 1911 when Bakhtiar Nasiriani started felting in this city. Until 1911, felting was not common in Kazeroon and it was limited to Kolahmali. Currently, his grandchildren run the felting workshop; however, this workshop will probably shut down in the future due to recession in feltmaking and substitution of felt mats by machine woven carpets. Founder of the Feltmakers’ Market was Haj Moin (founder of the Moin Market). He converted the current location which was a piece of land at the time to the market. This market is located in the north west of the Shohada Street. This market is currently half-closed; feltmakers do business there more or less.
Active Workshops in Fars Province
Numerous problems such as existence of machine woven products, cheap industrial mats, expensive production and raw materials, lack of support and organization of feltmakers, lack of insurance and lack of support by insurance companies and related organizations have discouraged youth to choose this profession.
However, there are people throughout the province who make felts professionally despite the problems noted above only to preserve this local art.


Figure 3: feltmakers in Kazeroon
Figure 4: Altafis' workshop in Estahban; 1: Mohamad Hasan Altafi; 2: Haji Altafi; 3: Mohamad Altafi; 4: Akbar Altafi; 5: Ali Altafi; 6: Mohamad Altafi

Figure 7: Hossein Hajbar; feltmaker

Figure 6: Ghasem Bagheri; Kolahmal

Figure 5: Akbar Altafi; feltmaker

Figure 8: Darais’ workshop in Estahban; 1: Mirza Darai; 2: Mohamadreza Darai; 3: Asghar Darai; 4: Akbar Darai

Figure 9: Bagheris’ workshop in Estahban; 1: Morteza Bagheri; 2: Ghasem Bagheri; 3: Javad Bagheri

Table 1: people who are currently in felting industry

<table>
<thead>
<tr>
<th>City</th>
<th>Feltmaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estahban</td>
<td>Hossein Hajbar, Hossein Kouhpeyma, Reza Kouhpeyma, Reza Tajbakhsh, Aliagha Jamnejad, Akbar Hatami, Ghasem Hatami, Gholamreza Jalal, Ehsan Saidi, Yousef Saidi, Ahmadali Afzali, Ali Sobhanipour, Altafi’s family, Darai’s family, Bagheri’s family</td>
</tr>
<tr>
<td>Kazeroon</td>
<td>Abas Farhadi, Mohamad Farhadi, Moslem Farhadpour, Mohsen Farhadpour, Nasirian’s family</td>
</tr>
</tbody>
</table>

Table 2: previous feltmakers who had quit felting due to death, aging, lack of location or expensiveness of tools

<table>
<thead>
<tr>
<th>City</th>
<th>Feltmaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shiraz</td>
<td>Mansour Kamali, Babajan Tajoldini, Hossein Souzanzan</td>
</tr>
<tr>
<td>Estahban</td>
<td>Mohamad Hasan Altafi, Haji Altafi, Mohamad Altafi, Mirza Yal, Hossein Rabani, Gholamreza Razmkhah, Ahmad Taji, Hossein Taji, Reza Nadermanesh, Javad Tajbakhsh, Haji Shahsavani, Darvish Jamnejad, Habib Tajbakhsh, Mohamad Hasan Ghasemi, Mohamad Hasan Nadafi, Ahmad Nemati</td>
</tr>
<tr>
<td>Kazeroon</td>
<td>Esmail Farhadi, Farhad Farhadi, Rahman Nasiri, Sardar Farhadpour, Bakhtiar Nasiriani, Khodakhest Nasiriani, Rahman Nasiriani, Gholam Nasiriani</td>
</tr>
</tbody>
</table>

Table 3: felt products made in felting workshops of Fars province

<table>
<thead>
<tr>
<th>City</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shiraz</td>
<td>Felt mats, hats, sleeping bags, prayer felt, belt, slippers, washcloth, seat covers, ornamental felts and tableau, bags, three-purpose felts (prayer felt, car seat covers and mat)</td>
</tr>
<tr>
<td>Estahban</td>
<td>Felt mats, hats, small round felt, rectangular large felt, cape, felt Cole or Kordak, felt mat, saddlecloth</td>
</tr>
<tr>
<td>Kazeroon</td>
<td>Felt mat, horse cover, Kordak, mat</td>
</tr>
</tbody>
</table>
Raw Materials of Felting

Material generally used for felting include wool, soap, starch, egg, wax and resin. In Shiraz Province, feltmakers use wool, soap, Ouzo resin or Arjan resin.

Wool

The main material of felt is wool which is provided from sheep. Quality of wool depends on snipping season or age of the sheep. Wool fibers snipped from younger sheep are shorter and more delicate. Moreover, wool is softer and better in spring than autumn.

The wool snipped in spring is delicate, thin and long; thus, these fibers can be well interwoven by fulling and pressure. To snip wool, the sheep is first washed; then, its wool is snipped by snipping scissors. The wool used in felting is naturally white, brown, black, grey or a combination of these colors. Usually, both white and black wools are beaten together several times to hook them together and make a single color. These natural colors are used for background of the felt and the colored wools are used for the patterns. In some areas, this is reverse. The best wool for felting is a wool beaten twice (Hatami & Bahramejad, 2001).
felt. In felting centers of Fars province, the wool snipped from 5-8 month-old lamb is used for felting; the wool snipped from older sheep is not flexible enough.

**Soap**

In felting workshops existing in Fars province, soap is used for sterilizing wool. A soap bar is grated in a bucket of water and sprayed on the wool. Slippery of soap minimizes friction and fibers are interwoven immediately (Hatami & Bahramejad, 2001).

**Resin**

Once felting is finished, feltmakers use Ouzo resin (an herbal adhesive) or almond resin for final processing the felt or the cap.

**Table 4: raw materials**

<table>
<thead>
<tr>
<th>City</th>
<th>Raw materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shiraz</td>
<td>The wool of Fars province is not applicable for felting, but is can be used for carpet weaving; felting workshops existing in Shiraz provide their required wool from Nain, Ghatieh (near Neyriz) and Sirjan.</td>
</tr>
<tr>
<td>Estahban</td>
<td>The required wool is provided from Kerman and Bam.</td>
</tr>
<tr>
<td>Kazeroon</td>
<td>The required wool is produced in the workshop or bought from nomads, particularly in spring. The felt is exchanged with wool.</td>
</tr>
</tbody>
</table>

The main material used in Kolahmali is goat fiber; white caps are made by goat fiber and black caps are made by wool.

**Felting Tools**

Tools used in felting generally include wool batting tools and felting tools. Wool batting tools include batting arc, Zhirbal, batting device. Felting tools include frame, comb, sprayer, framing wood, Guchan, iron, scissors, grater, rope, knife and flint.

**Table 5: felting devices used in workshops**

<table>
<thead>
<tr>
<th>City</th>
<th>Felting device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shiraz</td>
<td><img src="image1" alt="Figure 21: batting arc" /></td>
</tr>
<tr>
<td>Shiraz</td>
<td><img src="image2" alt="Figure 20: comb" /></td>
</tr>
<tr>
<td>Shiraz</td>
<td><img src="image3" alt="Figure 22: Kolahmali device" /></td>
</tr>
<tr>
<td>Shiraz</td>
<td><img src="image4" alt="Figure 24: felting device" /></td>
</tr>
<tr>
<td>Shiraz</td>
<td><img src="image5" alt="Figure 25: batting device" /></td>
</tr>
<tr>
<td>Kazeroon</td>
<td><img src="image6" alt="Figure 23: felting device" /></td>
</tr>
</tbody>
</table>
Felting Pattern and Motifs

The most important characteristic of felt is its motifs. Feltmaker has no previous pattern, forming it when making felt. Feltmaker forms the pattern and underlying wool layers. The feltmaker does not see the result of his subjective pattern until initial steps of felting are not finished. The feltmaker intuitively realizes that combination of several colors and few subjective patterns can create an endless variety. Undoubtedly, these patterns and motifs date back to Pre-Islamic period and not merely ornamental. Symmetrical motifs and geometrical shapes represent very strong imagination of people (Nosrati, 2001). The patterns are framed and the motifs are surrounded by colors other than color of the motifs.

In felting centers of Fars province, the felts have delicate motifs (Daneshgar, 1997). Usually, the felt mats have patterns, while cape and Cole have no pattern. Usually women form decorative motifs on felt caps by using colored string yarn.

Motifs of Felts

In workshops existing in Shiraz, the motifs include Chaharsou, lotus flower, Kaji, flower, grinder mill, eight-pointed star, Safgh, prayer, human motifs and Hafeziyeh tableaus, Achaemenid soldiers, mythological animals of Persepolis, and nasta’liq poetry. Felt tableaus are decorated by silk printing.

<table>
<thead>
<tr>
<th>Shiraz</th>
<th>Felting device, batting device, comb, fabric frame, scissors, snipper, batting comb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estahban</td>
<td>Batting arc, comb, frame, scissors, snipper, batting comb</td>
</tr>
<tr>
<td>Kazeroon</td>
<td>Comb, snipper, frame, framing tool, knife, felting device, scissor, water pipe to wrap the felt, batting arc (currently, wool is beaten in factories located in Shahreza)</td>
</tr>
</tbody>
</table>

Table 6: felt motifs used in Shiraz

<table>
<thead>
<tr>
<th>Safgh</th>
<th>Two lotus flowers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chaharsou</td>
<td></td>
</tr>
<tr>
<td>Lotus flower</td>
<td>Grinder mill with linear margin</td>
</tr>
<tr>
<td></td>
<td>Eight-pointed star</td>
</tr>
</tbody>
</table>

In workshops existing in Estahban, the motifs used include birds, Lachaki flowers, bergamot, bird and pot, Safgh, Parak, Chaharsou, three bergamots, camel and goat.
In workshops existing in Kazeroon, the motifs used include samovar, eight-pointed star, arch and flower.

**Table 7: felt motifs used in Estahban**

<table>
<thead>
<tr>
<th>Motifs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bergamot</td>
</tr>
<tr>
<td>Parak</td>
</tr>
<tr>
<td>Safgh</td>
</tr>
<tr>
<td>Bird and pot</td>
</tr>
</tbody>
</table>

**Table 8: motifs used in Kazeroon**

<table>
<thead>
<tr>
<th>Motifs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flower</td>
</tr>
<tr>
<td>Eight-pointed star</td>
</tr>
<tr>
<td>Arch</td>
</tr>
<tr>
<td>Samovar</td>
</tr>
</tbody>
</table>

**Table 9: felt motifs used in Fars province**

<table>
<thead>
<tr>
<th>City</th>
<th>Motifs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shiraz</td>
<td>Safgh, Persepolis Tableau, Grinder mill and linear margin, Chaharsou</td>
</tr>
<tr>
<td>Estahban</td>
<td>Bird and pot, Safgh, Parak, Bergamot</td>
</tr>
<tr>
<td>Kazeroon</td>
<td>Samovar, Arch, Eight-pointed star, Flower</td>
</tr>
</tbody>
</table>

**Table 10: colors used in felting and type of dyeing in felting centers of Fars province**

<table>
<thead>
<tr>
<th>City</th>
<th>Dyes and dyeing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shiraz</td>
<td>Chemical dyes are used; the most common dyes include Navy blue, Carmine, yellow, green, pink, natural white and black.</td>
</tr>
<tr>
<td>Estahban</td>
<td>Herbal dyes were used previously; currently, chemical dyes are used.</td>
</tr>
</tbody>
</table>
Kazeroon

Herbal dyes were used previously; currently, chemical dyes are used. White alum, salt and lemon are used to dye wool. Common colors are black, pink, orange, red, Turquoise, green and blue. Moreover, white, black, green, dark blue and greys are obtained from local sheep.

Conclusion
In the past and even up to 50 years ago, felt was used in most parts of Fars province. Because of its properties, felt was very popular. Unfortunately, there are few people in Shiraz, Estahban and Kazeroon who make felt currently. Uncontrolled import of low-quality and cheap goods, expensive raw materials and difficult felting process are the reasons for decline in this industry. Most people think felt is the most invaluable mat used only by poor people, while this is not true. Currently, there are few people who make felt. The Department of Handicrafts of Fars province is required to find solutions for this problem. By comparing current situation, differences and similarities of felting in Shiraz, Estahban and Kazeroon, it can be concluded that:

There are active workshops in three cities. However, there are more workshops in Estahban than Shiraz and Kazeroon, respectively. Felting is mostly a family business in Estahban.

Felt mats are made in three cities. Cole or Kordak is made in both Estahban and Kazeroon. However, diversity of felt products is higher in Shiraz that Estahban and Kazeroon. In Shiraz, felt is made in the form of shoes, washcloth, seat cover, sleeping bag and decorative frameworks. Felt is combined with leather to make bags. In Estahban and Kazeroon, felt is commonly used for mats, Cole and horse cover.

Wool, soap and Ouzo resin are used in three cities.

Comb, scissors, frame and snipper are used in three cities. Felting and batting devices are used in Shiraz, while Kazeroon provides its wool from batting factories existing in Shahreza. Felting device is used in Kazeroon, while batting arc is used in Estahban for batting wool.

Common motifs used in three cities include lotus flower, prayer, eight-pointed star, bergamot and lachak. Motifs are framed and formed by combining several colors. These motifs are not merely decorative; they are derived from interests and beliefs of Pre-Islamic period. These motifs are formed subjectively and intuitively. Numerous motifs are formed in Shiraz. In addition to traditional motifs, plants and humans are the subject of felting which are formed by colorful wools. Mythological animals of Persepolis and nastal'iq poetry are formed by silk printing on the felts.

Herbal dyes were traditionally used. However, chemical dyes are currently used because herbal dyes are expensive. Chemical dyes are used in Shiraz. Chinese inks available in the market are used in Estahban. White alum, salt and lemon are used to dye wool in Kazeroon.

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HIGH RESOLUTION OPTICAL COHERENCE TOMOGRAPHY USING CHIRPED PULSE AND HIGHLY NONLINEAR OPTICAL FIBER

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ABSTRACT  
OCT is an emerging noninvasive optical diagnostic imaging method with medium penetration and high resolution primarily used in medicine. A method to increase OCT resolution is proposed in this paper using up-chirped optical pulse which then propagates in HNLF coil designed for this goal. The spectrum of the pulse is broadened by the SPM and as a result imaging resolution is increased. The performance of the light broadened with initially up-chirped and un-chirped pulse is compared for use in OCT imaging.

Keywords: Optical coherence tomography (OCT), Self phase modulation (SPM), Highly nonlinear fiber (HNLF), grating pair

INTRODUCTION

Optical coherence tomography (OCT) is a real time imaging approach for micron-resolution cross-sectional imaging of biological tissues that can be used in ophthalmology, dentistry, and for treating cardio-vascular diseases [1, 2, 12]. The combination of OCT with endoscopy allows to study internal tissues without removing parts of them. OCT has also some other applications in art and industry.

The function of this approach is based on reflection and interference of optical beams which can be used in 1D, 2D, and 3D imaging [1, 2, 12, 13]. In OCT imaging, the axial resolution can be expressed as [13]:

$$\Delta l = \frac{2\ln 2}{\pi \Delta \lambda} \lambda_0^2 \quad (1)$$

Where, $\lambda_0$ and $\Delta \lambda$ are the central wavelength and FWHM of the source spectrum bandwidth, respectively. Therefore, to improve the OCT resolution in a certain central wavelength, the source bandwidth needs to be increased. Primary considerations for evaluating optical sources of OCT imaging are wavelength, bandwidth, single-transverse mode power, stability and Gaussian shape of the source power spectrum [2]. Superluminescent diodes (SLDs) which are also used in OCT supply a resolution of about 10-15$\mu$m[3] but due to their limited bandwidth are not suitable for more accurate works. A broadband Kerr-lens mode-locked Ti:sapphire laser is another source that is used for OCT imaging and supplies an axial resolution of about 2$\mu$m [4]. The structure complexity is one of the limitations of this kind of source, another problem is that their central wavelength is different from the wavelength required for OCT which is in the range of 800-1550 nm. Recently, optical sources that are based on nonlinear fibers have found wide applications, including in OCT[5]. Highly nonlinear micro-structure fibers(MSFs) can generate an extremely broadband spectrum from 800nm up to 1600 nm [6], and a resolution of 2.5$\mu$m has been reported for OCT systems with MSF source [7]. One of the problems of MSF sources is their poor SNR [8-14]. Highly nonlinear single mode fiber with an un-chirped Gaussian input pulse is another source that has been used in OCT and have provided better SNR than MSF [9-15]. One of the problems of optical sources with optical fibers is creating a Gaussian spectrum because the SPM in the nonlinear region creates ripples in the optical spectrum and causes it to lose its Gaussian shape [2].
In the approach proposed in this paper, it will be shown that if the optical pulse is initially up-chirped before entering the fiber coil, in addition to increasing the bandwidth in the same fiber length, it will have a better spectrum shape compared to the case that the pulse is un-chirped.

**OCT systems fundamentals**

OCT is an imaging method with medium penetration and high resolution which is between microscopic and ultrasound methods. It is used for imaging with a penetration depth of 3-10 mm [1, 2, 13]. Fig. 1 shows a comparison made between OCT and other imaging approaches from the penetration depth and resolution points of view.

![Fig. 1. A comparison between OCT and other imaging methods from resolution and penetration depth points of view.](image)

The ultrasound technique is one of the imaging methods used in medicine. This technique is based on ultrasound waves and is used to examine subcutaneous tissues such as muscles, joints, and internal organs and their damages. In this method, sound waves with high frequencies are transmitted inside the tissue by an ultrasound transducer, and the sound waves are reflected or scattered by the inner structures of the tissue that have different sonic features. The reflected sound waves are detected and then, the dimensions and structure of the tissue are obtained, and the basis of this detection is the echo time which can be directly detected by electronic detection techniques due to the low speed of sound waves compared with that of light waves. However, in OCT imaging, electronic detectors are not capable of directly detecting the echo time because of the high speed of light waves [13]. Therefore, in OCT method, as it is shown in Fig. 2, in addition to transmitting the light to the sampling arm, a certain percentage of it is also transmitted to the reference arm and the interference of the reflected light from these two arms is detected by a detector. In ultrasound approach, the sonic transducer must be directly in contact with the tissue but since the light waves are used in OCT, a direct contact with the tissue is not necessary and this is one of the main advantages of OCT imaging. For example, the device which is used in ophthalmology for observing the retina uses OCT imaging and the device does not need to be directly in contact with the eye tissues while, if this device have used the ultrasound technology, it would have been necessary for the device to be directly in contact with the eye which is very painful for the patients.
In the interferometer, beam splitter and mirrors are represented by [1]:

50/50 beam splitter: \[
\begin{bmatrix}
\frac{-1}{\sqrt{2}} & \frac{i}{\sqrt{2}} \\
\frac{i}{\sqrt{2}} & \frac{1}{\sqrt{2}}
\end{bmatrix}
\]
reference arm mirror: \[
\begin{bmatrix}
-r_r & 0 \\
0 & -r_r
\end{bmatrix}
\]

And sample arm in the simplest form : \[
\begin{bmatrix}
-r_s & 0 \\
0 & -r_s
\end{bmatrix}
\]

(2)

The two light beams entering each arm are represented by:

\[E_{\text{reference}} = -\frac{1}{\sqrt{2}}E_{\text{source}}\] (3)
\[E_{\text{sample}} = \frac{i}{\sqrt{2}}E_{\text{source}}\] (4)

After reflecting off the mirrors and entering the beam splitter the fields become:

\[E_{\text{reference2}} = r_r \left(\frac{1}{\sqrt{2}}\right)E_{\text{source}}e^{i2kl_r}\] (5)
\[E_{\text{sample2}} = -r_s \left(\frac{i}{\sqrt{2}}\right)E_{\text{source}}e^{-i2kl_s}\] (6)

In which, the path length in both arms is represented by \(2kl_r\) and \(2kl_s\).

Repassing through the beam splitter, the field in the detector arm becomes:

\[E_D = \left(\frac{i}{\sqrt{2}}\right)E_{\text{reference2}} + \left(\frac{-1}{\sqrt{2}}\right)E_{\text{source}} = r_s \left(\frac{i}{\sqrt{2}}\right)\left(\frac{1}{\sqrt{2}}\right)E_{\text{source}}e^{-i2kl_s} + r_s \left(\frac{i}{\sqrt{2}}\right)\left(\frac{1}{\sqrt{2}}\right)E_{\text{source}}e^{-i2kl_s}\] (7)

OCT techniques are divided into two groups; time domain (TD) approach and spectral domain (SD) method. The SD approach itself is divided into two methods known as Fourier domain (FD) and swept source (SS) [1, 2, 13]. The diagram of TD_OCT is shown in Fig. 3. As it can be observed in this figure 3, in order to obtain the depth data, a movable mirror is used in the reference arm and it is responsible for scanning.
Fig. 3. The diagram of TD_OCT.

Also, Fig. 4 shows the diagram of Fourier domain OCT (FD_OCT). As it can be seen in this figure, the moving mirror of the reference arm is removed and a spectrometer and a photodiode array are used in the detector arm, and the depth data is obtained by analyzing the beam spectrum created by the interference of two arms.

Fig. 4. The diagram of FD_OCT.

The diagram of swept source OCT (SS_OCT) is shown in Fig. 5. As it can be seen in this figure, instead of using a spectrometer and a photodiode array, a single photodiode is used in the detector arm also, a light source of swept type is used.
Fig. 5. The diagram of SS_OCT.

**Pulse propagation in optical fiber in nonlinear conditions**

If the fiber loss is ignored nonlinear Schrodinger equation takes the following form [10]:

\[
\frac{\partial B}{\partial z} - j \frac{\text{sgn}(\beta_2)}{2L_D} \frac{\partial^2 B}{\partial T^2} + j \frac{1}{L_{NL}} |B|^2 B = 0 \quad (8)
\]

\[
A(z,T) = \sqrt{P} B(z,T) \quad (9)
\]

\[
L_D = \frac{\tau_0}{|\beta_2|} : \text{dispersion length} \quad (10)
\]

\[
L_{NL} = \frac{1}{\gamma P} : \text{nonlinear length} \quad (11)
\]

Where, \( B(z,T) \) is the normalized pulse, \( \beta_2 \) is GVD factor, \( \gamma \) is nonlinearity coefficient and \( P \) is peak power of pulse. Now if the fiber length \( L \) is selected in a way that \( L \ll L_D \) and \( L \geq L_{NL} \), under such conditions the effective factor on propagation is the nonlinearity and thus, the dispersion could be neglected. Therefore, equation (8) takes the following form [10]:

\[
\frac{\partial B}{\partial z} = - j \frac{1}{L_{NL}} |B|^2 B \quad (12)
\]

By solving the equation of (12), following equations are obtained:

\[
B(z,T) = B(0,T) e^{i \varphi_{NL}(z,T)} \quad (13)
\]

\[
\varphi_{NL}(z,T) = \left| B(0,T) \right|^2 \frac{z}{L_{NL}} \quad (14)
\]

If we consider a Gaussian input pulse :

\[
B(0,T) = \exp \left( - (1 + iC) \frac{T^2}{2T_0^2} \right) \quad (15)
\]

Where, \( C \) is the chirp parameter and if it is equal to zero, the pulse is not initial chirped, if it has a positive value, the pulse is up-chirped, and if it has a negative value, the pulse is down-chirped. If the input pulse is an unchirped or an upchirped pulse, SPM causes its bandwidth to increase while in the case of a downchirped pulse, the bandwidth decreases [10].

**Problem statement and the proposed solution**

As it was mentioned in introduction section, to increase the image resolution in OCT system, according to equation (1), the bandwidth of the light wave must be increased.

In the proposed approach, the pulse first is up-chirped with the help of a grating pair before propagating in the fiber. It will be shown that under such conditions, in comparison with the case of an un-chirped pulse, in addition to increasing the bandwidth, a better pulse shape is obtained. The diagram of the proposed approach is shown in Figure 6.
RESULTS AND DISCUSSION

In the approach proposed in this paper, a light source with a pulse width of 0.5 ps, central wavelength of 1550 nm, an average optical power of 20 mw and a repetition rate of 20 MHz is used. After being up-chirped by a grating pair, it enters the fiber coil of the source arm with a peak power of about 200 Watts. Although, to make sure that the sampled tissue and the detector would not be damaged also, to establish a balance between the pulses of the reference and the sample arms, attenuators (AT) are used in all three OCT arms so that their optical power is limited to about 20 mW.

If a highly nonlinear fiber with $|\beta_2| = 2 \text{ps}^2/\text{km}$ and $\gamma = 14(1/\text{kmw})$ [11] is used, considering Eq. (10) and (11), the following values are obtained for dispersion length and nonlinearity length in the source arm:

$$L_D = \frac{0.5^2 \text{ps}^2}{2 \text{ps}^2/\text{km}} = 125 \text{ m} \quad (16)$$

$$L_{NL} = \frac{1}{(14 \times 200)1/\text{km}} = 0.35 \text{ m} \quad (17)$$

As it was mentioned before, in order to put the pulse in the SPM range, the conditions of $L \geq L_{NL}$ and $L \ll L_D$ must be satisfied. Therefore, the fiber length is selected within the following range:

$$L_{NL} < L < \frac{1}{10}L_D \rightarrow 0.35m < L < 12.5m \quad (18)$$

For the case that the pulse is up-chirped with $c = +8$ simulation results for different fiber lengths are shown in Figure 7. The FWHM is 34 nm at fiber input ($z=0$) and reaches 70 nm at $z = 2.1$ meters fiber length, and according to equation (1), resolution is doubled.
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Figure 7. Increasing the spectrum bandwidth of an initially up-chirped pulse

For the case that the pulse is not chirped before propagating in the fiber, simulation results for different fiber lengths are shown in Figure 8. Spectrum shape and bandwidth in the up-chirped case is better than that of the un-chirped case therefore, the image quality will be better when the pulse is initially up-chirped.

Figure 8. Increasing the spectrum bandwidth of an un-chirped pulse in the source arm

CONCLUSION

In this paper, a method has been presented for increasing the image resolution and SNR in OCT imaging. To do so, the nonlinear feature of light propagation has been used. To increase the image resolution, by up-chirping the pulse and propagating it in an optical fiber, SPM increased the light bandwidth in the source arm, and it was shown that in addition to increasing the bandwidth, a better spectrum shape is obtained in comparison with the un-chirped case.

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THE EFFECT OF SUSTAINABLE ARCHITECTURE IN DESIGNING FIVE STAR HOTEL

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ABSTRACT
Hotel is a service complex with the aim of earning revenue and the profit is a formatted phenomenon history of which is backed to industrial revolution of Europe. Today, tourism is not only belongs to wealthy families; it also belongs to millions of people who visit new places. Even though new era of tourism has started and proceeded, many exogenous factors affect it. The importance of proper tourism resort numbers in Bandar Abbas caused more attention toward designing a five star hotel there. It’s because Bandar Abbas is one of the most important centers for Central Asia and there are lots of historical, natural and cultural attraction but there’s not enough resorts there. This study is conducted by analytical-descriptive method with the pivot of sustainable architecture (green architecture) in a hotel. The data are collected by a library method. The results show that the sustainable tourism can provide guidelines for accessing to a stable development in tourism and using the sustainable energy is emphasized. The concept of sustainable development is an important change in understanding the relationship between humans, their communications and nature. Therefore, the aim of the present research is designing a hotel obtaining practical needs beside its aesthetic aspects.

Keywords: 5 star hotel, sustainable architecture, resorts, sustainable energy

1. INTRODUCTION
Tourism is considered as one of the most vast and varied industry in the world. Many countries consider it as the main source of income, employment and growth of the private section and infrastructure development. Specially, the tourism industry is attracted by developing countries where other economic developments such as production or natural resource extraction are not economic or they do not have an important role in commerce and trade domain.

People travel with different and complex reasons. Increasing growth of tourism shortly caused that some factors which play important role in this area to be taken into consideration. Many people around the world who never expect the traveling can financially afford it. Building motels and recreation resorts in different areas turned to be one of the most dominant budgets in big cities. They all are tending to build motels and resorts around airports and villages. Services delivered by tourism agencies, travel operators, tourism offices and finally technologies led the travelers have safe and exciting travels.

Totally, the tourism industry has been one of the most important factors in recent decades which linked different cultures. The result of this linkage has been the cultural communication. Iranian culture with its thousand year’s history has been the center of science and literature, art and culture. It has also been attracted by people from far and near countries and it has been the host of many tourists for a long time. In recent century, it’s the target of many tourists around the world with different purposes such as curiosity, gaining knowledge and exploration.
Hereon, Bandar Abbas city is special. It recalls us the cultural gentility by mentioning a brilliant history and amazing arts. The thousand year’s old history of this city and existence of beautiful historical places such as the sea, traditional bathrooms, mosques, crafts, various industries and agricultural production made it to be the destination of many tourists. In the present research, designing a resort complex is one of the steps that can attract tourists and tourism industry development. Specially, designing this complex can meet the research economic and cultural goals if it would be conducted in Bandar Abbas based on the present statistics in tourism industry and potential facilities.

2. STATEMENT OF THE PROBLEM

In a world that we live in, different cultures and civilizations become smaller by communication. The third millennium is a step toward tourism which is one of the most important industries around the world. Fast growth of tourist also affected Iran. The country’s decision makers have concerned about it because tourism attraction affects the economical profit. Such tourist attractions, the civilization and culture of Iran led the idea of dialogue among civilizations in a way that the ideal was called so by Iran’s suggestion in 2001. However, due to the lack of a comprehensive and principal planning, facilities and proper advertisement, tourist’s problems in Iran led to the cultural and religion differences, low quality of resorts, lack of modern transportation and etc. this industry is not progressed yet. It should not be forgotten that the art, literature and hospitality of Iranian people, the existence of historical places from different civilizations and special style of Iranian and Islamic architecture are the other attractions. By analyzing such factors, it can be concluded that the upcoming progress of tourism and people’s attraction to it, providing facilities to accept these travelers should be considered both qualitatively and quantitatively. It should be also regarded in country’s massive planning. The importance of building international hotels and resorts can be analyzed from some perspectives:

First of all, the idea of dialogue among civilizations should be taken into consideration. Building a relationship between different cultures and the possibility of meeting other cultures and identifying new knowledge and western massive developments in all areas are the purpose of this idea. The economic aspect is the other factor. According to some official suggestions, the tourism industry can create 500,000 job opportunities annually and 7.5 milliard dollar would be the revenue of the country for a single year. Moreover, 8 job opportunities would be possible by the entrance of a tourist. Bandar Abbas and its tourism attraction increases the need of creating the resort complexes. Its architecture analysis and can help designing such places because the key of every success is in human’s understanding, analyzing and performance. In this study, it’s tried to make Bandar Abbas as a proper place for Iranian and foreigner tourists by using unique properties of Iranian architecture.

3. AIM

The present study analyzed the 5 star hotel design by sustainable architecture approach.

4. METHODOLOGY

Since the subject of the research is designing a 5 star hotel which is built on tourism industry i.e. a domain in architecture and city building on social and human science, it’s somehow complex. It means, we used some methods that can complete each other. We also used library research which is conducted on investing the tourism industry and the hotel design criteria. Moreover, the field study is also conducted such as the related photographs. It’s also tried to find the existing samples around the world by looking up in the internet. Based on the information, the library and field studies, some criteria are determined for design and led to the final plan.
5. THE GEOGRAPHICAL LOCATION OF BANDAR ABBAS CITY

Bandar Abbas is the center of Hormozgan province in south of Iran. It has 27316 Km width (Iran’s statistics center, 2006). It’s in north of Hormoz neck, in 27 degree and 11 minutes of northern width and in 56 degree and 17 minutes of the eastern out of Greenwich’s half a day. It has a variable weather. In the mountain area, it’s hot and dry and in the plain areas, it’s hot and humid. In the shore area, the weather is very hot and humid in summer and it’s temperate in winter. Summer continues 9 months in that place and little by little the hot weather decreases by October. The northern winds are along with dust and an intense humidity which causes a very hot and humid weather which is called “muggy” (Mirkazemian et al, 2007).

The weather in Bandar Abbas city (southern beach) includes a high humid weather, high temperature, sea breeze to the dry area and the local winds. (figure 1)

Figure 1. The location of Bandar Abbas city in Hormozgan province and Iran

6. DEFINITION OF THE HOTEL

As a whole perspective, hotel is a resort for travelers who aimed at visiting the historical, natural and art attraction or trade around the hotel. There are services at that place such as pool, restaurant, amphitheater and etc. the history of hotel is backed to the big civilizations. In Iran, Mesopotamia and ancient Rome are domination of today’s hotels. The word of “hotel” has a French root and it refers to an “urban house” or a place where people mostly visit.

One of the properties of hotels specially the big ones is their self-sufficiency. Today, people have more financial facilities than before but they have less time for relaxation leisure. Therefore, hotels should deliver the maximum services as fast as possible. Moreover, the aesthetic aspect of hotels are also important.

7. HOTEL GRADES

The increase of environmental damages and growth of market’s demand for green hotels created a new touchstone for grading the hotels. As a result, the first comprehensive guidelines of the world green hotels has entered to the tourist market. Today, there are lots of different hotels around the world which cannot be categorized simply. The hotel grading is based on the beauty and quality of service they offer which increases the rent of rooms. Big rooms with fabulous buildings decorations and expensive sofas reveal the high investment, depreciation, tax and bills. These high costs are compensated by increasing the room prices. Hotels are divided in three main groups in terms of the whole quality:
A) The economic hotels with simple rooms and services for travelers with a limited budget.

B) The trade hotels with high standards and services such as fast internet, laundry service, delivering newspaper in rooms, refrigerator, safe deposit, restaurant and transportation to airport.

C) The luxury hotels with special architecture and decorations, great restaurants, all room services, pool, massage, spa and etc.

The hotel industry is very variable and complex. It’s varied from the luxury hotels to motels with limited services.

8. THE PRINCIPLES OF SUSTAINABLE ARCHITECTURE (GREEN)

The green design is a method for solving the problems that the natural resources are minimally damaged in the process of building. Moreover, in this regard, the materials should be useful and have a life time quality which can be returned to the nature. The life time materials are effective and they are a big block against dissipation and damages. It’s better to use them than recycling and use them afterward.

The energy protection principle

Each building should be designed and built in a way that does not need the fossil fuel. The necessary of accepting this principle in ancient time is undeniable. Maybe, because of varieties of new materials and new technologies caused us forgetting this principle. By using different materials and mixing them, buildings change the environment based on user’s needs. Pointing to the complex living theory is also useful. It’s derived from providing a shelter against cold weather of a cool place for people. This and other reasons led people build their buildings near each other due to many benefits. Buildings which are created in relation to the local climate for decreasing the dependence to fossil fuel have some special experiences comparing to today’s normal apartments. Therefore, they are suggested as half way efforts for making green architecture. Many of such experiences are the outcome of individual efforts and it’s
clear that they are not included in recent buildings and designs as a sustainable principle (the architect’s community around different environmental subjects).

Working with climate principle

Buildings should be designed in a way that can use climate and local energy. The shape, position of the building and the location of the interior spaces should be in a way that increase the comfort and decrease the fossil fuel consumption through the correct insulation of the structures. These two procedures have different overlaps and same points. Wood has been the main source of energy before the spread of fossil fuel. It still supplies today’s 15% energy. When wood became rare, it was obvious for many people to use solar energy. Cities in Greece like Pyrenees changed their location in a way that avoid flood and they built a rectangular shaped network with eastern-western streets which led them use the sunlight. The Romans also followed the solar design by using the Greece experiences. However, they used crystal windows (which was the innovation after the f 1st century) for increasing warmth. The lack of wood as a fuel made the front view of the rich people’s house and bathhouses to be built southward. The tradition of design based on the climate is not limited to warmth rules. Architects had to design a cool climate in buildings for a favorable situation. The usual solution of recent era, i.e. using the ventilation systems is not favorable in relation to the climate. It consumes a lot of energy and it’s an incorrect way even when energy is cheap and abundant (America’s green building council).

The principle of decrease use of new resources

Every building should be designed in a way that minimizes the use of new resources and creates new resources for other structures during its useful life. Although the approach of this principle is like other principles toward new buildings but it should be mentioned that the most available resources in the world are used in current artifact environment and the improvement of current buildings for decreasing the environment risks is as important as creating new structures. It should be noted that there are not enough resources in the world to be used for recreation of each building. In this way, when reaching to new resources is minimized, then some ways are created so that the one-purpose buildings can be used for other purposes. However, some essential changes can lead to the main changes in the form of building. This might be a disaster for those concerned about the building’s permanent maintenance and the question might be arises is that whether a building should be remained unchangeable since it had effective application or some urgent changes should be done for its efficacy or usage. A green procedure might judge this only based on the available resources. If the required resources for changing a building are less that those required for destruction and recreation, such changes should be welcomed. However, this issue does not deny or dishonor the historical importance of the structures. Moreover, these structures may have other values that should be taken into consideration. These problems are revealed differently in changes of the available buildings in order to prepare them according to new needs especially regarding the building’s improvement in case of performance and efficacy that may leads to change in their form. Changes in some old buildings can have especial costs and problems. However, the benefit of using such big buildings around each other and in the center of the city can avoid such problems and costs. Recreation of the available buildings in big and small cities can protect the resources in order to destruct and recreation of the building and consequently, it can avoid the society destruction (American council of architectures for different environmental subjects).

Honoring the user principle

The green architecture honors all people use the building. It seems that this principle has a little connection with the pollution caused by changes of the world climate and Ozone layer but the green architecture which honors all common resources in building a complete building, does not exclude human being out of this. All buildings are created by humans but in some, the truth of human presence is honored
but in the other, the human presence is tried to be ignored in the process. In Japan, robots are replaced by the human role in creating and designing the buildings but, the efficiency of a project done by a robot includes a special role which can be repeated again and again. However, human can trust his own skills for doing many unrelated tasks. More honor toward the human needs and work force can be examined in two separate ways. For a proficient architect, the safety of resources, materials and process of building is as important as it is for the workers, users and the whole society. Architects are informed about different risks in building sites. Recently, using insulator material (type CFC) or other dangerous materials are forbidden. The positive involvement of the users in the process of building and design is another type of human’s cooperation that should be taken into consideration. If they are not properly used, an efficient resource is forfeited. Many buildings used this energy and the result led to satisfaction in creating big buildings (count Lebs, 2002).

Principle of honoring site

Every building should softly and gently touch the earth. Glenn Murcutt, an Australian architect suggested this strange sentence: “each building should softly and gently touch the earth.” This sentence suggests an interaction between the building and site which is necessary for the green procedure. It surely has more widespread qualities. A building which greedily consumes energy can cause pollution and it’s exotic to users. Consequently, it won’t touch the earth gently and softly. It can be explained that no building can be removed out of its root and the previous situation cannot be resurrected in the site. This type of interaction with site can be perceived in desert Arabs. The softness and peace of touching the ground among them was not only hidden in their relocation but also included their materials and assets. The tent they used were made of goat sheep and camel’s hair. They were strong against the heavy winds by creating an efficient aerodynamic ground level. They were tightened by long ropes and few poles were used in it because woods are very rare in plains. Though urban communities have left their traditional life style and architects have emerged into design era, still, the temporary structures are needed for creating different exhibitions and cultural activities. Such structures often take forms of desert tents (America’s green building council).

Holistic principle

All green principles requires cooperation in a holistic procedure in order to create the artificial environment. Finding buildings that have all green architectural principles is not simple because the green architecture is not identified completely. A green architecture should include more than a single building i.e. it should include a sustainable form of an urban environment. City is far from sets of buildings. In fact, it can be seen as a set of interacting system (systems for life and recreation) which have a body and by a precise looking to these systems, we can draw tomorrow’s future of the city (Count Lebz, 2002).

9. SUSTAINABLE HOTELS, TOURISM SUSTAINABLE DEVELOPMENT

Hotel industry as one of the main part of travel of the recent year, tried to apply some sets of activities as environmental management in order to protect the environment. Due to the fact that protecting environment is one of the necessities of the world, then environment management is important in achieving the tourism sustainable development. Sustainable hotel management plays an important role in decreasing negative consequences on environment (by maintaining balance between environmental, social, economic aspects of hotel management) because it uses the energy of water and earth and primer material. Therefore, it produces sewage, wastes and etc. sustainable development means maintaining balance between the development and environment. Today, sustainable development category have important environmental, social and economic impacts on tourism development plan. Tourism sustainable development includes two aspects of environmental and cultural heritage protection.
10. GREEN HOTELS

Green hotel refers to single or chain hotels that have more adaptability toward environment and their activities have rare negative impacts on environment.

The process of changing into an eco-Hotel (green hotel) respectively includes:

Recruiting experts in the domain of environment

Establishing an environment committee

Analyzing the hotel’s status quo

Providing efficient plans and necessary trainings to employees for their cooperation

Supervision and management for the plan implementation and resolving the weak points

Wastes management (decreasing garbage, recycle)

Green environment

Energy management

Productivity increase

CONCLUSIONS

A comparative example has been analyzed in the present research and all sustainable dimensions were perceived in it. However, there’s no necessity for all disciplines of sustainable development in landscape. A whole definition for sustainable landscape can be suggested: “a significant relationship between the environment and the addressee that can have unclear future.”

If this balance is needed for each of these sustainable dimensions, we have to observe them. It’s possible that one of these factors is more important than the others. For example, the landscape is mainly depends to social factors but we cannot ignore the role of other dimensions because the sustainable development cannot be analyzed from one dimensions and other factors cannot be insignificant.

Green buildings are those have little negative impacts on environment. Architects should try to use people’s taste in designing the green buildings.

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THE EFFECT OF TRANSVERSE STEEL REINFORCEMENT ON THE BEHAVIOR OF CONCRETE BEAMS REINFORCED WITH GLASS POLYMER REBARS

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ABSTRACT
In this study, through preparing an experimental program, flexural behavior of glass fiber reinforced polymer (GFRP) concrete beams is investigated using finite element method. For this purpose, 4 concrete beams with square section were modeled in Abaqus Software. In all beams, 4 GFRP No.12 rebars and 10 steel rebars (A3) No.8 were used with space of 250mm vertically to resists against shear cracks in beam. Beam no.1 is without transverse reinforcement; beam no.2 has a row of transverse reinforcement in beneath and is placed in plate of vertical reinforcements. Beam no.3 has a row of transverse reinforcement above the beam and is placed in plate of vertical reinforcements; beam no.4 has 2 rows of transverse reinforcement in upper and lower part of beam and is placed in plate of vertical reinforcements. Beams are exposed to force of 6tons gradually. In each beam, values of displacement and strain in mid part of beam are compared to each other. Obtained results show that force-displacement diagram of GFRP beams has been almost linear to the final step and equal in all beams. Adding transverserebar has led to fewer drops in mid part of beam compared to beams without transverserebar. Moreover, all beams were deformed under certain load; although in beams with transverse reinforcement, more load resistance and deformations were observed.

Keywords: Glass Fiber Reinforced polymer, finite element, transverserebars

INTRODUCTION
Experimental investigations show that steel fibers can be used as stirrups in beams, frames and slaps and also as strengthening shear reinforcement in precast beams with fragile body. Reinforcement fibers can be added to concrete mixture in place or on critical areas of members made of Prestressed concrete to remove secondary reinforcements. Fiber reinforced concrete can be used for strengthening plasticity and seismic resistance of structures.

LITERATURE REVIEW
Non-metallic resistant fibers, such as carbon fiber, glass and aramid surrounded in a polymer matrix have shown high potential to reinforce concrete. Fiber-reinforced polymer area available in different forms including Rebar, networks, cables, cords, tendons, sheets and a variety of Construction profiles and are usually known as FRP. With the recent advancements in this field, large number of studies has been reported till now from different perspectives of structural use of FRP in various studies. FRPs have been used to reinforce structures [1].

Ramana et al [3] have studied behavior of CFRPC strengthened reinforced concrete beams with varying degrees of strengthening. This paper summarizes the results of experimental and analytical studies on the
flexural strengthening of reinforced concrete beams by the external bonding of high-strength, light-weight carbon fiber reinforced polymer composite (CFRPC) laminates to the tension face of the beam. Four sets of beams, three with different amounts of CFRPC reinforcement by changing the width of CFRPC laminate, and one without CFRPC were tested in four-point bending over a span of 900 mm. The results indicate that the most increase in first crack and ultimate anchors is about 150-230%. In this study, increase in stiffness of reinforced beams has been considerable and about 110%.

Mansur et al [4] have investigated Shear strengthening of RC deep beams using externally bonded FRP systems. This study explores the prospect of strengthening structurally deficient deep beams by using an externally bonded fibre reinforced polymer (FRP) system. Six identical beams were fabricated and tested to failure for this purpose. One of these beams was tested in its virgin condition to serve as reference, while the remaining five beams were tested after being strengthened using carbon fibre wrap, strip or grids. The results of these tests are presented and discussed in this paper. Test results have shown that the use of a bonded FRP system leads to a much slower growth of the critical diagonal cracks and enhances the load-carrying capacity of the beam to a level quite sufficient to meet most of the practical upgrading requirements.

Obaidat et al [5] have studied retrofitting of Reinforced Concrete Beams using Composite Laminates. This paper presents the results of an experimental study to investigate the behaviour of structurally damaged full-scale reinforced concrete beams retrofitted with CFRP laminates in shear or in flexure. The main variables considered were the internal reinforcement ratio, position of retrofitting and the length of CFRP. Increase in maximum load of reinforced samples was about 23% for shear reinforcement and to 7-33% for flexural reinforcement. Moreover, the reinforcement has led to change in failure mode to fragile failure. On the other hand, strengthening beams has led to reduction of width of crack compared to control beams. The experimental results, generally, indicate that beams retrofitted in shear and flexure by using CFRP laminates are structurally efficient and are restored to stiffness and strength values nearly equal to or greater than those of the control beams. It was found that the efficiency of the strengthening technique by CFRP in flexure varied depending on the length. The main failure mode in the experimental work was plate debonding in retrofitted beams.

Pannirselvam et al [6] have conducted a study under the title of Strength Modeling of Reinforced Concrete Beam with Externally Bonded Fiber Reinforcement Polymer Reinforcement. This research study presents the evaluation of the structural behavior of reinforced concrete beams with externally bonded Fibre Reinforced Polymer (FRP) reinforcements. Three different steel ratios with two different Glass Fibre Reinforced Polymer (GFRP) types and two different thicknesses in each type of GFRP were used. Totally fifteen rectangular beams of 3 m length were cast. Three rectangular beams were used as reference beam (Control Beams) and the remaining were fixed with GFRP laminates on the soffit of the rectangular beam. The variables considered for the study includes longitudinal steel ratio, type of GFRP laminates, thickness of GFRP laminates and composite ratios. Flexural test, using simple beam with two-point loading was adopted to study the performance of FRP plated beams in terms flexural strength, deflection, ductility and was compared with the unplated beams. The test results show that the beams strengthened with GFRP laminates exhibit better performance. The flexural strength and ductility increase with increase in thickness of GFRP plate. The increase in first crack loads was up to 88.89% for 3 mm thick Woven Rovings GFRP plates and 100.00% for 5 mm WRGFRP plated beams and increase in ductility in terms of energy and deflection was found to be 56.01 and 64.69% respectively with 5 mm thick GFRP plated beam. Strength models were developed for predicting the flexural strength (ultimate load, service load) and ductility of FRP beams. The strength model developed give prediction matching the measurements. The deflections at which first cracks appeared at the tension zone of the beams were higher for GFRP plated beams. The maximum reductions in first crack load were up to 50.59% for 3 mm thick plating and up to 58.59% for 5 mm thick plating.
Yield loads increased substantially due to the bonding of GFRP plates. The increase level of achieved by WRGFRP plates was higher than those achieved by CSMGFRP plates. The increase in yield load was up to 40.00% for 3 mm thick CSMGFRP and 128.57% for 5 mm CSMGFRP, 103.33% for 3 mm WRGFRP and 200.00% for 5 mm WRGFRP plating. Yield deflection values were marginally lower for GFRP plated beams compared to the unplated beams. The reduction in yield deflection ranged from 7.99-28.03% for 3 mm GFRP plated beams and from 5.19% to 28.54% for 5 mm GFRP plated beams. WRGFRP plating resulted in substantially higher ultimate load levels compared to CSMGFRP plating. Increase of ultimate strength ranged from 42.86-103.33% for 3 mm WRGFRP plating and from 60.00-200.00% for 5 mm WRGFRP plating. The increase in deflection ductility ranged from 30.30-56.01% with 5 mm CSMGFRP plating and from 35.16-64.69% with thick 5 mm for WRGFRP plating.

Jahangiri and Khaloo have investigated the behavior of reinforced concrete deep beams with pop-up body using finite element analysis. In this study, they have investigated the use of finite element method to analyze continuous concrete reinforced beams with pop-up structure. Obtained results from this study showed that with the increase in pop-up size, shear strength of beams is decreased. The decrease is equal to 15% for square pop-ups and 20% for rounded pop-ups. Through changing the pop-ups into rounded form, ultimate strength of beams is increased to 2-13% and the maximum increased strength for beams with large pop-ups is in span of internal shear. Rounded pop-ups have higher ductility than square pop-up to about 2-16%.

Park et al [7] have studied Strut-and-Tie Method (STM) for CFRP Strengthened Deep RC Members. For analysis of CFRP strengthened deep reinforced concrete (RC) members, the strut-and-tie method (STM) is also a powerful analysis tool since a bonded CFRP element acts as an additional tension tie. In this paper, a practical analysis and design process for CFRP strengthened deep RC members using the STM is presented. In addition, seven effective factor models accounting for reduction of strength in cracked concrete were also investigated. A total of 17 experimental deep beam test results were compared with the proposed STM approach results. It has been shown that the proposed STM approach with an effective factor model depending on the strut angle provides the best agreement with the test results.

El Maaddawy and Sherif [8] have conducted a study under the title of FRP composites for shear strengthening of reinforced concrete deep beams with openings. This paper presents the results of a research work aimed at examining the potential use of externally bonded carbon fiber reinforced polymer (CFRP) composite sheets as a strengthening solution to upgrade reinforced concrete (RC) deep beams with openings. A total of 13 deep beams with openings were constructed and tested under four-point bending. Test specimen had a cross section of 80 × 500 mm and a total length of 1200 mm. Two square openings, one in each shear span, were placed symmetrically about the mid-point of the beam. Test parameters included the opening size, location, and the presence of the CFRP sheets. The structural response of RC deep beams with openings was primarily dependent on the degree of the interruption of the natural load path. Externally bonded CFRP shear strengthening around the openings was found very effective in upgrading the shear strength of RC deep beams. The strength gain caused by the CFRP sheets was in the range of 35–73%. A method of analysis for shear strength prediction of RC deep beams containing openings strengthened with CFRP sheets was studied and examined against test results.

O.Challal, B.Benmokrane[10] have found that GRP rebars are very light and show elastic behavior till the time of fracture and have very high ultimate flexural strength and low ultimate strain and low elasticity entry. Moreover, its Coefficient of thermal expansion is similar to concrete. GFRP rebars act properly under pressure similar to similar reinforced rebars and metal rebars; although they would be failed more than these rebars. GFRP rebars used in this study show elastic and linear behavior under pressure and tension till the tile of fracture. The rebars have high strength to weight ratio. Final strain and elasticity modulation of these rebars is low and about 1.8% and 42GPa. Obtained results showed that it is possible to use them in construction industry. Moreover, mechanical and physical properties of the
materials allows using them to design concrete structures such as beams, slabs and columns reinforced by the composite rebars. One cases of using the rebars is areas with coastal zones or regions with ice cycles and concretes including salt, nonmagnetic structures or electricity insulators and non-military structures non-detectable by radars and underground structures. Initial cost of building such GFRP concrete structures seems to be higher than conventional concrete structures; although initial cost can't be good criterion of real estimation of construction cost of the structures during their lifecycle. For example, costs that should be considered in these calculations include maintenance, repair and replacement costs. The problem of corrosion in some structures appears just 5 years after the construction. The cost of repairing and maintenance reaches to considerable amount after a few years, if it is not more than initial cost. This issue can enhance the opportunity to use the materials for real time structures. A perspective of possible and different fibers usable in construction industry is presented in study of V.S Parameswaran [11].

In study of C Cuchiara et al [12] under the title of effectiveness of stirrups and steel fibers as shear reinforcement (2003), results of experiments on rectangular beams with simple bases and made of fiber reinforced concrete with and without stirrups under effect of 2-point symmetric lateral load are presented. A.F Ashour has conducted a study under the title of bending and shear capacity of GFRP concrete beams by 2005 and has presented the results of experiments on 12 beams with GFRP rebars and under effect of 4-point loading system. All experimental samples had no compressive and shear rebar and were divided to two groups based on compressive strength of concrete. Two failure modes of shear and bending modes were observed. Bending failure behavior was mainly as a result of rupture of GFRP rebars and in middle part of span or in beneath of loading points.

Equations of SCI Guide for the design and construction of concrete reinforced with FRP rebars [13]

Tensile strength of design of polymer reinforcements \( f_{tu} \) would be obtained as follows:

\[
 f_{tu} = C_E f_{fu}^* 
\]

(1)

Where; \( C_E \) is reduction coefficient related to environmental conditions that can be obtained using table 1 depending on type of fibers and environmental conditions.

\( f_{fu}^* \) Refers to tensile strength presented by producing company of FRP reinforcement determined by tensile test.

<table>
<thead>
<tr>
<th>Environmental conditions</th>
<th>Type of fibers</th>
<th>Reduction coefficient related to environmental conditions (( C_E ))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete is not in direct contact with soil and air</td>
<td>Carbon</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Glass</td>
<td>0.8</td>
</tr>
<tr>
<td></td>
<td>Aramid</td>
<td>0.9</td>
</tr>
<tr>
<td>Concrete is in direct contact with soil and air</td>
<td>Carbon</td>
<td>0.9</td>
</tr>
<tr>
<td></td>
<td>Glass</td>
<td>0.7</td>
</tr>
<tr>
<td></td>
<td>Aramid</td>
<td>0.8</td>
</tr>
</tbody>
</table>

**TENSILE STRENGTH**

As yield is impossible in FRP, tensile strength is the final criterion. FRP rebars under compression are weaker than tension. Compressive strength is depended on smooth or ribbed surface of rebar.
Compressive strength of GFRP is about 317MPa to 470; although its tensile strength is about 552 to 896MPa. Approximate correlation between compressive strength and cement ratio of concrete containing aggregates and concrete containing sand is presented in Table 2 based on ACI213R – 79 standard [14].

<table>
<thead>
<tr>
<th>Compressive strength MPa</th>
<th>Cement ratio $\frac{kg}{m^3}$</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All aggregates</td>
</tr>
<tr>
<td>17.24</td>
<td>240-305</td>
</tr>
<tr>
<td>20.68</td>
<td>260-335</td>
</tr>
<tr>
<td>27.58</td>
<td>320-395</td>
</tr>
<tr>
<td>34.47</td>
<td>375-450</td>
</tr>
<tr>
<td>41.37</td>
<td>440-500</td>
</tr>
</tbody>
</table>

An adequate empirical equation is presented to estimate final strength by ACI544 Committee (for fiber reinforced concrete):

$$S_c = AS\left(1 - V_c \right) + BV_s \left(\frac{l}{d}\right)$$

(2)

Where; $S$ refers to final strain of matrix $V\left(\frac{l}{d}\right)$ and $l/d$ is length to diameter ratio; $V$ refers to volume of fibers considered to estimate random effects. $A$ and $B$ are constants that can be obtained through tracing curve against composite strength.

MECHANICAL PROPERTIES OF STIRRUPS

Yield stress of stirrups is equal to 340MPa and final stress is equal to 500MPa (rebar A3). Poisson coefficient and elasticity modulation for reinforcement materials is considered respectively to 0.3 and 200GPa. Strain of yield and fracture of reinforcements are respectively equal to 0.02 and 0.05. Special weight of steel is equal to 77kn/m$^3$.

MODELING IN ABAQUS SOFTWARE [15]:

ANALYSIS OF BEHAVIORAL MODEL OF CONCRETE PLASTIC DAMAGE (CDP)

Fracture criterion in plastic limit of material is expressed under compositional stresses. The criterion is divided to two main groups based on response of the material to hydrostatic pressure. In most cases, ductile behavior is recognized under title of depended on hydrostatic pressure and non-metal materials like soil, rocks and concrete are among these materials and are depended on pressure.
Plasticity state of damage of concrete is one hybrid model developed by Kachanov and is completed by Rabotnov et al. The combined equation of materials gives following damage using Isotropic scalar quantity [16]:

\[
\sigma = (1 - d)D^\varepsilon : (\varepsilon - \varepsilon^{pl}) = D^\varepsilon : (\varepsilon - \varepsilon^{pl})
\]  

(2)

Where; \( d \) refers to measurement; Cauchy refers to Cauchy stress factor (\( \sigma \)). In this equation, \( d \) refers to variable stiffness drop. Hence, initial elasticity stiffness (not damaged) of strain tensor \( D^\varepsilon \) is considered as tensor of \( D^\varepsilon = (1 - d)D^\varepsilon \). However, elastic stiffness is declined. Effective strain tensor is defined as follows:

\[
\bar{\sigma} = D^{\varepsilon :} : (\varepsilon - \varepsilon^{pl})(3)
\]

Where; \( \varepsilon \) refers to plastic strain. In regard with formulation, it is required to consider drop variations.

\[
\dot{\varepsilon} = d(\overline{\sigma}, \varepsilon^{pl})(4)
\]

A series of strain tensors and stiffness (smoothness) of variables \( \varepsilon^{pl} \) is dominant in CDP model. Stiffness drop has been firstly isotropic and as drop variable, \( d_c \) is defined in compression area and \( d_t \) is defined in tension area. Therefore, Cauchy tension associated with effective stress tensor based on drop scalar parameter \((1-d)\) is:

\[
\sigma = (1 - d)\overline{\sigma}(5)
\]

The damage state in tensile and compressive modes is divided independently to two types of stiffness variables of \( \varepsilon^{pl}_t \) and \( \varepsilon^{pl}_c \) which refer respectively to equivalent of plastic strain under tension and compression. Completion of stiffness variables as presented as follows:

\[
(6)
\]

Cracking (tension) and crunch (compression) illustrated in concrete varies with the increase in amount of stiffeners (emollients). The variables control the growth resulted from the drops in level of elastic stiffness. Fluidity level can determine distance of a surface in stress mode with failure or damage status:

\[
F(\overline{\sigma}, \varepsilon^{pl}) \leq 0(7)
\]

Plastic current would be controlled by potential function of \( G(\overline{\sigma}) \) based on following equation:

\[
\dot{\varepsilon}^{pl} = \dot{\lambda} \frac{\partial G(\overline{\sigma})}{\partial \overline{\sigma}}(8)
\]

Plastic potential function of \( G \) is also defined in distance of effective stress.

4 concrete beams with square section are modeled in Abaqus software. In all beams, 4 GFRP rebars No.12 and 13 steel rebars No.6 are applied with spaces of 250mm laterally to resist against shear cracks in beam. Beam No.1 is applied without transverse reinforcement. Beam no.2 has one row of transverse reinforcement in lower part and is placed in plate of vertical reinforcements. Beam no.3 has one row of transverse reinforcement in upper part of beam and is placed on plate of vertical reinforcements. Beam 4
has two rows of transverse reinforcement in upper part and lower part of beam and is placed in plate of vertical reinforcements. Beams are exposed to 8ton load gradually. In each beam, values of displacement and strain in middle of beams are compared with each other (figure 1-12). Elasticity modulation of concrete and polymer fibers is respectively equal to 18.8 and 42GPa [9]. Moreover, final strain of polymer fibers is equal to 0.18 [9]. Also, to model the concrete in Abaqus software, damaged concrete model is used [15].

Figure 1: stress counter of beam no.1

Figure 2: displacement counter of beam no.1
**Figure 3:** stress counter of beam no.2

**Figure 4:** displacement counter of beam no.2

**Figure 5:** stress counter of beam no.3

**Figure 6:** displacement counter of beam no.3
Figure 7: stress counter of beam no.4

Figure 8: displacement counter of beam no.4

Figure 9: stress counter of reinforcements of beam no.2

Figure 10: stress counter of reinforcements of beam no.1
CONCLUSION

Figure 11: stress counter of reinforcements of beam no.3

Figure 12: stress counter of reinforcements of beam no.4

Figure 13: diagram of displacement per load in modeled beams 1, 2, 3 and 4
In all beams and under constant load, beams with more transverse reinforcement led to more tolerance of load than beams with fewer transverse reinforcements. Under equal load, strain in beam with lower transverse reinforcement percent has been more than beam with higher percent of transverse reinforcement. Load-displacement curve is continued relatively in linear form to the final loads after beginning point related to non-cracked section for all GFRP rebars. This indicates lack of yield of GFRP to the moment of failure. GFRP beams have high ductility and energy precipitation ability. With the increase in amount of transverse reinforcement in member, failure of beams would happen in higher final load and increase in transverse reinforcement in members can result in increase in lower level of load-displacement curve.

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SPECIFIC FEATURES OF MUSIC EDUCATION IN SOVIET RUSSIA IN 1918 TO 1922 (IN TERMS OF SOCIAL AND CULTURAL ENVIRONMENT IN KAZAN)

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ABSTRACT
The article is dedicated to a complex and multi-faceted process of music education reforms in the early years of the Soviet power in Russia. Though decrees on nationalization of the cultural property and centralization of spiritual life in the country were passed in 1917, creation of a new system of education and control was started in 1918 with establishment of the People's Commissariat for Education. There had been no such authorities in Kazan government until 1919, and for the first two years, the system was highly independent. The article uses methods of the individual history including a biographical method, which allows creating a collective biography of the holistic institution in the social and cultural environment. The article describes a history of creation of the Oriental Conservatory in Kazan from the first projects represented in the late 1918 to attempts of its implementation. The Oriental Conservatory combined features of public educational institutions and a practice-oriented research university. It was a project of integration of the traditional culture of people in the Volga region and the Urals and its development in line with the academic system. Entry quotas were provided for native peoples of the Volga region as well as a dropout system for underachieving students. As an autonomous place of higher education with a wide range of functions, the Oriental Conservatory would not fit plans of the People’s Commissariat for Education and it was dissolved in the early 1922. The experience of the Oriental Conservatory in Kazan demonstrated that even in the situation of the revolution, civil war and authoritarian, severely ideology-driven power having being formed scientific and creative projects could be implemented in their authors’ enthusiasm. Tough economic times were rather a pretext than a reason to dissolve it by Soviet authorities. The conservatory – but in the other format – was opened again in Kazan in 1945.

Keywords: Education, individual history, social and cultural environment, Kazan, R.Gummert, V.Ayonov, N.Nikolskiy, the Oriental Conservatory.

INTRODUCTION
In the early 1920s, a system of education in Russia in principal cities and beyond them survived a period of intense experiments which were based on two opposite pushes. First, a push from Moscow supposed ideologization of the professional education, and consolidation and fusion of the existing structures. Second, an opposite push also had effect on the form and content of the reforms as it assumed massive involvement and nationwide availability of education including a music one. The general grounds of the new policy were announced as far back as in November of 1917 when the State Commission on Education was established which would develop the grounds of the new system of people’s education. The People’s Commissar of Education, A.V. Lunacharsky stated basic principles and tasks of the Soviet Government’s policy: general compulsory primary education, common availability of the any-level
school, democratization of the people’s education and account taken of local and national special features. On December 1, 1917, the People's Commissariat for Education published in the Pravda newspaper an address to the intelligentsia with appeal to “work at rapprochement of the mass to the art” (Spiridonova, 1993: 50). Until 1919, Kazan Government had no a governing Soviet authority which directly ran the music education.

**MATERIALS AND METHODS**

Music education processes have been studied on the basis of methods of E. Mounier’s personalistic philosophy when the personality is considered as the primary regarding any social systems, and material and economic need (Mounier, 1948). The individual history is one of prospective currents of a historic research. It examines the creative personality in interaction with other personalities, with its social environment and with surrounding cultural and intellectual traditions. Within the frame of a comprehensive approach, personalism is convenient as that combining source-studying, chronological and musicological method of the research. The article describes a single music-educational space, which has no sense without the use of a biographical method. The historic biography concerns not with the personality itself but its status and place in a social and cultural environment of the respective times, thus it is possible to write a collective biography – of the entire institution (Repina, 2001: 304-305).

The history of music education in Kazan and Tartary has been studied in its entirety and the most important sources have been introduced into scientific discourse. Regarding the analytical development, a study of social and cultural points of a scientific and music environment in Kazan has been started (Safiullina, 2014). Historic roots to form a tolerant environment in education establishments based on multi-cultural and multi-lingual environment (Valiahmetova et al, 2014), as well as integration processes in the education environment are extremely important for the needs of modern times (Shaidullina et al, 2015). These parallels shall be studied as many today’s processes have similar ones in the century-old times.

**RESULTS**

At the time of the revolution, a music school at Kazan branch of the Russian Musical Society (RMS) was a single special music educational establishment in Kazan. Rudolph Gummert (1862–1922) was the founder and eternal director. In October of 1917, the staff of the school and Musical Society expressed a wish to “work in the vineyards of music education” which was repeated by the director in his appeal to the new power (Salitova 2008: 50-51). As a result of reforms of Kazan music school, the new director – Ruvim Polyakov – started establishment of the National two-stage music school in 1919 by the order of the People’s Commissar of Education (the “Znamya Revolutsii” newspaper. – 1919. – No. 191; 24th August). The school was opened in September. A famous musical critic and musicologist, professor N.D.Kashkin (1839–1920) who had moved for Kazan from Moscow in 1918 played a large part in creation of the new educational institution.

At the same time, the new power had got down to the problems of national culture development of people in the Volga region. An academic board of the Central Muslim Commissariat of the People’s Commissariat for Nationalities, a people education department of the Muslim commissariat of Kazan Council and a Muslim social committee operated (Vayda-Saydasheva, 1991: 13). The documents of that time used actively the notion “education of the Oriental working people in Russia” in any area including a musical one. That contributed to a substantial growth of scientific interest in the musical folklore of people in the Volga region.

On June, 25, in 1920, the Tatar Autonomous Soviet Socialist Republic was founded where its own People’s Commissariat for Education existed. Its artistic department set among others a task to “develop
the Oriental music”. The policy of the Tatar People’s Commissariat for Education was focused on “education of Tatar working people and first of all of the nations inhabiting this region since olden times”. By September 1920, a scientific department had been created in the People’s Commissariat for Education. As far back as in March 1920, an ethnographic concert where local music was performed was given in Kazan University (Safiullina, 2014).

In 1918, two projects of the conservatory were represented at once: by Rudolf Gummert on November, 1, and by valentine Ayonov on November, 28, in the same year (Faizrakhmanova, 2010). That event coincided with the decision of the People’s Commissariat for Education on music education of the Oriental nations (the “Znamya Revolutsii” newspaper. – 1919. – No. 245, October 29).

Valentin Ayonov, a former opera singer, as far back as in 1917, applied for the Muslim Commissariat of Kazan on the opening of music classes for the people in the Volga region. As a result, since January 1, 1918, the “Studio of Liberal Arts” where 114 Tatars, 48 Chuvashes, 31 Mari and 6 Udmurts people had been learning as early as in first six months started to operate (Vayda-Saydasheva, 1991: 80). Ayonov stated the main principles of the conservatory foundation in his memorandum to the People’s Commissariat for Education of Kazan Government of that time. As a result, Ayonov took charge of the Central Oriental Music School in 1918.

R. Gummert had represented a similar project a bit earlier. He underlined that “music education shall not be a luxury or privilege; it shall first of all get access to people and develop there” (the National Archives of the Republic of Tatarstan, Stock R-271, Inventory 1, File 76, sheet 1). R.A.Gummert supposed to open the conservatory on the base of the RMS Music School – his own school having nationalized. He also planned to join the Muslim music school. He saw the main purpose of the Oriental Conservatory in involvement of people of the East in the music life via systematic study of their national culture, education of the youth on the base of the folk music, as well as in the collecting and handling of the folklore, and keeping of original traditions of the people in the Volga region.

The work at studying the music culture and folklore started in the Oriental Music School. The program of the work in that current was stated as far back as in 1906 by Moscow musical and ethnographic commission. In 1920, the Oriental music school was reformed in the Central Oriental Music High School.

In July 1921, the Oriental Conservatory was opened on the base of that private school; V.Ayonov remained as the director of the Conservatory. He also headed the commission for choosing students from the national regions; a boarding school was opened for those students. The Oriental Conservatory belonged to establishment of the People’s Commissariat for Education of Tatar Republic and exercised rights of an academic autonomy; the Arts Council was its top administrative body and appointed professors and teachers. A systematic study and wide promotion of music activity of the nations of the Russian East was among the most important tasks of the Oriental Conservatory. A music and ethnographic faculty was one of five faculties of the Conservatory. Its curriculum included disciplines in history and psychology of the nations in the Volga region, the Urals and Siberia; handling methods for the folk music, history of national music instruments and poetic works of Finno-Ugric and Turco-Tatar tribes were also learned. The students studying ethnography learned record live folk songs with a phonograph and compose music pieces in a folk style. Tatar, Mari and Chuvash choruses operated.

The music and ethnographic association operated under the Conservatory. It was engaged in an organizational and research activity, collected music and poetic folklore of the Tatars, Chuvashes, Bashkirs, Mari, Udmurts, Mordovians, and Perm people, etc. The association contacted scientists of the Mari and Chuvash Republics, Bashkiria, Kirghizia, Kalmykia and the Eastern Siberia. Famous turkologists S.Malov and N.Katanov were members of the association (Safiullina, 2014). As early as since March 1921, the Association kept holding monthly meetings under the Arts Council. Topics of the
meetings were of great versatility, 11 reports were only heard within 1921. The Conservatory published a paper of the Chuvash ethnographer, N.Nikolskiy, “The Outline of Folk Music History of the Nations in the Volga Region”. Nikolskiy was invited to the Oriental Music School as far back as in 1919, and since 1921, he carried duties of the director of the Conservatory and the Chairman of its Arts Council due to V.Ayonov’s illness and death.

In February 1922, the People’s Commissariat for Education of Tartaria decided to merge the Oriental Conservatory and the National Two-Stage Music School into a single institution with downgrading. A number of its students was supposed to restrict to 600 people with a quota of 200 places for the Muslims. Professor N.Nikolsky offered not to downgrade the institution and to grant to the school the status of the Oblast one, make it a center of training of experts in music education and keep studying and developing music creation of the nations in the Volga region systematically. However the Council of People’s Commissars of the Tatar Republic dissolved the Oriental Conservatory by its regulation on March 11, 1922; the Oriental Musical Vocational School was founded instead. The regulation ran that the main reason was lack of budget means; the ethnographic department was supposed to give to the People’s Commissariat for Education. The Conservatory – but as an academic higher educational institution – was only opened again in Kazan in 1945.

**DISCUSSION AND CONCLUSIONS**

The main reasons to stop the experiment with the Oriental Conservatory are as follows:

1. The policy of the Soviet power initially supposed a tight control of education; it was a convenient solution to cut back a network of musical institutions and downgrade them.

2. A critical financial and economic situation in the country: the highpoint of the famine in the Volga region was just in 1921 to 1922, as a result the Soviet state had to use the foreign aid.

3. Due to historic circumstances, two special music educational institutions co-existed – the National Two-Stage Music School and the Oriental Conservatory which resulted in a way in overlapping while a skill level of newly entered students was extremely low.

4. Lack of experienced teachers: within 1921 to 1922, the Oriental Conservatory lost its best teachers including R.Gummert, N.Katanov, V.Ayonov. All of them died because of illnesses in rigorous postwar conditions. Most famous musicians and scientists, such as A.Samoylov and S.Malov, preferred to leave Kazan in those years.

**SUMMARY**

Nevertheless, the experience of the Oriental Conservatory demonstrated that even in the situation of the revolution, civil war and authoritarian, severely ideology-driven power having being formed creative personalities’ activity was possible and they were able to implement specific projects in the area of education. By efforts of R.Gummert, V.Ayonov and N.Nikolskiy, the foundations for professional music high education in the Volga region were laid down. The Oriental Conservatory was the only music high educational institution of the Volga-Ural region in the early 1920s. It had an academic autonomy and performed musical and ethnographic researches beside the educational functions.

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BRANDING IN ARCHITECTURE OF RECREATION

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ABSTRACT
The goal of this work of formation of architectural frame of recreation mechanisms analysis instrumentarium from positions of problems of brand's identification of created services and manufactured good, i.e. branding. At this stage the research anticipates:
− review of branding structural components;
− structuring of branding constituents in recreation.

" Brand" as an integral constituent of economic reality is in course of its growth, establishment and realization of need of its application by participants of economic activity. At present stage there is no unified approach in interpretation of "brand" and "trademark" definitions. In our and many other researchers' opinion, brand is a trademark with formed, real image, forming value indexes of economic structures activity. Many researchers agree in opinion that "brand" as economic definition, is a new paradigm in the development of contemporary management and marketing. The conception, initially created for promotion of FCG (fast moving consumer goods), consumer foods with high liquidity, today is successfully used in regard of corporate level of organization (we mean branding of companies, institutions, recreational complexes etc.) too. Process of formation and consequential intellectualization of human capital as the most important condition of economic transformation are obviously supposing the existence of reproduction factors system. One of the basics in such system, in our view, is recreation. Recreational sphere, being one of dynamically developing constituent of national economic. s conditions of contemporary geopolitical realias makes a multiplicative impact practically on all economic complex, acting in a range of cases as catalyst of the following development of its structural units. The key problem of recreational sphere, independently of level of its structure hierarchy, is the availability (in a wide sense) of its services consumption. Namely the availability has to become a major indicator of effectiveness and competitive ability of recreational destinations of RF regions. And the target landmark, forming major constituents of such availability, can be and has to be the brand.

Keywords: regional economic, brand, mark, vision, identity, comparison, positioning, recreation, competition, stable development

1. INTRODUCTION
Structural analysis of the most widespread conceptions of branding (J-N. Kapferer, P. Temporal, E. Rice, D. Traut, V. Pertsia, V. Domnin) allows to make a conclusion about the fact that researchers pay a significant attention to such its aspects as "the essence (core) of mark", "development of mark identity", "brand positioning", "brand extension", "sanitation / liquidation of brand". Some of them, J-M. Drew, J.-N. Kapferer, P. Temporal count necessary to consider in context of branding strategy one more element too - "mark vision". Analysis of diverse concepts of brands formation allowed us to structure major constituents of their architecture:

1. Mark vision.
2. Mark identity.
3. Mark's behavior.

In frames of this article the object of out research mostly would be problems of mark vision and, briefly, of mark identity.

**2.MARK VISION**

The basis of functioning of any active mark is its vision, forecast condition of achievement of maximum effect. Vision is "some guiding philosophy, grounding of mark's existence, not the goal itself but rather a sense of major goal" [1]. It determines the level of claims in course of strategic brand-planning and is an intuitive understanding of what be useful for mark and what would be harmful [2, 3].

Therefore, mark vision in branding conducts the following specific functions:

1. Identifies position of mark today.
2. Determines the vector of mark's development in future.
3. Forms understanding of mark's essence and defines the limits of mark extensions.

At this the mark vision should be clear, consequential and integral [4, 5].

The development of mark vision of recreational complex requires, first of all, the determination of competition area. Under the competition area we understand those markets and market niches that complex is serving now, and those that it would be able to effectively serve in future. It includes: positioning of brand, definition of brand's essence (core) and determination of brand's mission. In our view, methodologically correct and logical would be to forestall the creation of identity and the brand itself by the development of mark concept and its major composition elements: positioning, essence and mission of brand. In practice far from everyone business entity adheres this approach; moreover, branding theoretics has no unified point of view on this issue.

A range of foreign authors (G. Hamel and K. Prakhald, K.A. Nordstrem and J. Ridderstrale) think that the selection of new competition fields is necessary to start from revision of major abilities and capabilities of the company [4]. Particularly, G. Hamel and K. Prakhald introduce definitions "base functionalities of product" and "key competences of company". The first one means potential abilities of development and horizons of created product use, the second one – unique knowledge and abilities of people working in organization [6, 7].
Application of these two definitions to regional recreation complexes stipulates the need of analysis of region's recreational specialization. Basic functionalities of regional recreation complexes' product are continuously connected to tourist-recreational region's potential. Components of tourist-recreation product of region are based on ideas about elementary recreation activity, at this basic functionalities of tourist-recreational region product can be equal to target types of recreational activities acting as basis for complementing of recreational activities cycles. For example, the recreational specialization of region of Caucasian Mineral Waters (CMW) is balneology, which is namely acts as basic functionality of tourist-recreational region's product. Specialization of region also determines the set of key competences necessary for most complete satisfaction of recreational needs of visitors. In our example it is a large experience of mineral waters and muds application in treatment of recreants in combination with general knowledge in field of medicine.

Dialectic of base functionalities of tourist-recreational product and key competences allows to make a decision about in what branches and spheres of economic recreational complexes would be able to decently compete, and, on the other side to designate branches and spheres, entrance in which would be a false diversification, ineffective action.

The competence field of recreational complex mark includes the issue of determination of subject of its economic activity, circle of customers and specificity of needs that it is striving to satisfy. The field of competence is a multi-dimensional concept. Horizontal (branch) direction is formed by aggregation of spheres and branches of recreational infrastructure, in which the mark of recreational complex is going to operate. Vertical direction establishes the degree of participation and responsibility of brand in production of initial recreational goods / services, possible complement and distribution of final product. Consumption direction of competition field determines the list of consumers groups that would be served by the brand. Finally, geographic direction gives the ability to make a conclusion of will the brand extend beyond the frames of its region / country, or would prefer to work in clearly outlines geographic niche [8, 9, 10]. The field of competition is not the position of mark today and those zones, in which the mark can extend in future. That's why the determination of competition field does not mean the immediate diversification. Understanding of competitions fields, in our view, is necessary for setting for mark a sufficient potential for extensions. At the same time, the proper selection of today and tomorrow fields of competition prevents from mistakes of excessive generalization. The mark should not try to be too wide, or else there is a probability of its blurring.

Acceptance of decision about specific directions of competition is necessary to be grounded by their accordance to basic functionalities of tourist-recreational product and key competencies of the complex. Horizontal direction of selection of competition fields for recreational complex is related to studying of forming industry of recreation in a wide sense. Extension of mark in branches, absolutely unrelated to recreation, is a false diversification, that's why here in focus of research have to be the additional and "near-border" industrial forms of recreation (see Table 1) [11].

It should be noted that the exit in any one of considered branches or spheres does not mean the creation of specialized business structure, we are speaking about extension of mark only. These goods or services can be provided by another entity on rights of sub-contractor, but recreational complex would offer all this under its brand. For stated above example with Caucasian Mineral Waters, the basic functionality and key competencies of which brand is balneotherapy, a completely justified can be the exit into related branches, pharmacy and cosmetology, sale of cosmetic and medicine preparations on basis of mineral waters and muds under the KMW mark and, to a lesser degree, in sphere of medical services. Unjustified would be, for example, an effort of exit into sphere of photo products or communication services sale. This situation is explained by absence of necessary competencies in recreational complex; from the point of view of both manufacturer and consumer the balneotherapy is simply too far from communications and photo products. However, in perspective, everything is possible.


Table 1

Directions of selection of competition field for tourist-recreational complexes ("horizontal")

<table>
<thead>
<tr>
<th>Business structures of tourist-recreational sphere</th>
<th>Accompanying branches of tourist-recreational sphere</th>
<th>&quot;Multiplicative&quot; branches of tourist-recreational sphere</th>
</tr>
</thead>
<tbody>
<tr>
<td>• operators, agencies</td>
<td>• goods: souvenir production</td>
<td>• goods: sport products</td>
</tr>
<tr>
<td>• accommodation structures</td>
<td>• leisure products</td>
<td>• photo products</td>
</tr>
<tr>
<td>• food enterprises (dining facilities, restaurants, bars, cafes etc.)</td>
<td>• issuing of specialized literature on tourism: catalogues, maps, leaflets, magazines, newspapers etc.</td>
<td>• medicine preparations and cosmetic means</td>
</tr>
<tr>
<td>• transport (auto-, avia-, railway, sea)</td>
<td>• services of financial-credit institutes (credit-exchange, plastic operations)</td>
<td>• exotic food products</td>
</tr>
<tr>
<td>• excursion service, organization of entertainment</td>
<td>• insurance companies' services</td>
<td>• services of cultural-educational institutions (theaters, movie theaters, museums)</td>
</tr>
<tr>
<td>• resorts</td>
<td>• lease and sale of tourist equipment, poma lifts, cable railways</td>
<td>• trainer services</td>
</tr>
<tr>
<td>• unions, associations and state bodies on regulation of recreation development</td>
<td>• services of educational institutions on preparation of staff for recreational structures</td>
<td>• barber services</td>
</tr>
<tr>
<td>• structures organizing conduction of exhibitions, fairs, congresses</td>
<td>• research services of institutional structures for recreation</td>
<td>• medicine services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• communication services</td>
</tr>
</tbody>
</table>

Consideration of vertical direction of competition field for tourist-recreational destinations require the study of chain of "values in tourism" creation, or, in terms of manufacturer "tourist6 activity" in a narrow sense (Fig. 1).

![Figure 1. Model "values in tourism."](image-url)
Vertical direction of competition field to a lesser degree depends on basic functionalities of tourist-recreation product. Here at the front plan are advancing key competencies. For example, when recreational complex has a preferable competencies in field of sales, the possibility of creation of own agent network should be considered. On the other side, the brand of recreation complex can be extended by cost of vertical integration with other participants of the chain too, tour-operators, tour-agents. The result can be creation of integrated networks consisting of diverse-profile tourist companies, which emergence is becoming the tendency on modern Russian tourist market [12, 13 14]. But in this case is economically irrational to promote tour-product of all network under the brand of recreational complex.

Consumer direction of competition fields is connected to formation of consumers groups, for which is needed a determination of those segments of market, at which the brand is intended to function. Here, in our view, is necessary a clear understanding of the fact if the brand of recreational complex will interact only with designated groups of consumers, extending tour-offer by cost of integrated solutions (for example, not only means of accommodations, but also transport, souvenirs etc. under the same mark for same groups of consumers) or is intended to occupy other adjacent market segments (for example, while previously serving only individual consumers, to develop tour-offers for families too). Finally, the complex can try to enter absolutely new market segments under its mark (for example, recreational complex, specializing in balneotherapy, can sell mineral water and mud to medical institutions under its mark).

One of the most important constituent of politics of customers' groups formations is a clear understanding of their priorities. Consumers have two types of needs: those they are speaking about and those they are not expressing in clear manner. Most branch participants are trying to satisfy the first type. It is much harder to detect and satisfy unexpressed, "silent" needs. One of the methods of more complete picture receiving is the analysis of system economics, allowing to present the general economic picture of particular product (in this case, tour-offers) by cost of modeling of all consumers costs and incomings related to it. Business is not completely effective in case when consumers are ready to pay costs made for creation of the product only. In this situation for question: "What specific benefits of complex tourist offers would made consumers to pay an additional price markup?", the answer should be convincing arguments in favor of the way in which the complex can satisfy priorities of consumers better than its competitors,

But at this should be taken into account that customers' priorities are not remaining static. New needs are constantly emerging and, therefore, are emerging new abilities for brand in their satisfaction. Therefore is necessary to consider customers needs in dynamic and trace all changes emerging in selected segments. Understanding of the fact that customers priorities are dynamic value and should be operatively reacted for, can provide a significant money flows growth .

The last direction of competition field selection is geographical. The entrance at new geographical markets is usually related to depletion of growth resources or their over-saturation. At this, for recreational complex, due to its service specifics, there is no ability to open new structures in places of the maximum customers' localization. That's why the major way of impact at new geographic niches are marketing communications, conducted via mass-media, Internet and agents networks .

The next logical step in branding construction is the development of mark conception. The mark conception in major researchers is a rather laconic construction consisting of two elements: mark positioning and essence of brand. However, this construction plays the key role in brand's further development: determination of its identity, market launch and acceptance of tactical and strategic decisions related to development/liquidation of mark. The basic element of mark conception is positioning .
According to author's definition, under the positioning should be understood "the self-differentiation of mark in consciousness of the customer" [15, 16]. The development of mark positioning anticipates the study of target markets selected as competition fields for presence of "empty" niches. At this, the search for vacant niches should be conducted on the basis of segmentation by consumer priorities.

Mark positioning development is a rather standard procedure independently of market's type. The first step in determination of mark's position is a determination of competitors in selected market's segments. At this is important to understand that the mark has at least three other types of competitors beside the direct ones (fig. 2) [17].

The second step in mark's positioning development is the detection of competitors' positions. The most accessible is the information about the price segment where they are positioning (economic, mass or premium). The further studying of competitors' positions require the conduction of consumers' questioning. At this, in spite of the fact that owners are claiming their brand to be "very clearly" positioned, the situation when representatives of target auditorium are not able to tell, for which purpose is this mark intended and what is its difference from many similar ones, is rather frequent.

And finally, the last step is a selection of mark position of recreational complex itself and the development of positioning approval.

One of the authors of positioning conception, E. Rice, proposes not just search of vacant niches at the market, but also try to create new categories by means of more creative than traditional segmentation. In this case the brand becomes a leader in new category [17]. Consumers' segments or markets, where mark is intended to be positioned, have to meet a range of standard requirements. Selected segments have to be sufficiently large, available for service, measurable, have a distinctive characteristics, distinguishing them by comparison to other consumers, and finally they have to perceive diverse programs of manufacturer aimed at them with a certain degree of activity [18, 19].

The final stage of positioning is the development of positioning approval as some formal grounding of mark positioning strategy. The major function of this document is a clear structuring of mark position. It is necessary to assure that there will be no problem of wrong interpretation of ideas, distortion of strategy and unclear expression of key addressing of the Brand and, as consequence, a confusion in customers' consciousness.
The writing of positioning approval requires complete understanding of the following aspects of the brand's activity:

- Target auditorium.
- Position of competitors and their competitive advantages.
- Position of mark and its competitive advantages.
- Mark's key offer.

One of the most simple and understandable methods of positioning approval development is the "4B" method, based on consequential description of four blocks:

1. Business. In what business, from the consumer's point of view, the mark operates? Who are the major mark's competitors?
2. Benefit. What first-grade benefits, from the consumer's point of view, the mark provides?
3. Better. In which this mark is better in comparison to offers of competitors?
4. Brand. To what degree the mark's positioning accords to the mark's essence? [20]

The positioning approval, same as other brand's constituents should be stated in short and clear manner. At this is necessary to be involved in constant clarification (focusing) of mark's position.

The second element of brand's conception is the essence of mark or its core (in works of J-N. Kapferer and P. Doyl) or DNA (in works of J. Ellwood). While the positioning of brand determines the direction of all communications, issuing from mark, and also the selection of marketing tools and communication channels, capable to complete this task, than the brand's essence is a sense core of all messages, the major idea that goes through all elements of brand's marketing mix as a red thread.

Under the brand's essence us understood "the major dominating characteristics determining the brand" [21]. At this, the brand's essence should be "the quintessence of all brand's characteristics that are determining unique differences of brand and can be communicates ti consumer" [22].

Dependently of essence laid in the brand are distinguished 3 types of marks:

1. Mark-attribute (or mark-product) Marks-attributes instill confidence in functional properties (attributes) of product. Usually it is difficult for buyer to estimate quality and abilities of product objectively in massive of offers. That's why he chooses marks that, in his opinion, had already confirmed qualities claimed by the seller. All these are convictions in product's attributes. The problem of marks-attributes is in the fact that they are not connected to product, and modern technologies do not allow to maintain the uniqueness of properties and characteristics of products for long time. Besides, objective information sources (mass-media, Internet) frequently doubt the exclusiveness of product's functional properties claimed by the seller.

2. Mark-intention (or status mark). Many products are purchase not just for satisfaction of functional needs, but for acquisition of status, acknowledgment and respect. Marks-intentions carry in themselves the information not so much about products as about achievements desired by their buyers. Individuals that purchase them are thinking that they re buying no so much a product as a
pass into the world of "reach and famous". In developed markets marks-intentions are threatened by the growth of population's well-being, decrease of social classes influence and growth of individualistic life style's popularity. In such markets consumers prefer to buy things that bring joy to them and not those things that impress neighbors, colleagues and relatives.

3. Mark-experience (mark-philosophy). Mark-experience concentrates in itself associations and emotions, stands higher than intentions and is rather related to some general philosophy. Successful marks express the individuality, orientations at personal growth and ideas, with which a man lives. Marks based on experience are not depending on product or image. Such marks are sufficiently easy expanding, because they are related to personal values. They can be extended for any product category in limits of individual philosophy of the consumer.

Selection of one or another mark type depends on tasks set for brand and market in which it operates or would be operating.

The second aspect of our research is the mark identity.

3. MARK IDENTITY

Mark identity, along with essence brand's characteristics is a basis aspect of mark. We are basing on definition of mark identity, given by D. Haaker: "Brand identity is a unique set of associations that point at the claim to brand's existence and includes a promise of manufacturer to consumer". In direct interpretations the identity of brand is not anything other than unique set of signs, by which the consumer detects (identifies) the mark. V. Domnin divide this signs into two groups: to the first are related empiric properties of mark ("brand's attributes"), something that can be touches, see, hear (brand's name, it's logo, personages-symbols of brand, color combinations etc.) The other group of signs V. Domnin calls content "characteristics" of brand. They belong, first of all, to consumer himself, to mark culture and interrelations between mark and consumer. These are joint experience and associations, senses and estimation opinions that both separate consumer and collective consumer consciousness are relating to the mark. Mechanism of consumption starts from a man projecting his own content at external subject. Is the brand's content (promises, associations, opinions, deeds etc.) is reflecting the internal content of a man (needs, desires), the image of mark replaces (represents) these needs and desires in consumer's consciousness. The brand becomes a symbol designating these needs and desires.

Brand's identity represents the perfect content as which, from the point of view of brand's owner, has the brand's content to be perceived by consumers. That's why the target of brand's owner is an embodiment of mark in form of the perfect content that would be conveyed to potential consumers and accepted by them with minimal distortions. At the same time, the perception of these messages by consumers always differs from image developed by the company. Therefore, the major task of branding at this stage is to achieve a maximum shortening of the distance between planned and perceived.

All designated aspects is rather accurately illustrated by previously considered by us brand's models of J-N. Kapferer (fig. 3). Kapferer considers the mark identity in two planes: by vertical and by horizontal one. In first case he separates the sender's picture (company) and receiver's picture (customer). According to model, the sender, while creating of brand, lays in it a certain configuration of specific characteristic peculiarities (in Kapferer "the mark personality", in other authors "individuality") and physical properties (in original author's text "the body structure of mark"). namely this set of properties and features determined the perception of the mark by sender.
Internal elements (adsorption)

Culture

Sender’s picture

Logistic

Self-portrait

Physical properties

Reflection

Receiver’s picture

Relations

External elements (embodiment)

At the same time, the receiver (customer) perceives the mark differently. For him the mark appears to be, first of all, as a certain prototype of mark's consumer, pictured in mark's communications (advertising, PR etc.). Therefore, the mark makes buyers understand, who it is addressed to (men or women, specialists or mere amateurs). This part of consumer's picture is called "reflection" and its major function is comprised in identification of brand's target auditorium. On the basis of reflection is formed the image of consumer himself in association with mark, i.e. the way the consumer perceived himself in relation to mark ("self-portrait" of consumer, in English editions - "self-image"). For example, while using this mark the consumer can feel himself "a real man" or "serious expert". Here the mark's force is contained in the fact that via relation to the mark the consumer develops a certain type of internal connection with himself.
Horizontal direction of "prism of identity" of Kapferer is represented by two groups of elements: internal, belonging to concept of "adsorption", and external, embodies in advertising and other mark communications. To internal elements belong the personality of mark, culture and self-portrait, everything that forms the brand's style, to external – the body structure, interrelations between the mark and the customer, and also the image of consumer reflected in advertising. External elements in aggregation form the thematics of mark.

4. CONCLUSIONS

On the basis of stated above can be made a conclusion that in multi-aspect process of brand's creation, structured by us, the methodically represented model "Vision – Identity – Brand" anticipated the construction of mark in frames of three stages:

1. Development of mark's vision theoretic basics.
3. Mark's development on market.

First two, to a different degree, on basis of objective reasons, were the subject of this article. The research of the third, by the same reasons, is a subject to separate publications.

5. SUNMMARY

Considered theoretical and methodological aspects of such rather multi-plane phenomenon as "band" at this stage of research allows to state:

1. Determination of brand's essence should be based on designation and positioning of mark's competitive field. In practice the essence of the brand is determined after development of its identity, via "folding" of mark itself and separation of structural characteristics of object. At this researchers underline that the essential brand's characteristic, formulated on basis of its identity, usually does not exceed five key words [19].

2. Each one of considered elements plays its role in creation of mark identity, that's why the ignoring of any one of them at construction of mark is an unpermitted luxury.

CONFLICT OF INTERESTS

Authors confirm that above provided data do not contain conflict of interests.

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RECIPIENT’S IMAGE AS THE SOURCE OF SPIRITUAL AND MORAL EDUCATION FOR YOUNG GENERATION IN CHILDREN'S PROSE

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ABSTRACT
Children's literature is very important for a child's personality, his qualities and character traits development. It is focused initially on the understanding and the development of a child's soul. Education, moral conscience, the right idea about moral values remains the main purpose of children's literature. The plots of works of art clearly distinguish the boundaries between good and evil, reveal the patterns of behavior, which may or may not be followed. Thus a recipient’s image in the children's prose is of paramount importance. In this article we examined the fundamental question of a work recipient in the children's prose, which is classified today as a separate element of a product, which is able to change its functions. A recipient performs a number of important functions: cognitive, developing, entertaining and motivating. The problem of a recipient’s image in the literature is conditioned, in our opinion, first of all, by the dual power in a sender's and a recipient’s work, and secondly, by the procedural nature of a creative subject narrative features, namely an author: due to the markers left by a writer, we can detect a text trend and address. The identification of a recipient’s image by a reader in the process of creative activity goes through the analysis of pedagogical, ideological, philosophical, moral and psychological, socially significant content of a literary text.

Keywords: Tatar literature, Tatar children's prose, recipient, worldview, world of childhood

INTRODUCTION
Nowadays, a recipient's factor started to classify as a separate element of a product, which is able to change its function. Thus, according to an author's idea, a text is addressed to an abstract (implicit) reader. An abstract reader is a recipient's image content which a specific author had in mind, or rather, the content of an author's conception about a recipient, recorded in a text by some initial signs. The aim is to inform a recipient about some idea. There are interesting suggestions in O.L. Kamenskaya's works that an author's subconscious mind tries to create a summary portrait of a reader using subjective perceptions, i.e. a quasi-portrait is created, "a communicative quasi-portrait of a potential recipient" [Kamenskaya 1990]. A researcher creates a collective image, taking the "terms" of a recipient's person as the basis.

Methodology. The philosophical approach to a literary text addressing and the associated problems of dialogic relationship between an author and a reader interested more than one generation of scientists. Although developments take place starting with the ancient philosophy of Aristotle and so far, this problem was not solved effectively. Among the scholars one should noted such experts as N. Boileau, G.-E. Lessing, E. Husserl, M. Buber, M.M. Bakhtin, Y.M. Lotman, etc. Over the past decade, the issues of a
recipient’s image in a text were studied extensively by such linguists as Yu.D. Apresyan, N.D. Arutyunova, D.N. Shmelev, L.V. Slavgorodskaya, E.V. Chepkina, G.V. Stepanov, etc. Nowadays, the problem of a recipient's image became the field of pragma-linguistics, poetry linguistics and narratology study. The interest of related scientific disciplines is observed. For example, the representatives of speech act theory trend, bibliological psychology, psycholinguistics and psychology perform their active developments. Among the experts one should note T.V. Bulygina, P.A. Lecant, Y.S. Stepanov, A.N. Baranov, V.V. Bogdanov, I.M. Kobozeva, T.M. Nikoaleva, N.I. Formanovskaya, N.A. Nikola, N.K. Onipenko, E.V. Paducheva, A.A. Leontieva and many others. The development of a theory and the practical analysis of a recipient's literary work are related directly to the research in the field of linguistics. Involved and the area of the philological analysis of a sample of a literary work. For example, in the works of such Russian scientists as R.R. Zamaletdinov [Sibgaeva F.R., Zamaletdinova G.F., Zamaletdinov R.R., 2015], R.S. Nurmukhatmetova [Nurmukhatmetova R.S., Zamaletdinov R.R., Sattarova M.R., 2014], F.G. Galimullin [Galimullin F.G., Galimullina A.F., Mingazova L.I., 2014], L.I. Mingazova [Mingazova L.I., Sulteev R.G., 2014], N.M. Yusupova [Yusupova N.M., Sayfulina F.S., Gainullina G.R., Ibragimov B.Kh., 2016] one can find a lot of useful things: the typology of speech recipients was created, the category of personality was developed, etc. But it must be noted that there are significant gaps in terms of linguistics and literary studies: there is no clear description of the linguistic means during the creation of a recipient's image in a literary text.

MAIN PART

Nowadays the issue of a recipient's image and an author's image in a text is considered by scientists as one of communicative act forms. The roles are distributed as follows: an author is a speaker, and a reader is a listener. An author (a sender) is a text sender and a reader is a recipient. It should be remembered that literary communication is a non-canonical communicative situation.

The primary task for us is a recipient's image position designation in the product structure, the identification of copyright markers pointing to a recipient's image in the framework of a specific product.

A recipient's factor started to be classified as a separate element of a work, able to change its functions. Thus, according to an author's idea, a text is addressed to an abstract (implicit) reader. An abstract reader is "the content of a recipient's image that was meant by a particular author, or rather, the content of an author's conception about a recipient, which is recorded in a text by some initial signs" [Wolf Schmid, 2008]. The aim of this is the bringing of an idea to a reader.

Thus, a certain "internal reader" exists in a work, the role of which was programmed in a text. Any text makes his reader through the selection of a particular genre; a linguistic code; a certain literary style. A writer's appeal to any genre form - this process is a double-sided process. First of all, it is necessary to consider the genre, taken as a sample; secondly, it is necessary to consider the conversion in accordance with an author's aesthetic intention.

Modern children's writers like to mix literary genres within a single work. Let's define genres as a group of literary works, collected on the basis of formal and substantive properties. Literary forms are based only on formal attributes. A successful example of the synthesis with different genres may by the authors' reference to different genres of folklore and lyrical songs. It should be noted that "the problem of the historical relations between folklore and artistic literature interested many literary scholars, as these fields of arts were in a close creative relationship over the centuries and developed in the mainstream of a unified national culture" [Sayfulina, Zamalieva 2012].

It is well known that a song is a part of a man and humanity spiritual culture, it reflects the life of people in all its forms, enters a child's life with a mother's lullaby song and accompanies him throughout his life:
in games, teaching, work, in the area of free communication. Songs reflect the secular expectations and the dreams of people. Also, writers are turning to well-known folk motifs for a more precise presentation of a recipient's state of mind. In such cases, not a folk insertion is important. The primary goal is to convey a certain kind of information, both actual and psychological one to a recipient. Thus, an author uses different genres within the works and as a hidden psychology, and as an element, approximating a reader spiritually to the heroes of a work.

Folk tales and legends were equally effective means of a person physical and spiritual development integration. The heroes of folk tales and legends embodied a spiritual moral program which people sought to implement in the process of new generation upbringing. Good, hard-working characters of fairy tales were the humanistic guidelines for education and self-education. In this regard, «European scientists have been interested in Tatar culture, folklore, ethnography since the XIX-th century» [Sayfulina, Karabulatova 2014].

For centuries, education and training was based on national traditions and philosophical views. Ethnocultural traditions inherited socio-cultural experience and knowledge, moral standards and behavior from one generation to another, from one age to another. "An enormous social and educational potential was represented by traditions. Their existence was determined by the performance of various functions, including moral and educational ones» [Yusupova, Yusupov 2014]. The use of the simplest genres of children's folklore like lullabies, folk tales, riddles, tongue twisters, teasers and jokes opens the possibility of such essential qualities development as sensitivity, kindness to people and humanity. Folklore reflects the elements of labor affairs in economy, the success of culture and people customs. The images reminiscent of myths and legends, fairy tales are represented in them, and chastushkas widely use parables, riddles, rhymes, beautiful and imaginative turns and expressions, dialogues, etc. Besides, the "folkloric genres can also be used as the means of a physical and a spiritual personality development integration» [Mingazova, Sulteev 20145].

Although an author is usually regarded as a sender and a reader is regarded as a recipient, it is important to remember that a work is a non-canonical communicative situation: a writer has no synchronous recipient. We adhere to G.V. Stepanov's viewpoint, who noted that "The recipient of artistic works differs significantly from the recipient of speech acts. A reader, an audience are not directly involved in a pragmatic situation. They are not required to assess a communicative sense and an immediate reaction to a speech act" [Stepanov, 1985].

SUMMARY

Thus, we believe that the product can be called the children's prose only if the following two conditions are met:

1) a child acts as a main recipient;

2) one can find an image of a main recipient who meets the first paragraph requirements.

CONCLUSION

In our opinion, the problem of a recipient's image in the literature was conditioned, first of all, by a recipient's and a sender's dual power in a work, and secondly, by the procedural nature of a creative subject narrative features, namely an author: due to the markers drawn up by a writer, we can identify a text direction and address. During the process of creative activity the identification of a recipient's image by a reader is performed through the analysis of an ideological and philosophical, moral and psychological, socially significant content of a literary text. Usually a reader understands from the first
pages whether this work is addressed to him or not, at the same time he does not notice a creator's tricks, which we analyzed earlier.

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STUDY OF MENTAL IMAGERY IN THE PARABLE OF THE QURAN WITH EMPHASIS ON THE FUNCTION

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ABSTRACT
Discovering the mental images is the most important discovery of Psychology in the present century. Scientific developments have approved its influence in life and especially the role of mental imagery in improving psychological disorders in humans and even physical diseases in two recent decades. Mental imagery is the main motif of personality and human behavior. With the change of mental imagery, personality and behavior changes, and all actions, feelings, behaviors and even abilities of people form based on this image. However, it seems this was not a new discovery and Quran, the Muslim holy book and also a pictorial miracle, has offered set of images of diverse, innovative and full of different features in the form of parables that appears in each section of this holy book, which specify the importance and role of imagery parables in education, training, guidance and formation of human character. Visual Quran parables, by portraying the issues of real world and objective phenomena, have exhibited many concepts of mind and inner feelings of man for audiences that have not a manifestation in natural world; in frame of dynamic and real images that are completely related to various internal forces and the invisible forces of man to indicate the behaviors, the formation of beliefs and human personality. In this study, after useful explanation of image, parable and mental imagery, it has been attempted to present some examples of Quran parables to emphasize approach of Quran to use mental imagery to guide the audiences. The most important results obtained from this study show that audiences of Quran is impressed by their mental images such as education, environmental medicine for innate reasons.

Keywords: mental image, parable, upbringing

1. INTRODUCTION
In Quran, along with innovative, beautiful and attractive literary points, other important issues are also existed that can make the audiences bow to their creature (Almighty God) only through reading several short Surahs and one of these features is the approach of using images in Quran. This is the art of Quran that images the concepts and meanings using the words and gives them soul and gives life to concepts, so that spiritual topics and mental concepts and innate moods are personified and show scenes full of movement and full of beauty and wonder. Such imaging art of Quran is not only a physical effect; but also it is a stable method with pervasive feature that mixes various images with colors and motions and different rhythms to attract eye and ear and sensation and imagine of audiences. In other words, everywhere that Quran wants to express an interpretation of a single concept or an intention or an innate state or spiritual trait or a human example or an event or scene or resurrection or even a state of bliss kindness or painful punishment or tends to give a parable in position of need or controversy; it would be relied on the images derived from tangible reality.

Quranic parables are the most indicator visual examples of Quran, which have made various concepts understandable in best manner through description and simulation. Moreover, according to verses referring indirectly to function of mental imagery, it seems that mental imagery in frame of parable is one of the main cores of guidance and upbringing methods of human in creation. This approach can not only lead to formation of beliefs and personality, but also it can be a reason for formation of events related to mental and behavioral performance of people. Because of importance of the terms "image" and "parable", it is necessary to present some definitions of the two terms in continue, so that no ambiguity is created in field of getting the essence of issues.
Lexically, image means form of placing something or tracing something. According to Shafiei Kadkani, in literature, image is different from something that is remembered by minds today (picture, video and painting and similar issues); because imaging instruments in this field are same terms and phrases and not pen, color and photos. However, the terms by themselves play such a magical role that when human faces them, receives them as live and visual scenes instead of being just a listener and the peak point of this art could be found in divine words of Quran. To present a comprehensive definition of image, two general classes of image should be referred:

There are some images that form in mind and have no external manifestation. Such formation is temporary and may not linked to mental storage of individuals or it can have different manifestations for a person under different conditions, which could be changed every time with change in conditions. Hence, maybe no one of these images imagined in mind can be remembered by people again and in some cases, to remember them, they should be recorded by a device. Second class refers to images that are archived and reconstructed in mind after one time or several times watching an event or special phenomenon. The class of images has itself two parts as follows:

• First part is related to images seen by person in different periods of time taken in real world.

• Second part is related to images seen by people at the world of dreams. Images of dream are combination of the real world and the world beyond it and known elements and places and unknown terrestrial and non-terrestrial elements and places.

According to the mentioned items, images could be considered under two titles including virtual images and real images.

**Virtual images** refer to those states of existence elements named "image" and refers to image as its common meaning; although they have a state that has external manifestation and is tangible such as picture of a landscape or human recorded on a special context. However, the reference is in fact virtual image and it can't be called an image.

Real image refers to those images that have no tangible state such as images of dream and images resulted from description of heareafter and images stored in mind after seeing a landscape. In fact, the first reflection of everything of surrounding area on man is created in the retina and is formed then in mind and is stored there. This process is same for all forms of the real world, whether those physical and tangible or those without substance and tangible form, which are in form of reflections or displays in different frames. It means that the entire of something that is visible and shows a physic is seen by the retina and is stored in mind that includes real forms and image of real objects. However, there is another class of images that can be seen directly by the imagination and are received by mind with no mediator; although such mental vision is depended on state of elements of the real world. The images that are formed in both real world and world of dreams can trace extraordinary spaces in past, present and future times; it means that they encompass all tenses. Now, according to the issues, image could be defined as follows:

Parable is short and famous word and speech including wisely content or simile that has become famous because of fluency of word and meaning. Every parable sometimes refers to an instructive story or statement and is replaced instead of explanation and detailing. The word "Masal" (parable) is an Arabic term and the Persian term in this field is "Matal". Parables are in form of short sentences in frame of poem or prose including ethical advice and orders and great social orders. Despite to shortness of words and simplicity of terms, parables can make audiences think deeply and can also create emotional reactions in nature of the audiences.
Other than parables in Quran and hadiths, some parables are resulted by advices of wise people or religious leaders or experiences of people's life. Such parables are known as "Hekmat" (wisdom). Many parables are ending of stories, whether real story or a legend. However, people may be unaware of the original story or it may be quoted in special manner in every city and state. Some parables are derived from a famous poem such as "That ours is ours" that is derived from famous poem of Naser Khosrow. It seems that parable is a compressed image of social, political, governmental and economic life of past and present periods of a special race and naturally, every race and state with rich cultural history uses more parables than others. Among people, the most use of parable is when the speaker tends to bring an evident on a claim to prove a claim and statement. It should be also noted that human life is full of metaphors that are not always lie, but also the sentences can be identified and interested using semantics.

It should be mentioned that parable presented in Quran by God is different from common parables from some perspectives. In other words, they could be referred as some parables mostly with certain goals that are mostly along with short or long explanation aimed in mentioning a special issue and clear hidden layers or destructive effects of some behaviors. From this perspective, their features are different from common cultural or literary parables in some cases such as a long parable in Surah Kahf including 13 verses (32-44). However, there are also various wise statements including the mentioned features of common and known parables such as shortness of these parables but they are not recalled as Masal such as Al-A'raf/40.

Indeed, those who deny our verses and are arrogant toward them - the gates of Heaven will not be opened for them, nor will they enter Paradise until a camel enters into the eye of a needle. And thus do we recompense the criminals (Al-A'raf/40).

However, something that is presented in Quran exactly as Masal is not same as common parables and is mostly similar to allegory. In order to mention the difference between allegory and parable, it should be mentioned that as it is given in definition of parable, parable is short sentence including wise content or simile that is known because of fluency of word and meaning and this has made it different from allegory. This is because; the basis of allegory is on simile and it should not be necessarily famous or expressed in compressed form. There are some examples of allegorical images in Quran (but not referred as Masal) and in ordinary conditions, authors may not consider them among parables in field of classification of Quran images; although they have in fact all properties of parables. An example of these allegories is observable in verses 49-51 of Al-Mudaththir Surah.

In these verses, a pristine and cheek humor idea is used to show an image to make the desired concept tangible and destroy personality of such people in an intellectual manner (in frame of example) and decline their dignity unconsciously to the level of animals.

"Then what is [the matter] with them that they are, from the reminder, turning away" (verse 49).

"As if they were alarmed donkeys" (verse 50)

Fleeing from a lion? (Verse 51)

In fact, it should be mentioned that the referred verses have presented one of the most attractive Quranic ideas to express the process of running away by the ignorant people to avoid listening the truth. This reference is along with a simile that has likened ignorant man to a donkey with a kind of humiliation and this verse has imagined the concept in best manner. Applied idea in this verse that is one of the most unique Quranic ideas has imaged intensity of ignorance of an ignorant man.
The belief that mental imaging can help healing illness is a very old belief. Imaging has been almost considered in all cultures across the world as a treatment instrument and is also considered by numerous religions. For example, Navajo Redskins have a detailed form of imagery that encourages people to imagine themselves healthy. Some people believe that antiquity of these techniques returns to Babylonians, Greeks and Ancient Romans. Egyptians and Ancient Greeks and Aristotle and Hippocrates, the father of modern medicine, believed that mental images release some souls in mind that can motivate heart and other organs of body. Also, they believed that a strong mental image of illness is enough to create its symptoms. Mental imaging used to be applied for numerous centuries as a medication. Some local physicians of the U.S. used to make some shapes on sand and show using colorful sands that how diseases enter to body and how then could be removed. The community used to apply mental imaging to transfer their message with this content that treatment is possible. In Ancient India, Hindu saints believed that gods use images to send some messages and hence, they considered different imaging and illustrations in methods of Yuga practicing. Traditional Chinese physicians also have used mental image and imagination as main element to heal mind and body for many years. Activities such as Chi Kung, Tai Chi and their derivatives use mental imaging to treat patients. Maybe Tibetans have used imaging art as a therapeutic art more than others. Concentration on colors, sounds, gods and mental images is used for types of patients and it is considered as a part of interactional effects of treatment.

According to the mentioned, the main purpose of this study is to explore and discriminate various functions of allegory and parable in Quran with emphasizing mental image.

2. METHODOLOGY

In this study, documentary and library method is used for data collection purpose. Data analysis purpose is qualitative method and the scholars have reviewed a group of Quran verses as a guarantee for parable and mental imaging action to achieve desired goals and they have gone forward to the level of saturation.

3. FINDINGS

3-1- mental imaging in Quran parables

Quran divine book is full of innovative and beautiful images that can not only guide people in range of different time and places, but also they can make people searching in abstract world of concepts. According to such property, Quranic images are placed in two groups. The first group refers to images described for people based on the real events of past or promised events in future. The second group includes images described relying on simulation of images of the real world under the title of "parable", which can be referred as a kind of mental imaging. Descriptive role of these scenes is in such range that in Mudaththir Surah, after describing some scenes of Hell, verse has asked audiences to think about causes of Quranic descriptions through asking a question.

"And we have not made the keepers of the Fire except angels. And We have not made their number except as a trial for those who disbelieve - that those who were given the Scripture will be convinced and those who have believed will increase in faith and those who were given the Scripture and the believers will not doubt and that those in whose hearts is hypocrisy and the disbelievers will say, "What does Allah intend by this as an example?" Thus does Allah leave astray whom He wills and guides whom He wills. And none knows the soldiers of your Lord except Him. And mention of the Fire is not but a reminder to humanity." (Al-Mudaththir/31)

Although it seems in this verse that thinking about reason of bringing descriptions is action taken by people with ill heart, asking about quality of the descriptions to guide human can be taken by every
thinker. Moreover, making this question has doubled focus of audience on Quran descriptions and has cleared also its applied values given in different fields several times.

3-2- direct reference of Quran to function of images

The main examples of using images in Quran with emphasizing reason of using them are given in several certain verses, which can show applied capability of it in different fields of human life since the beginning of creation to the date. The clearest example presented in Quran is given in Al-Anfal surah.

"[Remember, O Muhammad], when Allah showed them to you in your dream as few; and if He had shown them to you as many, you [believers] would have lost courage and would have disputed in the matter [of whether to fight], but Allah saved [you from that]. Indeed, He is Knowing of that within the breasts." (Al-Anfal/43)

And [remember] when He showed them to you, when you met, as few in your eyes, and He made you [appear] as few in their eyes so that Allah might accomplish a matter already destined. And to Allah are [all] matters returned. (Al-Anfal/44)

An important issue given in verse 43 is referring to show enemies as a few people in dream of Prophet Mohammad, which has been just a mental image. In fact, large numbers of enemies has shown to a few people to Prophet in his dream. However, this issue is also existed for all people like Muslims and unbelievers in that scene of war. In fact, the result obtained from content of the two verses clearly is referring to a kind of mental imaging formed for both unbelievers and Muslims and its reason is also mentioned clearly "And to Allah are [all] matters returned". It means that the mental imaging is conducted to realize divine will from its natural way. The method is tested at the current age in some cases of individual and group hypnotism and the modern knowledge has confirmed it.

3-3- referring to the beginning of mental imaging along with human creation in Quran

Mental imaging is a widespread method in existence and the issue of guiding human and plays role in formation of human personality. In other words, it could be considered as one of the most important factors affecting human performance and behavior, which is used along with human creation. This is because; the beginning of the world and bringing the man under divine examinations was formed through using a mental image and a bilateral display of human creation for Satan. Maybe the most important purpose of presenting these mental images is making people focus in coming conditions and examinations considered for people, so that they could place on their divine position through relying on their abilities. The examinations were formed for man from the early day of creation and this issue is mentioned clearly in surah Al-Isra verse 60.

"And [remember, O Muhammad], when We told you, "Indeed, your Lord has encompassed the people." And We did not make the sight which We showed you except as a trial for the people, as was the accursed tree [mentioned] in the Qur'an. And We threaten them, but it increases them not except in great transgression." (Al-Isra/60)

According to these words of God, it seems that the dream is same mental image, according to which tree was created for man to make Satan do what he wanted to make the earth a place for examining man. It means paving the way for clearing cognition and belief of man, by which the people can be placed in that potential and contractual position and make it actual or go away from the position and go toward misdirection.
4-3- Quran parables with treatment approach

In Holy Quran, a specific form of using images is observed to provide peace and being away from stress. However, as it was mentioned, imaginations in Quran have some features that should be cleared with deep investigations. This is because; Quran has not been investigated from this perspectives properly till now and naturally, its properties are also latent unclear. For example, there are some verses in Quran, in which God has counted some images that firstly make people worry; although he consequently brings another image that meets the concerns and worry; such as various images of conditions of people of hell with mentioning the visual details; along with e\ which he has presented the mays to meet these concerns and pains through describing special behaviors.

Applied value of this Quranic approach is in such manner that similar behaviors to these imaging cases in Quran is being observed today in managerial behavior of most societies to create fear and concern and ways of meeting them many times.

Another example of imaging in Quran described to understand concepts as one of the most important Quranic images and maybe as the most disgusting imaginable picture for everyone is the image that most people have no tendency to imagine it basically and it is nothing other than imagination to express ugliness and badness of "backbiting" in Quran.

"O you who have believed, avoid much [negative] assumption. Indeed, some assumption is sin. And do not spy or backbite each other. Would one of you like to eat the flesh of his brother when dead? You would detest it. And fear Allah; indeed, Allah is Accepting of repentance and Merciful." (Al-Hujurat/12)

In this verse, a question is imagined that can show ugly action of backbiting in best manner. Maybe the strangest simile in Quran is same image that has presented ugliness of an action to such understandable level that is one of the most common sins of people in every time. The ugliness of action and its complications are too expanded that its answer is quickly presented by God in form of another question and even people have not been allowed to think about that.

The scene here given by God to show ugliness of backbiting has focused imaging and a disgusting imaging more than emphasizing lexical expression of an action. In fact, in this verse, God has presented entire desired content only in form of an imaging scene, which shows applied value and effectiveness of images. Moreover, another indicator example of imaging in Quran to express inability of owners of power is given in Hajj Surah verse 73 that has shown weakness and inability of apparently powerful people with an innovative and attractive image based on mental image. With no explanation, every person can achieve desired content of Quran with a simple imagination.

"O people, an example is presented, so listen to it. Indeed, those you invoke besides Allah will never create [as much as] a fly, even if they gathered together for that purpose. And if the fly should steal away from them a [tiny] thing, they could not recover it from him. Weak are the pursuer and pursued." (Al-Haji/73)

The innovative description in Quran that has a completely imaginative form makes every listener amazed. Their weakness against God is imaged through giving a simple example and tracing a scene away from expectations. In this verse, not only human capabilities is questioned, but also the weakness of claimant for succession of God on the earth is unveiled simply to make people understand that man with all abilities is again weak against God.

5-3- Quran parables with upbringing function
Quran parables are indicator and efficient examples of mental images, which are given along with description of details of desired scenes and it can ease imagination of desired images for the audiences. The parables in different fields and different forms have considered many mental traits and tangible powers of human and have presented some concepts that many of the concepts are for upbringing people. These mental images act similar to mentioning and advising and expect always no direct reaction of audiences and this point is referred directly in verse 25 of Ibrahim Surah.

It produces its fruit all the time, by permission of its Lord. And Allah presents examples for the people that perhaps they will be reminded. (Ibrahim/25)

Another issue in Quran about function of parables is the discussion of thought that is mentioned in Quran in different manners and this desire is also presented in frame of parable:

If We had sent down this Qur'an upon a mountain, you would have seen it humbled and coming apart from fear of Allah . And these examples We present to the people that perhaps they will give thought. (Al-Hashr/21)

Using parables in Quran as one of the main ways of transferring concepts is the most indicator example of mental imaging in upbringing innate talents of people, through using which in Quran, b\value and role of mental imaging is cleared more than before.

6-3- Quran parables with educational functions

"Say, O you who are Jews, if you claim that you are allies of Allah , excluding the [other] people, then wish for death, if you should be truthful." (Al-Jumu'ah/5)

"The example of those who disbelieve is like that of one who shouts at what hears nothing but calls and cries cattle or sheep - deaf, dumb and blind, so they do not understand." (Al-Baqarah/171)

Another group of parables described in Quran have serious form and free from irony. These parables are relied on simulation of events of tangible world and can be considered as a kind of mental imaging that pave the way in audiences to accept many concepts.

"O you who have believed, do not in validate your charities with reminders or injury as does one who spends his wealth [only] to be seen by the people and does not believe in Allah and the Last Day. His example is like that of a [large] smooth stone upon which is dust and is hit by a downpour that leaves it bare. They are unable [to keep] anything of what they have earned. And Allah does not guide the disbelieving people." (Al-Baqarah/264)

"And the example of those who spend their wealth seeking means to the approval of Allah and assuring [reward for] themselves is like a garden on high ground which is hit by a downpour - so it yields its fruits in double. And [even] if it is not hit by a downpour, then a drizzle [is sufficient] and Allah, of what you do, is Seeing. (Al-Baqarah/265)

"The example of those who spend their wealth in the way of Allah is like a seed [of grain] which grows seven spikes; in each spike is a hundred grains. And Allah multiplies [His reward] for whom He wills. And Allah is all-Encompassing and Knowing." (Al-Baqarah/261)

"The example of those who take allies other than Allah is like that of the spider who takes a home. And indeed, the weakest of homes is the home of the spider, if they only knew." (Al-Ankabut/41)
And present to them the example of the life of this world, [its being] like rain which We send down from the sky, and the vegetation of the earth mingles with it and [then] it becomes dry remnants, scattered by the winds. And Allah is ever, over all things, Perfect in Ability. (Al-Kahf/45)

4. DISCUSSION AND CONCLUSION

Something that has made Quran as a secretly and effective means from the beginning and impressing hearts and minds is the method of using mental images in it. In other words, this property is the main property of Holy Quran that is not cleared till now and is considered less. In fact, this is the art of Quran that uses the words to show and picture meanings and concepts and give them soul and personify the words and concepts; but also since the early days of sending Quran, an advanced method is presented by Quran for training and upbring and healing mental and sometimes physical diseases. This Quranic method mentions this issue that mental images (parables) play effective role in improvement of thought and modification of behavioral patterns and personality making. Mental approaches used in Quran can be the primary core of methods found by the modern science to pave the way of guiding people based on it. The most important results obtained from this study are as follows:

1- Image parables in Quran are based on upbringing and growing internal talents of people such as thinking power and the power to differentiate truth and untruth in all affairs that can also pave the way for Islamic upbringing.

2- Imaging descriptions of Quran (parables) in most cases are formed of several sentences and are along with imagery description and are not similar to common short parables with a few words.

3- Quran parables can be considered as a basis to enter to use mental imaging approaches in Quran.

4- According to function of mental images in Quran, it could be found that mental images can guide people not only in positive directions, but also they can also guide them in untruth and wrong directions.

5- Using mental images in Quran is in line with transcendence and guidance of man and has two main functions as follows:

a) A method for training, upbringing and forming human personality

b) Healing many mental and psychological illnesses and freedom from stress and worry referred several times in Quran.

According to obtained results from this study, it could be mentioned that mental imaging in form of parable is one of the most important methods for guiding and upbringing since early days of man creation that has led not only to formation of beliefs and personality of human, but also it can be a cause for formation of the events related to mental and behavioral performance of man. In other words, one of the upbringing methods of Quran is mental imaging using parables that can be an emphasis on advanced upbringing methods of today based on function of mental images to help human growth and success.

Notes:

1- Persian text of the verses is derived from Quran translated by Mahdi Fouladvand.
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FEATURES OF LABOUR CAPITAL OF MEDICAL WORKERS
(BASED ON THE MATERIALS OF THE REPUBLIC OF TATARSTAN)

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ABSTRACT
The article presents the results of the author's sociological study conducted in the Republic of Tatarstan in order to identify the features of labor capital and labor behavior of medical workers. Based on these findings, the authors conclude that the measures conducted in recent years to reform the healthcare system, have had no significant impact on the human capital of medical workers, have not improved their social well-being and quality of life. Less than half of medical workers consider their profession prestigious.

Keywords: human capital, labor capital, medical worker, healthcare, labor motivation, social well-being.

INTRODUCTION
In the course of socio-economic and political transformation of the Russian society the human healthcare capital has undergone the significant qualitative changes, including at the regional level. On the background of global trends of strengthening the role in the production of highly skilled workers, it is an opposite situation in the national healthcare, characterized by the loss of accumulated high quality human capital [1]. Under present conditions, the socio-economic determinant is the labor capital in the formation of human capital of medical workers. The structure of labor includes the character and content of labor, its organization, status, prestige of the profession, social well-being, skills, work experience, seniority, wages, satisfaction and labor motivation.

METHODS
We consider the specifics of labor capital of medical workers on the basis of the results of the author's case-sociological study conducted in the city of Kazan (2013) by the questioning method by quota sample (n = 900). The proportions within the sample population correspond in general to the professional-qualification, socio-demographic and gender characteristics [2]. The research procedure has been developed taking into account the approaches of sociological studies, which are present in the papers of D.N. Aleksandrova, R.I. Kapelyushnikova, R.M. Nureyeva, R.Kh. Yagudina [3, 4, 5].

The theoretical basis of research has been made by the provisions of the human capital theory (G. Becker, P. Bourdieu, T. Shults), which have been used in the analysis of values, standards, knowledge, skills and prestige of medical workers [6, 7, 8].

In this study we had the following objectives: to identify the features of labor behavior and labor motivation of individual socio-qualification groups of medical workers; to highlight the regional
conditions and specifics of human capital formation of medical workers; to formulate the ways of improving the human capital of medical workers in the framework of reforming the national healthcare system. Among the respondents surveyed, a group of doctors was 33.4% (heads of departments - 3.3%; heads of the clinic - 1.1%; doctors - 29%); group of practical nurses - 66.5% (chief nurses - 0.2%; senior nurses - 3.6%, paramedics - 5.6%; nurses - 56.9%; medical receptionists - 0.2%).

RESULTS
An important characteristic of human capital of medical workers is their attitude to work and satisfaction with it. It is very important, to which extent the work is interesting, creative and diverse for a person, enables personal development, complies with his/her professional level, enables to implement a creative potential and to grow professionally. According to the results of the survey, most respondents (65.5%) are completely satisfied with the profession chosen by them; 25.2% - rather dissatisfied; 8.3% of the surveyed medical workers are completely dissatisfied with the profession chosen by them. It was found that the doctors demonstrate a higher degree of satisfaction with the profession chosen by them than the nurses (see. Fig. 1). This can be explained by the fact that the work of doctors is more creative and less routine.

We consider the reasons for dissatisfaction with the profession. The doctors indicate the following hierarchy of reasons: low wages (48%), stresses (19.7%), work intensity (14.4%), low status (13.7%), dissatisfaction with working conditions (13.7%), high degree of responsibility (8.8%), lack of career growth (3.3%).
The practical nurses indicated the causes of dissatisfaction in a slightly different way: low wages (62.1%), dissatisfaction with working conditions (19.2%), stresses (16.6%), work intensity (12.9%), low status (10.8%), unhealthy moral and psychological climate (7.2%), high responsibility (6.2%), career growth (4.4%).

According to the theory of hierarchy of needs by Maslow [9] the wages of doctors and nurses enables currently to satisfy only the basic physiological needs of workers. According to the respondents, only 1.7% of the respondents are able to spend money for any needs: 71.7% are able to pay utility bills and buy necessary clothes and food. Almost one fifth of the respondents (17.6%) indicates that the money is barely enough for food and clothes; the remaining respondents (9%) says that the earned money is not even enough to meet the physiological needs.

According to the results of the survey, evaluating the prestige of the medical worker profession, the respondents’ opinion was divided about equally: 46.4% of the respondents consider it prestigious to some extent, while 25.4% - rather than the prestigious and 19.8% - not prestigious at all (see Fig. 2).

Figure 2. The prestige of the medical worker profession in the society

<table>
<thead>
<tr>
<th>Врачи</th>
<th>Средний медицинский персонал</th>
</tr>
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<tbody>
<tr>
<td>престижна</td>
<td>rather prestigious</td>
</tr>
<tr>
<td>скорее престижна</td>
<td>rather not prestigious</td>
</tr>
<tr>
<td>скорее не престижна</td>
<td>not prestigious</td>
</tr>
<tr>
<td>не престижна</td>
<td>neither agree not disagree</td>
</tr>
<tr>
<td>затрудняюсь ответить</td>
<td>Doctors</td>
</tr>
<tr>
<td>Средний медицинский персонал</td>
<td>Practical nurses</td>
</tr>
</tbody>
</table>
We consider the integral characteristic of human capital - the social well-being of medical workers and their satisfaction with life. Among the doctors surveyed, the social well-being was evaluated by them as: excellent - only 0.7%; well - 6.3%; satisfactory - 42.6%, dissatisfactory - 38.4%; 11.3% of the respondents were undecided. The practical nurses: excellent - 1.4%; well - 4.1%; satisfactory - 42.2%, dissatisfactory - 40%; 12% were undecided.

The answers to the question: "Do you consider yourself a happy person?" were divided in the following way. 33.8% of medical workers consider themselves a completely happy among those surveyed, the answer "more happy than not happy" was chosen by 46.2% of the respondents, 4.7% - pointed to the option "not happy rather than happy"; 1.8% occurred to be "unhappy"; 13.4% of the respondents were undecided.

Considering the answers of the respondents about what qualities the medical worker should have, we see that, above all, there are shown the characteristics of labor, cultural and moral capital - such competencies and skills as professionalism (84.1%), responsibility (59.7%), possession of practical skills (26.8%), care (23.7%), kindness (21.6%), ability to make quick decisions (21%), charity (21%), patience (15.6%), stress resistance (13.6%), sensitivity (8%), goodwill (7.5%), communication (4.8%), initiative (1.9%), generosity (0.2%).

The most important part of the intellectual and educational capital of medical workers is their participation in the innovations. Thus, among the doctors the majority (61.6%) keeps an eye on the latest developments in medical science and practice as far as possible; 23.2% - are constantly monitoring and use widely in their work; 12.3% of the respondents monitor as needed; 2.1% of the doctors surveyed indicated the option "old baggage is enough". The weak point, according to the respondents, in the formation of intellectual capital is the lack of professional communication with the colleagues-professionals in the region, the Russian Federation or in the leading specialized foreign centers in the frameworks of advanced training; versatile application of possibilities of the Internet and other modern communications in the work.

**CONCLUSIONS**

Thus, we can say that the healthcare reforming measures affected primarily the improvement of the material and technical base of medical institutions, but did not affect the formation of human capital of medical workers and did not improve significantly the characteristics of its species. The optimization of organizational personnel structure of medical institutions, on the basis of economic feasibility, led to distrust of medical workers to the federal and regional management, and weak confidence in the head doctors and chief nurses.

**SUMMARY**

Concluding the analysis of the content of labor capital of medical workers, we note the following.

1. The labor capital acts as a determinant of human capital of medical workers. Its structure includes: the nature and content of the work, prestige of the profession, qualification, work experience, seniority, work motivation, labor satisfaction and payment. According to the results of original researches, about half of medical workers consider their profession prestigious. 65% of the respondents are satisfied with it to some extent. The reasons for dissatisfaction include, above all, low wages, then stresses, poor working conditions, intensity in the work. The labor motivation is mainly influenced by the professional duty, the desire to keep their jobs and raise wages. The cultural-moral capital of medical workers covers such values, standards, behavior models as attention -23.7%, kindness - 21.6%, mercy -21.0%, patience - 15.6%, stress - 13.6%.
2. The specificity of labor motivation of doctors in the modern conditions, according to the original researches, is constituted primarily by the desire to make money and job security that enables to identify them primarily as conservative professionals; among the practical nurses, the primary labor motivation is directed on wages and labor behavior, characterized by saving resources and the desire not to take the responsibility.

3. The structure of the characteristics of intellectual-educational capital of medical workers is composed from the education, self-education, specificity of professional thinking, innovative skills, knowledge of the Internet, professional and foreign language. The weak point, according to the respondents, is the lack of professional communication with the colleagues-professionals in the region, the Russian Federation or in the leading specialized foreign centers in the frameworks of advanced training; versatile application of possibilities of the Internet and other modern communications in the work.

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COLLECTIVE SOCIAL AND CULTURAL DISTANCE IN THE SPHERE OF INTERETHNIC RELATIONS IN THE REPUBLIC OF TATARSTAN

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ABSTRACT
The relevance of the investigated problem is caused by the need to study the problems associated with the interaction of different ethnic groups in a multiethnic society, which is particularly important in the conditions of intensification of ethnic processes in the beginning of the XXI century. The purpose of the study conducted is to analyze the magnitude of the social and cultural distance between the main ethnic groups living in the Republic of Tatarstan. The leading approach to the study of this problem is the multiparadigmatic methodology. The main results of the article include the identification of the various aspects of social and cultural inter-group distance between the main ethnic groups living in the Republic of Tatarstan. The materials of this article may be useful to the ethnologists, social and cultural anthropologists, political scientists, as well as representatives of agencies and organizations, being in charge of inter-ethnic cooperation.

Keywords: ethnicity, socio-cultural distance, inter-ethnic cooperation, social contacts, social roles.

INTRODUCTION

1.1. Relevance of a problem

The relevance of a problem of studying the group social and cultural distance is determined by the needs of multi-ethnic society in the Republic of Tatarstan. The modern state of the Tatarstan society is characterized by the ethnic, cultural, linguistic and religious mosaic that is most evident in the inter-ethnic relations. The condition of interethnic relations influences on the policy of the state, the social structure of the society, the people's daily lives. The analysis of intergroup social and cultural distance between the main ethnic groups living in the Republic, is an important indicator of the state of interethnic relations. The inter-ethnic relations, as part of the everyday and professional life of people, form at the same time a wide range of problems, the study and solution of which seems promising and relevant.

1.2. Status of a problem

The researches of interethnic relations in the Russian Federation are relevant for the representatives of various scientific disciplines. As part of the historical and ethnographic disciplines, the ethnic processes are studied in the past and present (Bromley, 1983). The sociologists study the ethno-social and ethno-confessional processes in the modern society (Tishkov, 2003; Drobizheva, 2009). The political scientists are interested in the problem of influence of the state of interethnic relations on the public policy and
social processes in the society (Abdullatipov, 2004). A special place is occupied by the study of the psychological aspects of interethnic interaction (Stefanenko, 2003). The researchers are interested in the value of inter-group distance between the ethnic groups in a multiethnic society, level of xenophobia, features of social contacts between the representatives of different nationalities. The researches of everyday practices of interethnic interactions are of particular interest for the anthropologists and ethnologists. The analysis focuses on the problems of identity and socio-cultural practices both the members of host population and the migrants (Titova, Stolyarova, Frolova, 2015). At the same time, the study of features of interethnic cooperation in the regions of the Russian Federation requires closer examination. In this study, a group of authors studied the group socio-cultural distance in the sphere of inter-ethnic relations in the Republic of Tatarstan.

2. METHODOLOGICAL FRAMEWORK

2.1. Purpose and objectives of the study.

The purpose of the study conducted is to analyze the group social and cultural distance in the sphere of inter-ethnic relations in the Republic of Tatarstan. Settlement of the general research objective includes a presentation of the following range of issues:

- determination of the value of group socio-cultural distance on the basis of the respondents' vision of different social roles;

- identification of correlation between the ethnicity of the respondents and their attitude towards the representatives of other ethnic groups;

- identification of correlation between the size of the populated area, where the respondents live, and the amount of group social and cultural distance.

2.2 Theoretical and empirical methods of study

The study is based on the methodological principles of multiparadigmatic approach. Two positions of the theory of F. Barth are basic in the framework of our study: firstly, the conclusion that the socially-driven factors become a determinant for the membership in the group, which is based on the phenomenon of categorical attribution, and not the "objectively" existing cultural differences. Secondly, the ethnic categories, both at the identification and in the process of classifying the other to certain ethnic groups, take into account not only the amount of objective differences, but only those that the individuals perceive as important by themselves (Barth,1989).

The work is based on the analysis of empirical materials collected in 2016. The information was collected by the methods of mass survey among the representatives of the main ethnic groups, observation, semi-structured and biographical interviews. Presentation of the material obtained is based on the principles of so-called "thick description", i.e. the option of analysis, which is made in the terms of the informants themselves.

2.3. Base of a study

The study involved 2,000 people. It is the representatives of the following ethnic groups: Tatars (51.4% of the respondents), Russians (41.8%), representatives of other ethnic groups (6.8%).

3. RESULTS
3.1. Characteristics of the study object.

The study involved 2,000 respondents from among the main ethnic groups living in the Republic of Tatarstan: of which 1,500 respondents residing in the cities of the Republic and 500 respondents residing in the regions of the Republic. 920 people were men, 1,080 people were women of those surveyed.

Distribution of the respondents by age: 604 respondents aged 18-30 years old; 803 respondents aged 31-50 years old; 593 respondents aged 51-over years old. Distribution of the respondents by nationality: 1,028 people were Tatars, 836 people were Russians, 50 people were Chuvash and 86 people were the representatives of other nations.

3.2. The value of social intergroup distance

The main parameter to determine the value of social distance, demonstrated by the respondents, is their willingness to accept people of other nationalities in different social roles ("city dwellers", "neighbors," "colleagues", "friends", "relatives", "marriage partners"). This study shows the continuing trend to increase the social distance at the transition from the general social roles to more personal (family, private) ones.

The respondents are sufficiently loyal to the people of other nationalities as "city dwellers". Almost all respondents are equally well prepared to accept the Tatars and the Russians in such social role (97%). In relation to the Jews, the nations of Central Asia and the Caucasus, the distance increases from the perspective of such social role and amounts to (60%, 63% and 58%, respectively).

The intergroup distance gains a more explicit and biased character in such social statuses as "relatives" and "marriage partners". A part of the respondents, who are ready to accepts the Russians and the Tatars in these positions, is consistently high. It should be noted that in the percentage terms 4% more respondents are ready to accept Tatars than the Russians as "relatives" (89.7% and 85.7%, respectively); a similar situation is in the position of "marriage partners", where the difference increases to 7% (83.6% and 76.6%). In general, less than 30% are ready to accept the Jews, the nations of Central Asia and the Caucasus as "relatives" and less than 20% are ready to accept them as "marriage partners".

From the interview: "I have a negative attitude to the mixed marriages, though it may be said that the mixed marriages give birth to beautiful healthy children, I think that this is nonsense. Here, for example, one mixed marriage is discord to other mixed marriages. I think so, because I am fine about such marriages between the Tatars and the Russians, taking into account how many years we live side by side. The same attitude I have to the Bashkirs, the Tatars, the Udmurts, as they are our brothers, roughly speaking. And it is a different story talking about the newcomers. I think this is unacceptable.

I: Who do you relate to the concept of newcomers?

R: It is the natives of the CIS countries, immigrants, persons of Caucasian nationality, despite that they are citizens of Russia, I also refer them to the newcomers, the Roma also; it is a different story about them ...") (male, year of birth: 1987, Russian, the city of Kazan).

From the interview: I: What is your attitude to the mixed marriages: between the migrants and the local population? Please, explain your point of view.

R: Negative. Since many of them have families in their Homeland, and they just use our girls. And I mind that they "populate" here. (male, 36 years old, Tatar, the city of Almetyevsk).
3.3. Impact of ethnicity on attitudes of the respondents to the representatives of other groups

After a detailed review of changes the value of intergroup distance, it was revealed the influence of nationality of the respondents on their attitudes toward the members of other ethnic groups. Most often, the attitude of Russian respondents and Tatar respondents to the representatives of the peoples of Central Asia and the Caucasus is more negative for about 8-14% than to the respondents of other nationalities. So, 64.8% of the Tatar respondents, 63.5% of the Russian respondents, and 74.4% of the respondents of other nationalities are ready to accept the migrants from Central Asia as the "city dwellers". A similar situation occurs with respect to the representatives of the Caucasian peoples and the Jews in all positions of the social roles.

In general, the views of the Russian respondents and the Tatar respondents concerning their attitude to the newcomers from Central Asia and the Caucasus are quite similar at all points of social roles, but there is a significant difference with the attitude to the Jews. The Russian respondents show more readiness to cooperate with the Jews than the Tatar respondents. For example, 50.5% of the Tatar respondents and 58.8% of the Russian respondents are ready to accept the Jews as the "neighbors".

In comparison with 2015, when 45% of the respondents noted that there was an increasing number of representatives of the peoples from the Caucasus over the past years, this proportion decreased to 33% in 2016. A similar situation arises with regard to the representatives from the republics of Central Asia (56% in 2015 and 48% in 2016) (Titova, Stolyarova, Frolova, 2015). It can be concluded that the flow of migrants from these regions has slightly decreased this year, most likely it is due to the economic situation.

In this aspect, it has also been found that the views of the Russian respondents and the Tatar respondents are similar, in contrast to the opinion of the respondents of other nationalities. For example, 34.9% of the respondents of other nationalities believe that in recent years it has become more representatives of the peoples of Transcaucasus, while only 25% of the Tatar respondents and Russian respondents hold this view.

From the interview: "Now it is not so many Azerbaijanis and Uzbeks. First, their appearance could be explained by the fact that they have come here to earn as much as possible money, but in recent years, due to the fact that the dollar has jumped up, it is much more difficult for them here. More than half of them has gone in Kazakhstan and in all other directions, and the influx is a little less now, because it is not profitable to work here for them due to the rise of the dollar. If they have earned previously 30 thousand roubles per month, and roughly speaking, have sent 1,000 dollars to their families, now they aern 2 times less (female, 37 years old, the city of Kazan, Tatar).

3.3. Influence of the size of the populated area on the value of social intergroup distance

The study involved the respondents from 11 cities and 10 regions. The study showed that the overall trend is that the residents of medium and small populated areas have more negative attitude to the presence of migrants than those, residing in large ones. The difference in attitude to the migrants is 10-20% as we move from the general social roles of migrants to the personal ones.

There is a positive attitude to the Russians and the Tatars in all positions of social roles and in all types of the populated areas. The social distance increases sharply in relation to the representatives of the peoples of Central Asia, the Caucasus and the Jews. The study has showed that the most "aggressive-minded city" towards migrants is Leninogorsk; here the percentage of readiness of citizens to accept migrants in
various forms of social roles ranges from 2% to 13%. 58% of Leninogorsk citizens are categorically against the presence of migrants. It is also noted the negative attitude of the residents of the Antinskiy Region to the representatives of the Caucasian peoples.

It should be noted that the most positive attitude towards migrants has been developed in the city of Nizhnekeamsk. The number of respondents in this city, who have a positive attitude to the migrants, is higher for 5-15% as a whole compared to other cities and regions. About 46% of the residents of this city are ready to accept them even in such social roles as "friend", "relative" and "marriage partner", while in other cities and regions the number of respondents ready to accept the migrants in these social roles is lower for 15-25%.

It can also be noted that there have been some changes with respect to the perception of the migrant's presence in the populated area, where the surveyed respondents live, compared with the researches conducted in 2015. The indicators comparing demonstrates that the share of people, which are not satisfied with the migrants' behavior, has decreased. And the share of respondents, who have positive attitude to their presence, has slightly increased. A slight decrease in the number of respondents is observed in the context of the situation "I agree, if they will behave as the local population". In general, the share of indifferent minded respondents has increased from 10.2% in 2015 to 13.8% of the respondents in 2016 (Titova, Stolyarova, Frolova, 2015).

One third of the respondents believe that their opinion is shared by most citizens of their populated area. About 20% of respondents said that their position was shared by about half of the residents of Tatarstan. Also, about 28% of respondents were undecided.

3.4. Features of social contacts with the representatives of other ethnic groups

The survey showed that the respondents most often come in contact with the Russians and the Tatars at work (87%), markets and retail outlets (77%), in public areas of culture and recreation (88%), at friends (87%). The respondents have pointed out that they mainly see the representatives of the peoples of Central Asia and the Caucasus in the markets and retail outlets. The number of respondents, who frequently see the latter, has also increased in the following situations: more than 55% of the generic samplerespondents - in public places (40% in 2015), including culture and recreation, a quarter of respondents - at work, almost one in five - at friends; not experienced - 12% of the respondents (6% in 2015) (Titova, Stolyarova, Frolova, 2015).

The respondents most often met the peoples of Central Asia in the following situations (other than above): 57% of the generic sample respondents - in public places, including culture and recreation, a quarter of respondents - at work, 20% - at friends; not experienced - 13% of the respondents (5% in 2015). Thus, the number of respondents, who do not face daily with the representatives of migrant groups, has increased in 6-8%. It was found that the respondents belonging to the age group of 18-30 years old, are ready to accept the migrants and to establish contacts with them in general for 5-7% higher than the representatives of other age groups.

4. DISCUSSIONS

The change in the group social and cultural distance can be caused by a number of factors (for example, changes in the political, social and economic situation in the region). An increase in the group distance between the ethnic groups living in the region, may indicate an increase in the problems with the perception of members of other ethnic groups, rise of xenophobia, intolerance, problems with the socio-
cultural adaptation of the ethnic minorities. Based on the above, the measurement of the value of the group social and cultural distance in the multi-ethnic regions of the Russian Federation requires constant monitoring.

5. CONCLUSION

In summary, we should note that the assessment of the situation in the inter-ethnic sphere is largely determined by the attitude of people towards the representatives of other nations. The share of people, which are not satisfied with the migrants' behavior, has decreased compared to previous years. The proportion of indifferent respondents increases. The continuing trend to increase the social distance at the transition from the general social roles to more personal ones remains unchanged. Nevertheless, it is observed an improvement in relation to the peoples of Central Asia and the Caucasus in this aspect. The residents of medium and small populated areas have more negative attitude to the presence of migrants than those, residing in large ones.

6. RECOMMENDATIONS

The materials presented in the article may have the scientific, humanitarian and practical significance. The materials of this article may be useful for the specialists in the sphere of social sciences: ethnologists, social and cultural anthropologists, political scientists, as well as representatives of agencies and organizations, being in charge of migration policy and inter-ethnic cooperation.

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HEALTH OF STUDENTS IN THE INSTITUTIONAL ENVIRONMENT OF THE HIGHER EDUCATION INSTITUTION: THEORETICAL APPROACHES AND EMPIRICAL STUDIES

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ABSTRACT
This article is an attempt to summarize and systematize the theoretical approaches and empirical researches in the area of health with respect to the Russian students. Formation and development of social and physical capacities of students takes place in a dynamically changing institutional environment of higher education institution and reforming the education system, which increases the risks of ill health of studying youth. By the method of qualitative analysis of the sociological, medical and social literature, sources, researches, it have been identified and described the main theoretical approaches and the fields of empirical researches of health of the Russian students. The paper concludes that it is the need to apply the principle of complementarity in relation to the study of health of the students and the possibility of closure of the concepts for general scientific principle of additionality to receive a more comprehensive picture of health of the students. A combination of approaches and methods of sociological, psychological and medical science in the framework of a longitudinal study of a permanent panel of students will enable to collect more in-depth information on the dynamics and the relationship of the physical and social health, its transformation in the conditions of dynamic institutional environment of the higher education institution.

Keywords: students, sociology of health, social health, physical health, social well-being.

INTRODUCTION
Health protection of the students is not only an important humanistic issue, but also a relevant socio-economic problem in terms of the solution of applied problems for the development of human resource capacity of the country, strategic plans to maintain an active, able-bodied population. The higher education institution is both the environment of risks and opportunities for the health of young people: there is the potential both for the self-development, education, support and strengthening of physical and social health, and for the destruction of the health of students (intelligent load, psychosocial stress, stress, behavioral risks, etc.) in the institutional environment of education. To study the problem to solve and to obtain the relevant results in the project of study of the reproduction of social and physical health of students in the institutional environment of the higher education institution, it is necessary to make a detailed theoretical study and systematization of methodological foundations of the project, generalization of accumulated experience of empirical researches.

1 The study was supported by the Russian Foundation for Humanities (grant No. 16-06-01064 "Reproduction of social and physical health of students in the institutional environment of the higher education institution").
For a long time, the biomedical approach to health research has been dominated in science. A criticism of the definition of health through the pathology, the patient's passive model, medicalization of social sphere shows the restrictions of biomedical health model and updates the social, humanistic approaches using the qualitative methodology. The symbiosis of medical and sociological approaches to the physical and social health seems quite new and promising direction for health research of the students.

Through the method of analysis of sociological sources and literature, medical and social researches of Western and Russian scientists, it is an attempt to systematize the approaches and subject areas of health study of the students in this paper in order to justify and clarify the strategy of the research project.

METHODS
The project of health study of the students proposes to use the medical, sociological and psychological research methods. We relied on the scientific methods of analysis, synthesis, as well as the comparative method and the method of qualitative analysis of documents, sources and scientific sociological literature in this article to justify their combination and relevant use, the theoretical interpretation and systematization of methodological approaches.

RESULTS
Within the framework of medical and social studies, such disciplines as social hygiene, social epidemiology, public health organization, social medicine and medical sociology have gained considerable knowledge base in the field of study of the health objective factors (V.P. Petlenko, G.I. Tsaregorodtsev, A.M. Izutkin, V.F. Serzhantov, V.M. Lupandin, I.K. Rappoport, L.M. Sukhareva, E.I. Shubochkina, S.S. Molchanova, V.P. Medvedev, V.R. Kuchma, Yu.P. Lisitsyn et al.) [for example, 1]. The development of demographic science is of great importance for the understanding of health problem and building the forecasts, as well as adjusting the social policy (M.S.Bedny, E.M. Andreyev, M.N. Rimashevskaya, A.G. Vishnevskiy et al.). Within the frameworks of medical demography it is developed an important category of "reproduction of public health" in the project terms, involving the use of the procedures of comparison of the health status at different times (V.Yu. Albitsky, A.I. Glushakov, S.N. Mihaylova, M.A. Makeyeva, I.V. Sukhinin et al.) that significantly expands the heuristic potential of studying the health problems of students: our project involves the implementation of the longitude study of students throughout the whole education period with the prospect of continuing health study after graduation.

The physical health of Russian students is the main object of study of many researchers and research teams. The issues of physical health, culture and education are specified in the papers of V.A. Medik, A.M. Osipov, M.Ya. Vilenskiy, I.A. Tolstopyatov, V.K. Spirin, I.V. Kiseleva, M.Yu. Abrosimov [2] et al. The traditional approach to health in science is associated with the natural science approach and the biomedical model, which is based on the medical knowledge and standard-centrical health treatments, defines it as the absence of pathology, conducts its examination on an individual and group level by the objective medical, statistical and demographic methods. The parameters of physical health can be subject to the objective measurement and compared with the accepted standard.

The non-classical approach to health finds its justification in the socio-philosophical concepts of antimedicalization (I. Illiche, I. Zola et al.), in the works of Russian philosophers (L.F. Fesenkova, A.T. Shatalov, B.Sh. Yudin, Y. M.Reznik, P.D. Tischenko et al.). The new health paradigm focuses on the parameters related to the subjective value-semantic parameters, self-assessments and experience of feelings, communications about health. According to S. Nettleton, the old paradigm of health care and medicine has been built around the disease and the patient, and the new one focuses on health and human efforts to save it [3].
The large-scale sociological study of Russian students within the framework of health sociology has been conducted in 10 cities of Russia and Belarus on the basis of the social problems sector by the scientific team of the Institute of Sociology of the Russian Academy of Sciences (IS RAS) under the leadership of I.V.Zhuravleva [4]. The project participants have recorded an important new trend in respect of health: a motivation of health care is caused not by its deterioration, but a desire to be stronger and healthier, which may indicate a transition from the biomedical model of health with an emphasis on the absence of pathologies to the social, humanistic model, where the health is a self-sufficient value. However, this trend is numerically inferior to the traditional reason of health care - the disease beginning. The health traditionally occupies the highest place in the systems of values, but the nature of the attitude to it is declaratory and instrumental(I.V. Zhuravleva, G.Yu. Kozina, N.A. Bezrukikh, I.V. Kiseleva, E.P. Pchelkina et al.).

The scientists indicate the negative trends in the health of students and the incidence rate growth (G.V. Kosovsky, O.L. Vasileva, I.A. Kamaev, T.V. Pozdeeva, N.I. Sapova, E.G. Slutsky, N.P. Maydanov, O.A. Ustimenko et al.). The problem is very acute concerning the respiratory diseases (M.V. Malkovets, G.N. Shemetova, O.A. Kiseleva et al.), the diseases of musculoskeletal system (scoliosis), eyes (I.V. Kiseleva, S.F. Aleschenko) and reproductive system (I.V. Zhuravleva, I.P. Katkova, T.P. Reznikova, E.V. Andryushina, I.K. Bogatova, M.Yu. Sumrach et al.). Such significant factor in students' health as nutrition causes a particular concern to the scientists. The specialists in the field of health sociology and social hygiene note that the higher education institute environment negatively affects the food practices of students (T.W. Grace, S. Deshpande, M.D. Basil, D.Z. Basil), abnormal nutritional status due to problems of products quality, violation of regime, unbalanced nutrition, etc., which have a negative impact on the health status (I.V. Zhuravleva, L.Yu. Ivanova, N.A. Korbukova, E.G. Podkopaeva, N.G. Kochevnikova, A.M. Lapshin, E.M. Osmanov, G.P. Ronzhina, V.R. Kuchma, E.G. Blinova, G.A. Ogleznev et al.) [for example, 5]. This state of affairs is reflected in the indicators of medical statistics: one of the leading morbidity classes of the Russian students is the diseases of digestive system (T.E. Fertikova, A.A. Rogachev).

The integral approach to health in the framework of a new paradigm determines a particular attention to their social and psychological components. There are a lot of papers of classical and contemporary scholars devoted to the research of psychological health, who study both the relation of the psychological component with the physical status and the issues of influence of the psychological factors on the treatment and prevention of diseases, the role of individual behavior in the disease etiology, motivation, concept of health (F. Sigmund, C.G. Jung, A. Adler, A. Maslow, V.V. Gafarov, I.N. Gurvich, I.B. Bovina, T.D. Shevelenkova, P.P. Fesenko et al.) [for example, 6]. The psychological health of students is ideally characterized by a comfortable state of mind, dynamic equilibrium between the individual and the environment, lack of stress and emotional distress, mental disorders. It is obvious that the psychological part of the students' health is particularly vulnerable due to the intensification of the educational process, anxiety about the professional prospects in the conditions of unstable socio-economic situation in the country, adaptation of students to a new higher education institution environment, which undergoes some constant changes. All these things lead to an increase in the stress and psycho-emotional stress risks (N.V. Kopteva, A.Yu. Popov, O.V. Khukhlaleva, M.V. Larskikh et al.), at the same time it is found that the improvement factor of the psychological health is the students' educational activity (Volochkov A.A.).

The integral part of students' health is a social component. According to V.L. Gatiloi et al., the social health of students is characterized by the processes of interaction of the student with the environment, social mobility, social activity, and demand, level of social well-being, degree of the social situation controllability, social inclusion and opportunities to participate in the decision-making, social trust level and accessibility of social resources of the institutional system of higher education institution [7]. The social well-being in this definition is an important component of the social health of students, and should be considered in the comprehensive health studies of students. The social well-being as an indicator of
social health is actively studied in the world (A. Campbell, F.M. Andrews, L. Bertlant et al.) and the Russian social science (Zh.T. Toschenko, S.V. Kharchenko, N.I. Lapin, A.A. Rusalinova et al.) [for example, 8]. The relevance of study of the social well-being of students is due to the fact that it is not only a reflection about one's own life, but also a kind of indicator of the effectiveness of functioning of institutional environment of the higher education institution and the social system as a whole. However, the studies of social health and social well-being, as a rule, do not take into account the physical state of health and do not use methods of its medical research.

The present society is characterized by new risks in the field of health:morbidity endogenous model and inaccessibility of complete cure in the case of a chronic disease, progress in diagnostic medicine and backlog in the treatment, independence of the diagnosed disease from the subjective well-being (U. Beck). In terms of risk approach, the health study is conducted by O.N. Yanitsky, S.A. Efimenko, A.V. Reshetnikov, I.S. Pautov, K.N. Khabibullin, and in terms of youth - N.A. Lebedeva-Nesevrya, A.O. Barg, E.V. Kombarova et al. The behavioral risks of students concerning health are concentrated in the sphere of secondary employment, nutrition, sexual behavior, education and bad habits (I.V. Zhuravleva). The elaborated area of study is the risk factors for alcoholism and drug addiction among the students (S.A. Efimenko, A.V. Tsvetkov, L.A. Tsvetkova, S.A. Tsarev, N.V. Schur, I.N. Gurvich et al.).

The concept of risk factors is vulnerable in terms of a possible displacement of analysis to the level of individual behavior, personal responsibility and underestimation of the socio-economic and socio-cultural conditions of life of the individual, and therefore the need to contextualize the risk factors and to pay attention to the fundamental, macro-social conditions [9]. The limitation is overcome in the concepts of human capabilities (A. Sen, M. Nussbaum, J. Ruger, I. Law, H. Widdows), social capital (P. Bourdieu, G. Becker, A. Portes, V.V. Radaev, E.S. Skorobogatov et al.) and social gradient, where it is actualized the study of relationships between the socio-economic conditions, status of the individual and level of his/her health, between the social class and the morbidity rate of its representatives (M. Marmot, B. Link, J. Phelan, G. Steinkamp, E. Giddens, T.M. Maksimova, N.L. Rusinova, L.V. Panova, I.N. Gurvich, D.A. Izutkin et al.) [for example, 10-11]. M. Grossman indicates that the educational resource enables the individual to better care for his/her health [12]. It has also been established by the statistical methods that the morbidity frequency of young people from low-income layers is higher than of young people from more high-income layers (O.V. Shinyaeva, A.B. Padiarova) [13].

DISCUSSION
According to the results of the theoretical review we can say that the social and psychological health is understood in the scientific literature as an opportunity to maintain the dynamic equilibrium of an individual's interaction with the environment, providing a harmonious state of the individual and ensuring an optimum functioning of the body. It is very important for the social and psychological component, how the adaptation processes takes place in an educational institution (university), as well as the process of social inclusion in the higher education institution environment, gaining psychological comfort, good social well-being and creation of a favorable social and psychological climate in the collectives and groups. The success of these processes enables to create the optimal conditions for educational activities and learning the professional competencies.

It should be noted that the actual number of sociological researches in the field of study of the students' health, using the qualitative research methods, is significantly less than the medical and social, social and hygienic, psychological and pedagogical. The applied developments of study of the students' health, as a rule, are made in one of the health paradigms - biomedical or social, within the same field of knowledge - medical, sociological, psychological. This means that the studies of students study independently the physical health, condition of the body functions, the students' morbidity without regard to social health, social and psychological states, social well-being, and it is apart the sociological corpus of knowledge, which is focused on the subjective images of the student's world, his/her health self-assessments,
experience of illness treatment and adaptation to the institutional environment of the higher education institution.

At that it is important to note that the acute contrast between the approaches to health in terms of methodology can greatly combine the understanding of what happens with the students' health in the applied method. The isolated use of quality strategy and subjective approach to health can lead to extreme forms of epistemological relativism. The isolated use of bio-medical approach does not take into account the integrity of health phenomenon and considers a human as a person, but not as a sick body with disabilities. The theories can be combined by the methodological principle of additionality (N. Bohr), the essence of which is that in the process of learning it is possible to use different, sometimes mutually exclusive paradigms, to study the object, which create together the complementary images of reality, making the knowledge more comprehensive. We should note that most of the studies are devoted to the study of health indicators at a certain period of time, which does not enable to fully describe the processes of health reproduction of the students in the diachronic, dynamic cut.

CONCLUSIONS
Thus, to overcome the existing methodological limitations and empirical problems, and to implement the principle of complementarity, it is proposed a combination of qualitative and quantitative strategies, test psychological techniques and medical methods of analysis in our research project (carrying out a standard diagnosis of physical health, as well as the study of the immune status of research participants). This will enable to provide a complexity of the study and to implement the principle of complementarity of studying the students' health, to characterize the relationship and dynamics of changes in the objective and subjective indicators of health, parameters of physical condition and social well-being of the students, which will contribute to the deepening of knowledge about the role of the higher education institution in the processes of transformation of the physical and social potential of the students, and will enable to reduce the health consumption of the institutional environment of the higher education institution and to create the best ways of health preservation.

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ABSTRACT
In the second half of XIX – early XX centuries the leading missionary and ethno-political institution in Russia, one of the major centers for the study of history, culture, ethnography and language of the Turkic, the Finno-Ugric and the Mongolian peoples was the Kazan spiritual Academy (1842-1921). The authors review scientific and educational activities of Yakov Dmitrievich Koblov – the graduate of the only in the whole of Russia missionary departments of the Kazan theological Academy. The study of the life and work of a public figure, anti-Muslim and anti-pagan missionary of the diocese of Kazan, the teacher J. D. Koblov, his contribution to the studying of the history, ethnography, languages and culture of the Turkic and the Finno-Ugric peoples of the Middle Volga in the late XIX – early XX centuries, is of great interest. This article uses the principles of historicism and integrity, methods for systematic and comprehensive analysis, statistical and sociological methods. The study revealed missionary and social activities of J. D. Koblov, his contribution to the Christianization and Russification of the peoples of the Volga region, to the education of the Tatars, the Chuvash, the Maris, to the monitoring of their religious and moral condition is shown. The authors have analyzed the scientific papers and have evaluated the contribution of Koblov in the historical-confessional and ethnopolitical studies of the Turkic and the Finno-Ugric peoples of Russia in the late XIX – early XX centuries to the preservation and development of their languages. The problem, raised in this work, was discussed in Russian and foreign historiography, mainly only in the context of a study of missionary policy of the Russian state in XVI – early XX centuries, in large-scale integration processes on the basis of Christian Orthodoxy and the Russian language. The article can be useful to all those, interested in missionary politics and modern ethno-political processes in the Russian Federation.

Keywords: Russia, society, national studies, identity, the peoples of Russia, the Kazan theological Academy, ethnography, history, culture.

INTRODUCTION
In recent decades, in connection with the intensification of national and religious components in the regions and subjects of the Russian Federation, we face the problem of development of professional competence in addressing religious issues, ethnic conflict and removing ethnic tensions. Humanitarian sciences are becoming increasingly important, as they are connected with the studying of ethnic properties and phenomena, national structures and relations. The study of history, ethnography, cultural heritage and languages of peoples and ethnics of Russia is becoming of important theoretical and practical significance. In this regard, a comprehensive historiographical and source study of the educational, scientific and public activity of teachers and graduates of the missionary departments of the Kazan Theological Academy, missionaries of the Kazan province, their contribution to the study of history, ethnography, language and culture of the Turkic and the Finno-Ugric peoples of the Middle Volga region, Urals and Siberia in Kazan in the second half of XIX – early XX centuries is of academic and applied interest to modern scholars and practitioners.

A historical and cultural phenomenon of the interaction of the adherents of Islam and Christianity is most clearly manifested in the Volga-Urals region. After the conquest of Kazan (1552) and Siberian (1583) khanates by the Russian government, an active Imperial missionary policy was conducted there. Orthodox educational activities of the Russian state against non-Slavic peoples of Russia are reflected in the writings of V. D. Dimitriev [5], L. A. Taimasov [24], M. Batunsky [2] A. Bennigsen [3], R. Geraci [4], R. Pipes [22], P. W. Werth [26], G. Hosking [27], J. Pelenskii [23] etc.

The study of the educational, missionary, scientific and social activities of the graduate of the missionary Department of Kazan Theological Academy J. D. Koblova, analysis of his analytical reports, scientific works on history, ethnography, language and culture of the Turkic and Finno-Ugric peoples of the Middle Volga region in Kazan at the end of XIX – beginning of XX centuries is of great practical and theoretical interest for modern scientists. Occupying for many years, the position of anti-Muslim and anti-pagan missionary of the diocese of Kazan, J. D. Koblov was the conductor of the actions of the Russian authorities in the region, he had made a significant contribution to the education of the baptized Tatars, Chuvash, Maris and others. The basis of our research is in new archival materials and sources, which allowed the author to provide a comprehensive assessment of the problem.

METHODS

The methods of this study are based on the modern principles and ideas – philosophical, epistemological and logical, which play an important role in the study of events, stages and directions of forming of missionary policy in the Volga region, researches of J. D. Koblov in history, ethnography, language and culture of the Turkic and the Finno-Ugric peoples of the Middle Volga region in Kazan in the late XIX – early XX centuries.

The methodological basis of research is formed by general scientific methodological principles and methods, used in modern historical science. The following principles of historical knowledge were taken as the basis for the study:

- the principle of historicism, which requires consideration of any historical phenomenon in its development, identifying both the specific characteristics of each phenomenon and its causing factors;

- the principle of integrity, which requires to study each phenomenon as a system of interrelated elements and reasons, determining them;

Methods of systematic and comprehensive analysis allowed us to create a complete picture of the formation of world outlook of J. D. Koblov, its formation as a scientist and a missionary, study his
RESULTS

In the second half of XIX – early XX century the Kazan Theological Academy was a large religious, educational and a leading centre for the study of history, ethnography, culture and language of the Turkic and the Finno-Ugric peoples. In the National archives of the Republic of Tatarstan, a variety of unpublished materials of teachers of the Academy, graduates and students on culture, everyday life, customs and traditions of the peoples of the Russian state are saved. These sources are of great scientific importance for modern researchers [17, 20, 21].

Kazan theological Academy was founded in 1842. To solve the complex “indigenous” question in Russia, in 1854, the missionary Department, the only in the country, was established in the Academy [18, 19]. Four missionary Departments were opened in the Academy: 1) anti-dissenter, 2) anti-Muslim, 3) anti-Buddism and 4) Cheremis-Chuvash.

In these departments of the Academy Ethnography and Languages of the Tatars, the Kyrgyz, the Bashkirs, the Chuvash, the Maris, the Udmurts, the Mordovians, the Mongolians, the Buryats, the Kalmyks and other peoples of Russia were taught, and also the foundations of religious education, and the Russification of the peoples of Russia, forms and methods of distribution of Orthodoxy among Finno-Ugric, Turkic and Mongolian-speaking peoples and nationalities were developed [28].

In the Russian historiography, the history of the missionary offices of the Kazan Theological Academy, the legacy of its teachers, as well as the problems of the peoples of the Middle Volga region, Urals and Siberia were reflected in the works of Russian authors – R. M. Valeev [1] A. A. Khabibullin [30] A. V. Zhuravsky [6] etc.

Among the talented graduates of the missionary department, a theologian, a public figure and a teacher J. D. Koblov (1876–?) is distinguished. As a student of E. A. Malov, and M. A. Mashaanova, he linked his activities with the study of the Turkic and the Finno-Ugric peoples of the Middle Volga region. In his works the history of the Tatar religious education, the development of Islam among Tatars and paganism at the Mari, the role of the mullahs, the issues of Islamic studies and others are examined [29].

In the years of 1900-1908-J. D. Koblov worked as an anti-Muslim and anti-pagan missionary of the diocese of Kazan, in the years of 1908-1914 he was an inspector of public schools in Kazan district of Kazan province, and since 1914 - in Kiev educational district. The revolutionary events of 1917 forced J. D. Koblov to leave Kiev and return to the Kazan Theological Academy. In 1920-1921 he held the post of Professor of philosophy of History-Philological faculty of the State Far-Eastern University and taught History of Pedagogical Theories, the General Course of Pedagogy, Psychology of the Will. On the initiative of J. D. Koblov, the Department of Pedagogy was established there, which was engaged in the training of teachers, taking into account local conditions and needs. In the 1923-1924 academic year, as a result of a higher school "cleaning", Koblov, as a former missionary, was sent as a teacher of Russian language to Vladivostok evening working faculty.

In their professional activities J. D. Koblov managed to create an interesting ethnographic works on the peoples of the Middle Volga region, which are of great interest to modern researchers [7]. In the course of numerous trips to the villages of the Kazan province, he managed to gather considerable ethnographic material about the multinational people of the Kazan province [8], their culture, way of life, religious beliefs [9], education [10] and educational institutions [11]. In his works he pays considerable attention to
the study of the activities of the Muslim clergy [12], confessional schools of the Tatars [13], mythology [14], Tatar Muslim holidays [15], religious rites and customs [16], etc.

In the process of a long-term residence of different ethnic and religious groups in a single ethno-cultural space, there was a gradual interpenetration of cultures, some national and household traditions and religious rites. For many non-Russian peoples of different religions and for centuries living in close proximity, some of the customs and rites of other ethnic and religious groups of the rural population over time ceased to be perceived as not pleasing to God. In this respect, the penetration of some Orthodox holidays to cultural and domestic environment of the Tatar village is of particular interest. Thus, we find evidence for this in the work of J. D. Koblova "Tatar Muslim holidays" [15]. He noted that in the villages with mixed population, the Muslims celebrate Orthodox holidays, not giving them a religious significance.

J. D. Koblov, on the specifics of his profession, being anti-Muslim diocesan missionary, paid great attention to the problems of religious and moral state of the Tatars in the Muslim community (makhallya). He noted that a tremendous impact on the formation and development of Muslim communities, on the exercising of their functions and the activities of religious institutions in pre-revolutionary period, was provided by the mullahs. They performed all the rites of the life cycle (naming, marriage, and burial of the dead, etc.), acted as judges in civil cases, were teachers and were the spiritual authorities for members of religious communities, led by them. Y. D. Koblov attached great importance to the figure of the Mullah in the life of the Muslims of the Middle Volga; his views and arguments he presented in his work "Of the Mohammedan mullahs (religious-home essay)" [12].

J. D. Koblov describes in details the content of education, educational process, internal rules of madrasas and makthabs in the work "Confessional school of the Kazan Tatars" [13].

His observations of the Turkic and Finno-Ugric peoples J. D. Koblov summarized in the work "On Tatarisation of foreigners of the Volga region", with which, as a speaker, acted at a missionary Congress in Kazan on 13-26 June, 1910 As the title of the work denotes, the Tatars became the main subject of study. "Tatars Mohammedans,-he noted,-occupy a dominant position among the foreign tribes of the Volga region. They surpass other foreigners in number, in firmness of their religious beliefs, in stability, and in constancy of customs and manners, formed under the influence of the Mohammedan religion...The Tatars, as the most powerful nationality in comparison with other foreign tribes, colonize weak nationalities, who have no capacities, slightly developed, dehumanize them and unite with them" [8].

One of the main causes of Tatarization of peoples of the Middle Volga, and dissemination of Islam among them, according to Koblov, was living together with the Tatar population. Another important factor of Tatarization of the peoples of the Middle Volga, and dissemination of Islam among them, is the establishment of a network of prayer houses and development of enlightenment and education. The main task of the Tatar schools, in his view, lies primarily in the study of the teachings of Islam and in the formation, on its basis, of students ' religious outlook and worldview [8]

In the Middle Volga region Tatarization and Islamization was aimed at the Chuvash, the Maris, the Udmurts, the Mordvinians, but unlike the baptized Tatars, it was not in such a massive scale. In his work J. D. Koblov gives a description of the religious condition of all the Turkic and the Finno-Ugric peoples of the Middle Volga region. According to the remark of the researcher, all of them have experienced a strong influence from the Muslim Tatars.

In fact, from the report of the Kazan anti-Muslim and anti-pagan missionary of the diocese of Kazan J. D. Koblov, it follows, that the activities of the Russian state and the Russian Orthodox Church, aimed at Russification and Christianization of the peoples of the Middle Volga region, have not achieved the
expected results. The actions of Russian missionaries were met with strong, well-organized and massive opposition from the Tatar people, who subordinated to its educational and cultural influence the Turkic and the Finno-Ugric peoples of the Volga-Kama region. J. D. Koblov himself wrote about this: "As can be seen from a brief review of the religious and domestic status of foreigners of the Volga region, advocacy of the Tatars-Mohammedans is quite successful and achieves more than satisfactory results. If it continues, we’ll face the risk of a total Tatarization, if not all, but of the significant part of the foreigners of the Volga region. And instead of separate small nations, in the near future we will see a cohesive fanatical Mohammedan mass. After all, the same position, as the Volga foreigners, had formerly the Kirghiz and the Bashkirs, and now they do not separate themselves from the Tatars, and act together with them and quite unanimously. Currently, in the Birsky district of the Ufa province it is difficult to distinguish between the Tatars, the Bashkirs and the Cheremis; they all look like the Tatars. Other foreigners may achieve the level, where now are the Kirghiz, the Bashkirs and a part of the Cheremis of the Birsk district, that will lead them to the final Tatarization" [8].

CONCLUSION

J. D. Koblov by his practical work and scientific heritage has made a significant contribution to the historical-confessional and ethno-political study of Ethnography of the Finno-Ugric and the Turkic peoples of the Middle Volga region, to the preservation and development of languages. His research contributed to the process of integration of peoples into the Imperial political, economic, cultural and educational space of the Russian state. Many modern scholars refer to the works of the scientist, because they are sometimes the only source of information about the lives of ordinary people. In his writings he, with the missionary positions, analyzed the causes of Tatarization and the Islamization of the peoples of the Middle Volga region, and methods of struggle with it. As a scientist, he managed to gather considerable ethnographic material about the multinational people of Kazan province, their culture, way of life, religious beliefs, education system, etc.

The authors of the study managed to disclose a missionary and social activities of J. D. Koblov, to analyze the contribution of the scientist in education of the Turkic and the Finno-Ugric peoples of the Volga and Urals regions, to show the personality of the scientist in the context of missionary Islamic studies and Oriental studies in Kazan in the late XIX – early XX centuries, to study the works of the scientist and to identify their scientific novelty in comparison with predecessors and contemporaries. In the author's view, the problem of studying of the peoples at the missionary departments of the Kazan Theological Academy, and its graduates, was studied for the first time. Overall, the article presents a review of the original material, allowing in further to illuminate the life and work of J. D. Koblov, general and particular in the study of the heritage of the representatives of missionary Orientalism and their contribution to the study of the history, culture, ethnography and language of the Turkic and the Finno-Ugric peoples of the Middle Volga region. The article can be used in the writing of scientific articles and monographs.

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INTERETHNIC RELATIONS AMONG THE STUDENTS OF THE REPUBLIC OF TATARSTAN
(ON AN EXAMPLE OF STUDENTS OF KAZAN FEDERAL UNIVERSITY)

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ABSTRACT
This article is an analysis of the data obtained during the sociological study conducted in spring 2016 among the students of Kazan Federal University. The objective of the study was to determine the features of international relations among students, as well as to identify the main problems existing in this sphere. The relevance of the researches conducted is confirmed by a number of circumstances, namely - the multi-ethnic character of the modern Russian state, faced with the problems of growth of nationalism and labor migration from neighboring countries, as well as the problems of increase of the state policy efficiency in the sphere of international relations. In particular, the active use of scientific, in this case sociological, equipment is a necessary prerequisite for sound medium- and long-term prediction of community response to the interethnic conflicts, as well as the search for answers to the possible and acceptable ways to resolve them. The study results suggest that the current interethnic relations in the student youth environment in the Republic of Tatarstan are generally stable, in spite of the problem of tension existing in the society in the area of international relations, which has been marked by the respondents. At that, it can be stated the fact as a positive result of the study that the students are the bearers of culture of peaceful coexistence of different nationalities as a whole.

Keywords: youth, students, ethnic relations, tolerance, Republic of Tatarstan.

INTRODUCTION
The modern Russia has faced with new challenges in the field of international relations, which often lead to the acute interethnic conflicts in some regions of the country and a progradation of common social and cultural space. In this regard, the problems of interethnic relations need constant monitoring, especially with the use of sociological tools. A special place in the analysis of international relations, in our opinion, is taken by the study of this problem among the students as a special intellectual, social and psychological category of people. We should not underestimate the importance of the student's society as a particular social group, "the bearer of intellectual potential" in the socio-political and ethnic processes of modern Russia [1]. The students, being the subject of ethno-political and social relations - an active part of the society, can have a significant impact on the course of implementation and, in general, development of the socio-political processes in the country. A common stereotype is the assertion that the modern Russian students have little interest in the issues related to the socio-political aspects of the development of the modern Russian state [2, 3]. It is safe to say that the attitude of students to the policy has always
been relevant for the society, because it is important for the society and the state, how the students perceive the established international relations. The future of social and political development of the society depends on a particular position and appearance of the students, and the moral health and national consciousness of young people determine the fate and future of the state as a whole.

At the same time the Republic of Tatarstan is one of the most important regions of the country, both from an economic and ethno-political point of view. According to the data of population census of 2010, the Tatars prevail in the national structure of the Republic - 53.2%, and the Russians amount to 39.7% [4]. The Republic of Tatarstan is not just an integral part of the Russian Federation (secular state), being in a single legal, informational, cultural field with it, but also the region where, due to the deliberate policy of the authorities, the representatives of different faiths and nationalities leave peacefully. Thus, the study of the views of population of the Republic of Tatarstan about the nature of interethnic relations, which have developed in the region, has showed that just over half of people in the region (52.8% of the respondents) think that they are "normal and calm". According to 41.9% of the respondents, the interethnic relations can be called "friendly and good-neighborly" in the region. Less than 5% of the respondents (3.7%) consider them "heavy and conflict" [5, p. 159-177].

Meanwhile, the interethnic relations, which are developing in the closest connection with the processes of all-Russian national scope, need a constant scientific analysis and understanding even in the most general terms. The crisis socio-economic situation in the country and the drop in real incomes in recent years, which is partly smoothed due to the socially-oriented budgetary policy of the local authorities, is nevertheless one of the significant conflictogenic factors and the natural recondition for the growth of social, political and interethnic tension [6]. Apart from the socio-economic factors, the state of the sphere of international relations is influenced also by the political factors, among which we should highlight the intensification of extremist forces, primarily using the slogans of ethnic and religious intolerance. In this case the Internet (especially the social networks) is an important influence channel [7, 8]. The practice shows that in most cases, young people, who have fallen under the influence of religious extremists, have met them just in the social networks, and their communication on relevant topics has also occurred there. It is believed that the main "risk group" in the majority of cases is young people from small towns and rural areas with a relatively low level of education. However, according to the well-known example of the student of the Moscow State University (MSU) V. Karaulova, young people from large cities with a relatively high level of income, education, and with a high social status in general are not also insured from falling into the sphere of influence of the extremists. Moreover, the emergence of some extremist groups in the Middle East, which slogans proclaim a creation of state structures, the ideology of which is the absolute negation of the prevailing religious, social, political and cultural traditions of the modern civilization, is, in many cases, the object of attracting attention of the young people, whose personal attitudes and values are not formed yet due to some objective (primarily age-related) reasons.

The multinational regions of the Caucasus, the Volga region and Ural, including the Republic of Tatarstan, are located in the area of attention of various extremist forces, since it occurs here the destabilization of socio-political situation in particular.

In connection with the above circumstances, it is relevant for a comprehensive analysis to determine the features and nature of international relations of the students at the example of students of Kazan Federal (Volga) University.

METHODS

As a method of collecting the primary sociological information, it has been chosen a massive questionnaire in the study. The survey was conducted using a questionnaire developed by the authors. The quota sample was formed during the survey, and had a representative nature in relation to sex and age.
The students of the Kazan Federal University, enrolled in full-time education, are considered as the general population. The survey was conducted on the territory of student campus (Universiade Village) and in the University academic buildings. In total, it was surveyed 450 students of the Kazan Federal University in April 2016.

The objective of the study conducted was to determine the attitude of students towards people of other nationalities and cultures.

To achieve this objective, the following tasks were consistently being solved during the study:

1. To assess the role of national identity in the process of interpersonal communication among students;
2. To identify attitude towards representatives of other nationalities;
3. To analyze the basic attitudes of students in the sphere of international relations.

In the study, prior to processing the primary data, the entire collection has previously been checked for the quality of filling in of tools, bug fixing and rejection of poorly completed questionnaires. As a result, 437 out of 450 questionnaires were submitted to the treatment.

The data preparation for processing included encryption, encoding and transferring data in .xls file format (Excel table). The encryption was made in the number identifications, scale item in each question corresponded to the cipher of answer options to the question in the introductory program. The data processing and analysis were carried out in the form of models, tables and groups, using the code indicators. The data processing was carried out in the program SPSS Statistics, where the standard methods of information processing were used: simple distributions, percentages, averages, mode and variance of deviations, coefficients of association of qualitative features, rank and paired correlation coefficients.

RESULTS

According to the survey results, the national person origin, with whom the respondent contacts, is not a significant factor for half of those surveyed (46%). At the same time - 38% said that this characteristic acquired sometimes a definite value for the respondents. It is worth noting that this factor is very important for more than 12% of the respondents.

Some concern is also caused by the answers to the question "How can you currently evaluate the interethnic relations among the youth?". Only 26% of the respondents noted that the situation is peaceful; 42% feel some tension in the interethnic relations in the youth society; 19% declare a tense situation that may cause conflicts.

Despite this, 36% of the respondents believe that in general there are no interethnic conflicts among young people; 42% think that the problem exists, and 26% of the respondents are undecided (Question: "How do you think, is there a problem of international conflicts among student youth?"). According to the respondents, the most popular manifestations of negative attitudes towards people of other nationalities are abuses (52%), diminution of dignity of other nationalities (35%), lack of gratitude for living on "their" land (23% of the respondents have agreed with this).

At the same time it can be assumed that the answers to the first set of questions are not caused by the interethnic problems, with which the students encounter in their daily lives, but by the general sentiments...
that exist in today's society. Since, Levada Center poll in June 2016 has showed that 52% has said that they feel a strong tension in the society, and 60% believe that there are differences, and they can cause tension between different nationalities in the future, answering to the question "How strong is now tension between people of different nationalities in Russia?" [9].

The results of the study conducted revealed also a potentially conflicting component in the international relations of the students. More than half of respondents (62%) have stated that their national values are not adversely affected, 20% are faced "sometimes" with it and 14% have indicated that their national interests are adversely affected, answering to the question "Do you think that your national interests are adversely affected by the representatives of other nationalities?" At that the majority of students are ready to defend their national interests, if they are even slightly violated, in the activities of the national-patriotic movements and at the household level.

Overall, 78% of the students surveyed have said that they respect people of other nationalities, and only 5% have a negative attitude to them. The answers to the question of whether the students believe that their ethnicity is better than others evidence on personal commitment to tolerance of the younger generation. 76% - do not think so, 11% - believe that their ethnicity is better than others, 13% - were undecided.

At the interpretation of the results, we shall take into account that the study of features and nature of international relations of student youth has been held against the background of an active policy of both federal and regional authorities concerning celebration of the regular Victory Day (May 9), when it has been extensively declared of the contribution of all the peoples of the USSR in the case of the Great Victory [10; p. 162]. In addition, the Republic of Tatarstan has always been and remains one of the leading regions in the field of development of tolerant attitude towards other nationalities. This reflects the uniqueness of the Republic of Tatarstan as the territory of multicultural, tolerant and multi-religious diversity that distinguishes it among the regions of the Russian Federation in some ways.

Therefore, the next group of questions has concerned the necessary and possible measures, promoting the development of tolerance among the student youth. Most respondents surveyed continue to assign a major role in the ethnic policy to the state. Thus, 50% believe that the solution of the problems of international relations depends on the behavior of sound national policy and tolerance promotion (38%). More than half of the respondents (58%) believe that the proximity of different nationalities among young people gives certainly more benefit, 53% would like to learn more about the customs, traditions and history of the nations, whose representatives live and learn with them.

**SUMMARY**

An important result obtained in the course of the study is the fact that for the majority of those surveyed (a total of 84%) the nationality is not a determining factor in communicating with other people. Moreover, almost half of the respondents do not highlight this factor as a significant. Indirectly, the low significance of the national factor for the respondents is evidenced by the unusually large (26%) percent of the respondents, who found it difficult to answer the question "How do you think, is there a problem of international conflicts among student youth?". The attention shall also be made to the fact that a total of 82% of the respondents do not feel the regular impairment on ethnic grounds, which also indicates that the interethnic relations are currently stable among the students in the Republic of Tatarstan. It is particularly noteworthy that the majority of respondents believe that the government's role is crucial in ensuring the stability of international relations.

Meanwhile, the lack of awareness of young people about the problems in the sphere of interethnic relations in the Republic of Tatarstan should not be seen as a calming factor. Today's realities force us to
pay more attention to the formation of spiritual values, tolerance and development of culture of interethnic relations. Especially it concerns the young generation. At the same time the situation in the student's environment can hardly be considered as "cloudless" as more than forty percent of the respondents have noted an existing tension in the interethnic relations in the youth society. All these facts point to the need of active monitoring of the current situation, with a purpose to track the emerging negative trends, on the one hand, and to strengthen the educational work in the student's youth environment for the formation of a tolerance culture, which is the key of sustainable development of the multinational Russian society, on the other hand.

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THE FEATURES OF INFORMATION TECHNOLOGY USAGE IN THE TEACHING OF LEGAL DISCIPLINES OF THE STUDENTS IN THE DIRECTION OF TRAINING “PSYCHOLOGICAL AND PEDAGOGICAL EDUCATION”

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ABSTRACT
The educational process is largely determined by the previously acquired knowledge, expectations and results, which form the learning environment, so an increasing attention is paid to informatization of education at the present stage. Today, an increasing space is occupied by modern information technologies, the scope of their application is expanding, and the volume of daily accumulated information is currently increasing. The use of information technologies in the educational activities is the most important task of higher education. At present, it is necessary that every teacher in the discipline could easily prepare and conduct classes with the use of computer technologies. Such lectures or practical classes will be evident, colorful, informative and interactive. The computer technologies will enable the students to work at their time, and the teacher will be given the opportunity to quickly test and assess the learning outcomes. There are significant changes in the modern development of the higher education system, which suggest the need to use of the effective ways of using the opportunities offered by the information technologies to improve the quality of education at the transition to the level system of vocational training. In this regard, it is necessary to improve and implement in practice the use of information technologies in the teaching of legal disciplines.

Keywords: Information technologies; computerization of education; educational process, legal disciplines, higher education.

INTRODUCTION
The modern educational technologies are based on the competence approach, which assumes a continuous development of diverse abilities of each individual. The competence approach is a set of common principles of determining the aims of education, selecting the content of education, organizing the educational process and evaluating the educational outcomes. A positive aspect of the competence approach can be considered as its practical orientation, the ultimate objective of which is in the fact that the student shall master these behaviors and acquire a set of knowledge, skills and personal characteristics that will enable him/her to successfully carry out the professional activities in the future, i.e. he/she shall master a set of necessary competences. It may be noted that in the framework of the competence approach, the education is multifactorial and complex, in which it is conducted the psychological preparation with the development of certain personal qualities, formed the necessary settings, produced the specific algorithms for the implementation of effective activity by the students [1, p. 204].

With this in mind, the main direction of the higher education development is the transition from the disciplinary model of training and education to the student-oriented model, containing new requirements.
that the society and the state impose to the education. Any education, especially in the field of legal culture and legal consciousness, is considered necessary only, if it is demanded in today's society. In this regard, the introduction and use of the information technologies in the educational process are certainly promising [2, p. 5].

The information technologies have become a part of the professional lives of most people. A good knowledge of the personal computer and the package of general purpose applications programs or the special purpose programs has become a mandatory requirement for most job seekers. This phenomenon is reflected in the educational environment. Thus, the teachers of professional orientation subjects are faced with the task to organically include the information technologies in the educational process [3].

The modern higher education is characterized by a strong influence of the information technologies on it, which pervade all spheres of educational activity, forming a global information space. This process is accompanied by the significant changes in the modern pedagogical theory and practice of educational activities related to the amendment of the content of learning technologies, which should correspond to the latest technical possibilities and favor the harmonious integration of students in the information space [4, p. 1957].

MATERIALS AND METHODS

The study of legal disciplines by the students in the direction of training "Psychological and pedagogical education" aims to acquire the necessary knowledge of the basics of Russian law by the students.

The main objectives of these training courses are the understanding of basic legal concepts related to the state and law, learning the basics of the constitutional system of the Russian Federation, getting acquainted with the basic branches of the Russian law.

The study of legal disciplines by the students in the direction of training "Psychological and pedagogical education" is preceded by the mastery of general scientific, theoretical-legal, historical -legal knowledge, skills and abilities.

The educational courses of legal disciplines are focused on the study of regulatory documents, designed to help the students in the direction of training "Psychological and pedagogical education", to understand the role of law in human life, to have an understanding of the rule-creating activities; to be able to evaluate and analyze different rules of law by their own, to promote the development of legal thinking [5, p. 18].

However, we shall remember that the teaching of legal disciplines has its own features on the non-legal departments. So, unlike other humanities or natural science disciplines, they increase the level of legal culture and legal awareness of the students, educate the respect for law and rule of law in the students, and promote the formation of legal consciousness. The main role of the teacher, in this case, is not only to get out the material on legal topic to the students, but also explain to them the position of the norms of law, to form a correct attitude towards them.

The methods of teaching the legal disciplines can also be improved by the information technologies, which will contribute to the effectiveness and quality of the assimilation of these disciplines.

RESULTS

It is known that the students learn new knowledge in different ways. Previously, it was difficult for the teachers to find an individual approach to each student. But now, with the occurrence of the possibility of
using the computer and online resources, the educational institutions have the opportunity to present new information in such a way as to meet the personal student's needs.

The practice shows that the teachers often use a computer as an aid to illustrate the lecture material. However, to keep pace with the times, they should be able to work with the Windows operating system, to operate at a high level in a variety of computer programs, in particular, Excel, Word, Power Point, and a number of other programs, united with their professional activities, to use the Internet. The use of the following information technologies is also very important in the teaching of legal disciplines: reference legal systems of such type as "Garant", "Kodeks", "Consultant Plus", "Referent". The use of the official websites of public authorities can be widely used in the teaching of legal disciplines, and it is advisable to include the relevant practical tasks in the practical courses and tutorials.

The teacher can use them in the preparation of printed materials (control and independent works, cards for the individual work); multimedia accompaniment of the new material (presentations, audio recordings of lectures, training videos); control of the level of knowledge and skills with the use of test tasks.

The combined classes with the use of multimedia technologies have also some significant advantages. Due to the presentations, each step of the lectures can be made the most visible, dense and informative. However, we shall bear in mind that an excessive use of presentations in classes leads not only to a decrease in its performance, but also to a decrease in the interest of students to the legal discipline as such. Therefore, at the structuring the lecture classes using the presentations, we shall always take into account the peculiarities of perception on various training courses and training direction [6].

It is necessary to always comply with the rules of using the presentation, the duration of which varies on average from 25 to 40 minutes in view of the percentage distribution of the time of lecture classes. To do this, it is advisable to use the "black slides" when there are no images on board, so as not to turn off the projector and not to be distracted from the lectures at the re-start. The presentations should not completely replace the traditional techniques of work at the lectures.

If we systematize the benefits of using the test tasks in the teaching of legal disciplines to the students in the direction of training "Psychological and pedagogical education", it is possible to include here the availability and simplicity of the process, rapidity, admissibility of its mechanization on the computer and independence of the teacher's personal requirements. It is advisable to use the test tasks in the stages of introductory, current and boundary knowledge testing [7]. A greater efficiency of tests is determined by the fact that they sustain the feedback in the system of "teacher-student". The test tasks make it possible to quickly evaluate the result of works, to determine accurately the areas where there are gaps in knowledge [8]. To give the practical (seminar) classes with the use of test tasks, it is necessary that the educational institution has a computer room with enough computers, since each student should be engaged in such a class on his/her own.

The ways of work with the test tasks are also varied - front and individual survey, independent test execution [9]. It is appropriate to include the tasks in the simulators, making it possible to plan the frontal, group and individual work of students in the classroom and at home, as well as to make monitoring. For example, at the first control the students are offered some tasks. In the case of a failed response, the designed presentation enables the students to use the links and to return to the lecture fragment where there is the information necessary for the answer.

The tests created with the help of "Assisteant" program and "Konstructor Testov" enable to determine the level of student preparation immediately after testing. It is advisable to change places of the questions and answers in the subsequent test tasks. Testing is made very quickly and the computer objectively evaluates the students' knowledge and skills.
CONCLUSIONS

The application of information technologies in the teaching of legal disciplines expands the creative possibilities of the teacher and his/her participation in the education renewal process.

The use of computer technologies makes it possible to create handouts for classes, texts of control and independent works, test tasks, and to do it more efficiently than the standard "drawing and writing by hand". It is also possible to quickly and easily print the desired number of cards for each topic [10].

Testing with the use of information technologies is one of the stages of backout from the formalism in the assessment of learning outcomes. In this regard, during the test it shall be taken into account, what knowledge the students should possess at the end of training.

Based on the learning objectives, we can consider the following types of training activities and the use of various types of tests.

The first level - knowledge representation with the help of tips (understood, remembered, reproduced). It is possible a united activity of the teacher and the student, and the orientation test may be used to assess the level of knowledge at the beginning of training.

The second level - representation of knowledge and skills under the sample given for a familiar situation, but without tips, independently, where it is estimated the development of knowledge during training.

The third level - the use of knowledge in an unusual situation, without providing a solution algorithm, where the main aim is to determine the learning difficulties.

The fourth level - techniques, which are characterized by the test of knowledge and skills at the end of training; final testing in the exam mode.

The very test tasks are made up of two types that differ in their form and method of their presentation to the students. In the test tasks of the first type it is necessary to insert missing text - the words that are represented by dots, and it should be received an accurate statement or correct wording of the definition or the rule. In the test tasks of the second type it is necessary choose the correct answer from among the proposed ones. The second type involves the use of the current legislation provisions to solve the practical problems. The difference in the used types of actions is related to the nature of the implementation of test tasks, expressing the important manifestations of learning outcomes.

SUMMARY

Thus, the search for new teaching methods of legal disciplines is quite active. Without the introduction of new teaching methods and new approaches to the content of training programs, the development of new innovative technologies, it cannot be achieved the goal of improving the higher education.

The use of information technologies in the teaching of legal disciplines for the students in the direction of training "Psychological and pedagogical education" should become a quality tool in the process of enhancing the effectiveness of training, the modern way of transferring knowledge and skills, which will correspond to a qualitatively new content of learning and student development, formation of the student legal consciousness, development of skills in the use of the legislation, application of the rule of law, and establishment of the legal culture.

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CRITICAL REMARKS IN THE GERMAN DISCURSIVE PRACTICES

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ABSTRACT
The article analyzes the phenomenon of criticism, describes the problems arising from the verbalization of critical intentions in the interpersonal and intercultural communication, and determines the characteristic features of the German communicative style, influencing the choice of speech strategies and tactics by the speaking subject in potentially conflictogenic situations of critical evaluation. The problems, arising in the process of verbalization of critical intentions in intercultural communication, are largely determined by the fact that the rules and regulations, the violation of which causes a critical evaluation, tend to be culturally-conditioned and have their own national-cultural identity in different ethnic societies. In addition, the attitude to critical statements in a particular ethnic society, the ways of verbalization of negative evaluation and the level of flatness of the latter cause a significant influence on the verbalization and perception of criticism. The German communicative style, traditionally defined as an explicit, direct, categorical, is currently undergoing a number of changes, which are reflected among other things, in the increasing use of mitigative tactics in the critical statements. The results of the study, aimed at determining the attitude to criticism in the German ethnic society and the mitigative tactics, which are actively used by the informants at the verbalization of critical intentions in the discursive questionnaires, specified in this article, confirm the mitigative modification of the German communicative style.

Keywords: criticism, intention, communication, conflict regulation, discourse, speech strategy, mitigation, experience, questionnaire, culture, ethnosociety, emotions.

INTRODUCTION
It is known that the statements containing the negative evaluation, especially if the evaluated addressee and the objects associated with it, are potentially dangerous both for the image of the addressee evaluated and for the image of the speaker, as such statements can characterize the addressee as a boorish, tactless interlocutor in case of using the inefficient speech strategies. According to O.S. Issers, a potential conflictogenic nature of the critical statements forces the speaker to be guided in his/her speech choice by the second-order goals complex in the implementation of the basic intention (to express a critical judgment), including among other things setting to avoid harm to a listener and to change the vision of the situation, if it can threaten the listener with a "loss of face" [Issers 2006, p. 256]. Thus, under the verbalization of the second-order intentions, which can be defined as phatic, an important role is played by the communicative categories that are relevant to the cooperative, unison communication, to which the category of communicative mitigation can be attributed [Caffi, 2007; Fraser, 1980; Takhtarova, 2014]. The national-cultural specificity of criticism verbalization in the German ethnic society, consideration of which is offered in this paper, remains poorly understood and is of an undoubted research interest in this context.

DISCUSSION
All cultures of the world involve the certain rules, which ensure the successful flow of communicative contact and appoint the certain standards of behavior to the communication participants. In this regard, the role of researches devoted to the study of the national specifics of communicative behavior of speaking subjects is increasing. As known, the national communicative style is assimilated by the individual language in the process of enculturation and socialization and is implemented in the communicative behavior of the individual language, which is the representative of a particular ethnic society.

In the studies, devoted to the examination of the German communicative behavior, the latter is traditionally defined as direct, explicit and the following characteristic features of the German communicative style are highlighted: focus on content, focus on oneself, directness, explicitness, flatness [E.T. Hall, M.R. Hall, 1996; House, 2000; Kotthoff, 2003; Viezhbitskaya, 1999; Kulikova, 2007 et al.]. These characteristics of the German communicative style, in our opinion, are closely related to the concept of "Ordnung", which stands out among the key cultural dominants of the German ethnic society.

In our opinion, exactly the desire for order explains a high level of imperativness and an opportunity of direct criticism in the German discursive practices. However, the linguistic studies of the last decades state that the directness and honesty as a result can lead to the problems of cognitive and communicative dissonance, i.e., misunderstanding and inadequate verbal and nonverbal behavior in the situations of intercultural communication [Felderer, Macho, 2002; Ebert, 2003; Nixdorf, 2002 et al.].

The desire to avoid conflicts in the intercultural communication, the tendency of unification of communicative behavior in the potentially conflictogenic situations lead to a gradual modification of the German communicative style. Such traditional German communication features as explicitness, flatness, straightness and self-centeredness, as mentioned above, give way to the addresser-oriented communication under the influence of a number of factors - the addressee factor, the need of communicative adaptation in the intercultural communication situation, etc.

To confirm this suggestion and to identify the ethnic and cultural specificity of attitude to the criticism in the modern German society, we conducted a survey, which was attended by 150 informants who were conditionally divided into three age groups: young people and students (20-27 years old), working people (28-60 years old) and retiree. The respondents were offered the evaluation survey, in which they marked their attitude to criticism (Kritik) as "+" - positive, "+" - negative or "0" - indifferent, and the emotive survey, in which the informants were asked to answer the question, what emotions they were experiencing, if a) they criticized and b) if they were the object of criticism.

In addition to determine the lingvo-cultural characteristics of speech strategies that represent the critical intentions in the German interpersonal discourse, the informants have been offered 5 communicative situations, where they were asked to formulate in a sentence-criticism in the address of a girlfriend, who unsuccessfully bought the new dress; mother, who baked a tasteless cake; friend, who presented a boring report; colleague, who advised an uninteresting film; neighbor, who parked his car too close. The total amount of actual material obtained in the survey was 750 statements. Although, according to a justified remark of R. Ratmayr, it is impossible to obtain the data on the spontaneous speech using the questionnaires, but it gives the idea of communicative competence and clarifies the notions of language and speech norm [Ratmayr 2003, p. 15].

RESULTS

The conducted survey enabled to establish the following:
1. In the older age group 75% of the respondents marked their attitude to criticism as positive, 19% - as neutral and only 6% of this group had a negative attitude to criticism. However, the situation is quite different in the middle age group: criticism is positively accepted by 48% of the respondents, neutrally - 43%, negatively - 9% of the respondents. In the youth group, a positive attitude to criticism is observed only in 8% of the questionnaires, neutral - in 49% of the responses, and 43% of the respondents have a negative attitude to criticism.

2. In our opinion, the results of "emotional" survey, in which the informants of all three groups have shown a surprising unanimity, are of particular interest. Despite the fact that the representatives of the oldest groups in the evaluation survey showed a positive attitude to criticism, the majority of respondents of all three groups called a number of negative emotions in response to the questions related directly to the emotions experienced in the situations of critical evaluation: verärgert; schlechtes Gefühl; Unsicherheit; innerlich verletzt; enttäuscht, evtl. Niedergeschlagen; Scham; Ärger; Traurigkeit; beleidigt bis wütend; fühle mich dumm; Betroffenheit; Empörung; Verunsicherung; Trauer; Unzufriedenheit.

Most of the emotions experienced by the informants, if they serve as the object of criticism, are associated with a sense of shame, worthlessness, uncertainty, and as a consequence - grievance, frustration and even anger.

In the situation where the respondents are the subject of criticism, the emotions are not so diverse - there are often marked such emotions as Unsicherheit; unangenehmes Gefühl; ein ungutes Gefühl; Zurückhaltung; Rücksicht. The vast majority of questionnaires (94%) noted the importance of correct formulations, correct choice of words, unwillingness to hurt a criticized person in response to the question which indicates, in our opinion, the change in the communicative stereotypes in the German linguistic culture: ich versuche es so vorsichtig und einfühlsam wie möglich zu sagen; Fühle mich unwohl und versuche die Kritik so zu relativieren, dass sie nicht trifft; fällt mir schwer, ehrlich zu sein und sage, dass es ganz gut war; Da achte ich sehr auf die Formulierung; die Wortwahl ist mir wichtig.

The answers of the respondents, received as a result of a discursive survey, allowed to reveal that the mitigative tactics are widely used in the German linguistic culture. The vast majority of criticizing remarks formulated by the informants (96%) contain a variety of mitigative tactics, verbalizing the mitigated negative evaluation:

- litotes mitigation tactics: Naja, ich fand ihn nicht so toll; Na ja, nicht wirklich spannend; Der Film hat mir nicht so recht gefallen; Es ist nicht ganz dein Stil, daran muss ich mich erst gewöhnen; das war nicht so der Bringer; Naja, nicht grad berauschend.

- indication on the subjectivity evaluation: Ich finde, es steht dir nicht so richtig gut; Der Film hat mir nicht so recht gefallen; Es ist nicht ganz Dein Stil, daran muss ich mich erst gewöhnen; das war nicht so der Bringer; Naja, nicht grad berauschend.

- semantic restriction tactics evaluation, implemented primarily by various semantic operators: Das Kleid ist schon schön, aber irgendwie gefällt es mir nicht so richtig an Dir; wenn ich ehrlich sein will, etwas langatmig; Du musst das Thema ein bisschen raffen; Ja, es ist ganz gut, nur ein wenig trocken.

- modus mitigation tactics, which is based on the use of modal words and subjunctive: Du hättest ihn vielleicht etwas spannender gestalten müssen; Vielleichtsolltest Du Deinen Vortrag mit einigen eigenen Erfahrungen lebhaftig gestalten; Könnten Sie nicht versuchen, Ihren Wagen etwas weiter entfernt zu parken? Ich hätte mir wohl ein anderes Kleid gekauft;
- in a number of responses to verbalization of criticism in address of a friend who gave a boring speech, a negative evaluation has been mitigated by the advisory tactics for the future: Gut warst du, vielleicht könntest du da nächste mal mehr Abbildungen und Filmsequenzen rein machen; Was Du inhaltlich im Vortrag gesagt hast, war nicht schlecht, aber mir persönlich hat der Pepp gefehlt, der Deinen Vortrag etwas lebendiger gemacht hätte, z. B. ein paar praktische Beispiele; Dies und jenes fand ich gut! Die Stelle x od. x würde ich etwas ändern;

- the indication tactics of one's own incompetence in the evaluation and other problems in the evaluation are of particular interest: Bei Mode solltest Du mich lieber nicht fragen; Du weißt, ich bin ein Mann, wir Männer haben kein Auge für so etwas; Für mich war der Vortrag nicht so spannend, aber ich bin ja auch nicht vom Fach! Vielleicht war ich nicht in der Stimmung dafür – aber der Film war nicht mein Fall;

- In addition, the rhetorical message tactics, which enables to get away from the direct evaluation, is used quite actively. Using this tactics, the speaker can implicitly express his/her negative evaluation of the reported, without naming a specific object or subject of criticism: Deinen anderen Kuchen fand ich noch besser; Weißt Du, Du hast so viele schöne Kleider. Ein schoener Kuchen, gut sieht er aus, und fein dekoriert. Du weißt ja, am allerliebsten esse ich deine Kirschk- und Apfelkuchen; Das Kleid finde ich gut – nur hätte ich eine andere Farbe gewählt; Du hast wie immer vie lMühe gegeben, aber dein Apfelkuchen schmeckt mir immer noch am besten;

- topic switch tactics, which has been sometimes labeled by the informants using the meta-discourse operators: - Ja, sieht net aus. Wo hast du das den gekauft? (Ablenkung); Also, letztes Mal hat er mir besser geschmeckt. Hast du was andersgemacht? Hast du schöngemacht. Hast du dich sehr lange vorbereitet?Ja, gut. Wieviel hat es denn gekostet? Ah ja, woher das Kleid?

- positive attitude tactics. However, it is important to note the comments of the respondents indicating the non-verbal component of this tactics, in particular - smile or general context of a conversation, for example: Lieber Herr Nachbar – Lächel-Gesicht – ich habe ein sehr großes Problem: ...; Süßer, Du könntest dir für nächste Mal vornehmen, etwas impulser/ motivierter zu sprechen, damit man merkt, dass du Spaß am Thema hast. Sei bitte nicht böse, aber ich finde du siehst in anderen Kleidern besser aus; Darüber reden wir lieber bei einem Bierchen. Dann bekommt er eine (möglichst) differenzierte Kritik.

- omission tactics, which is singly represented in the responses by virtue of defining role of the context for the successful implementation of this tactics:

Der schmeckt lecker, nur mit Rosinen habe ich es nicht so – weißt du,..ja, ne?

It is noteworthy that the informants have used several mitigative tactics in many replicas, which verbalize the mitigation evaluation strategy, taking to the "gain of positivity" technique. This technique is used by the speaker to emphasize his/her willingness to act cooperatively, taking into account the norms and rules of conflict-free communication:

Das Kleidistschonschön, aber irgendwie gefällt es mir nicht so richtig an Dir.lehrpersönlich/fandesallergiebisschenleidend; Für einen Geschmack war eineinwenigzusü. Köntest du das nächste mal vielleichtwaswenigerZuckerverwenden; Köntest du dein Auto einwenigweiterwegstellen?Könnten Sie wohl bisschen weiterdrübenparken?Das würdems das Einkäuferausräumenseherrleichtern.
In addition, in our opinion, a special attention should be paid to the fact that the informants have offered quite stereotyped formulas at the criticism verbalization in the address of colleague and neighbor, but they have showed greater diversity in the choice of mitigative means in relation to girlfriend/friend and mother.

Such question as in whose address it is easier to make a critical evaluation - relatives, friends or strangers, and from whom the criticism is less offensive, deserves a special attention. In the study, devoted to the analysis of critical statements in the Austrian, Italian and French linguistic cultures, Gudrun Held notes that the greatest difficulties in the criticism verbalization are represented by the situations of converged personal distance, communication with family, friends, as the criticism conflict potential cannot be weakened by the frameworks of social institutions or functions in this field of communication [Held, 2002, p. 117]. The results of the carried out experiment - have shown that this feature is characteristic for the German ethnic society.

Thus, it can be assumed that a trend towards the unification of communicative behavior is reflected at the criticism verbalization. Thus, in particular, G. Held notes in the above-cited study that despite the greater categorical nature of the Austrian evaluation acts, a negative speech act has been compensated in the vast majority of responses of all three lingvocultures by the strategies of positive politeness which indicates, according to the linguist, a trend towards the convergence of cultures in the sense of politeness category [Held, 2002, p. 127].

CONCLUSION

Thus, this study has led to the conclusion that the traditional German explicitness and focus on the content are irrelevant in the communicative risk situations, when the orientation not toward the self, but toward "Other some" is determining.

This confirms the assumption made above about the change in the degree of criticality and categoricity of the German communicative behavior, which is reflected in the mitigative trend in communication emerging now. A variety of mitigative tactics and language/speech means, implementing them, confirms the fact that the speaker is provided with a greater communicative freedom when verbalizing his/her intentions in the situations of converged distance, especially in the friend and family communication, which in turn leads to less clichéd nature of the mitigative tactics that represent the evaluation mitigation strategy.

All of the above determines the urgency of studying the discourse implementation of critical intentions on the material of various lingvocultures.

ACKNOWLEDGEMENTS

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REFERENCES

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IMPROVEMENT OF SOCIAL SUPPORT OF VETERANS

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ABSTRACT
The relevance of the research theme is conditioned by the fact that the population of the city of Naberezhnye Chelny is experiencing a period of demographic aging. Naberezhnye Chelny is accustomed to be considered as the city of youth, but the city has been such 40 years ago. Now those, who have come to build "KAMAZ", are retired. Chelny grows old. And the city appeared to be not prepared for this situation, in order to promptly and uniformly to provide assistance to needy pensioners. The social well-being of veterans, their attitude to the authorities, as well as stability and prosperity in the society depend largely on the level of social support, quality of social services and work organization in the social service institutions and in the government authorities in the field of social support of veterans, etc.

Keywords: social support, veterans, social services, Program Passport.

INTRODUCTION
The specific nature of social support of veterans in the city is defined by the individual restrictions on access to health care, commercial, domestic, cultural, legal, transport and communication services, as well as the availability of social, economic and psychological problems, which cannot always be solved by the elderly people themselves. To resolve the above problems, it has been made the offers for improving the system of social support of veterans, presented in draft form of the Program "Development of Social Support of Veterans of the Municipal Autonomous Institution (MAI) "Pensionate for Labor Veterans" for 2015-2017". The program is aimed at expanding the base of social support of veterans, receipt of additional rest areas, additional services related to the social support of veterans of the city.

MATERIALS AND METHODS
In the course of writing this paper we used the following methods of scientific research: analysis, observation, empirical, comparison, statistical reporting of the city.

The population of the city of Naberezhnye Chelny is experiencing a period of demographic aging, which is reflected in the increase in a number of working-age population. About thirty thousand veterans live in Naberezhnye Chelny, each of them has the right to live in dignity - to receive the social support measures: receipt of benefits, compensations, subsidies, assistance in natural from, rest and recuperation in the social institutions of the city, etc.

The system of measures taken by the state and local self-government authorities today does not enable to fully address the issues of medical and social rehabilitation, recreation organization, legal protection and
psychological stability of veterans of all categories.

The social well-being of veterans, their attitude to the authorities, as well as stability and prosperity in the society depend largely on the level of social support, quality of social services and work organization in the social service institutions.

RESULTS

The analysis of problems of the social support of veterans in the city of Naberezhnye Chelny on the example of the MAI "Pensionate for Labor Veterans" has revealed a number of serious problems.

A number of functions assigned to the Department on Affairs of Veterans, Elderly and People with Disabilities, is not satisfied. The department does not develop the programs in terms of social support of veterans, does not participate in the social expertise of the drafts of regulatory documents of the Head of the City Administration to provide the additional measures of social support to certain categories of citizens. There is no coordination on organization of recreation and rehabilitation of veterans in the social institutions of the city.

In order to identify the problems of social support of veterans we interviewed 22 employees (51% of all staff) of the MAI "Pensionate for Labor Veterans".

Most of the surveyed employees of the MAI "Pensionate for Labor Veterans" agreed to the following judgments (Fig. 1).

The Figure 1 shows that the labor payment does not depend directly on the quality of the work (80%), there are no clear criteria for assessing the quality of work (60%), a customer feedback has a minimum value in assessing the quality of work (73%) in the MAI "Pensionate for Labor Veterans".

<table>
<thead>
<tr>
<th>ДА</th>
<th>НЕТ</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Оплата труда напрямую зависит от качества проделанной работы</td>
<td>Нет критериев оценки качества работы пока отсутствуют</td>
<td>The labor payment directly depends on the quality</td>
<td>The labor payment does not depend directly on the quality of work</td>
</tr>
</tbody>
</table>
The survey of employees has revealed that the Pensionate services are not available for all who need them (see Fig. 2).

As it is seen in Figure 2, the majority - 82% of the Pensionate employees believe that their services are not available for all those who need them.

The key indicators preventing the access to social services in the MAI "Pensionate for Labor Veterans" are listed in Figure 3.
As it is shown by Figure 3, the main factors preventing the access to social services are explained by the staff by the fact that the citizens of the older generation, taken at rest and treatment to the Pensionate, should be the former public sector workers of the city of Naberezhnye Chelny (50%), by the insufficient number of social services (18%), the declarative principle of provision of services (12%). The Pensionate workers have been given a list of factors that, in their view, reduce the level of social support in the MAI "Pensionate for Labor Veterans":

1. Poor quality of the technical equipment of workers.
2. Low salaries of social workers.
3. Lack of opportunity in training workers.
4. Imperfection of the current legislation in the field of social support.
5. Limited number of skilled professionals.
6. Low financing of social institutions.
7. A frequency of coming of 1 veteran to rest to the Pensionate cannot be more than 1 time in 2 years.
8. There is no clear instruction and technology of work for each service.

The employees should note 3 factors reducing the effectiveness of social support of veterans in the MAI "Pensionate for Labor Veterans" (see Fig. 4).
Fig. 4. Factors reducing the quality of social support of veterans in the MAI "Pensionate for Labor Veterans", (%)

Figure 4 shows that the following factors reduce the quality of social support of veterans to the greatest extent: a frequency of coming of 1 veteran to rest to the Pensionate cannot be more than 1 time in 2 years, poor quality of the technical equipment of workers, low salaries of social workers, low financing of social institutions, imperfection of the current legislation in the field of social support.

In addition, 120 people, resting at the MAI "Pensionate for Labor Veterans", were interviewed. They were offered another list of factors that, in their view, reduce the level of social support in the MAI "Pensionate for Labor Veterans":

- insufficient number of instruments, equipment, devices, etc., contributing to the rehabilitation;
- center staff misbehavior (rude or indifferent attitude, etc.);
- low salaries of social workers;
- poor quality of food provided (poor-quality food products, nutrition, which do not comply with the special (wellness) diets of the customers);
- insufficient number of cultural and recreational activities;
- poor state of the Pensionate building (broken furniture, unmade rooms, lack of fire extinguishers, high or low temperature in the room, etc.);
- lack (low quality) of services related to counseling the resting persons on the self-sufficiency issues (whether it is professionally or clearly explained to the customers their rights and opportunities in a positive solution of the problem of improving their financial situation, whether it is given an advice of the pension fund experts, psychologists, etc.);
- poor quality of medical services;
- a frequency of coming of 1 veteran to rest to the Pensionate cannot be more than 1 time in 2 years.

From the given list it has been offered to allocate 3 factors that reduce the effectiveness of social support in the MAI "Pensionate for Labor Veterans" to the greatest extent. It has also been offered to continue this list, adding factors not taken into account by the author (see Table 1).

Table 1. Factors reducing the effectiveness of social support of veterans in the MAI «Pensionate for Labor Veterans» (according to the resting veterans)

<table>
<thead>
<tr>
<th>Factors reducing the effectiveness of social support of veterans</th>
<th>Number of answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insufficient number of instruments, equipment, devices, etc., contributing to the rehabilitation;</td>
<td>6</td>
</tr>
<tr>
<td>Center staff misbehavior (rude or indifferent attitude, etc.);</td>
<td>0</td>
</tr>
<tr>
<td>Low salaries of social workers;</td>
<td>2</td>
</tr>
</tbody>
</table>
Poor quality of food provided (poor-quality food products, nutrition, which do not comply with the special (wellness) diets of the customers);  

<table>
<thead>
<tr>
<th>Problem Description</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insufficient number of cultural and recreational activities;</td>
<td>0</td>
</tr>
<tr>
<td>Poor state of the Pensionate building (broken furniture, unmade rooms, lack of fire extinguishers, high or low temperature in the room, etc.);</td>
<td>0</td>
</tr>
<tr>
<td>Lack (low quality) of services related to counseling the resting persons on the self-sufficiency issues (whether it is professionally or clearly explained to the customers their rights and opportunities in a positive solution of the problem of improving their financial situation, whether it is given an advice of the pension fund experts, psychologists, etc.);</td>
<td>54</td>
</tr>
<tr>
<td>Poor quality of medical services;</td>
<td>0</td>
</tr>
<tr>
<td>A frequency of coming of 1 veteran to rest to the Pensionate cannot be more than 1 time in 2 years.</td>
<td>70</td>
</tr>
</tbody>
</table>

It is seen from Table 1 that the veterans allocated 2 main factors from this list: lack of services related to counseling the resting persons by the pension fund experts, psychologists, etc. and the fact that a frequency of coming of 1 veteran to rest to the Pensionate cannot be more than 1 time in 2 years.

To identify the problems, which are faced by the veterans in everyday life, the author proposed a list of services that the veterans need or wish to receive:

- purchase and home delivery of food, hot meals;
- aid in cooking;
- purchase and home delivery of manufactured goods of prime necessity;
- assistance in the organization of repair and cleaning of residential premises;
- assistance in payment of the housing costs and utility services;
- putting things in the laundry, dry-cleaning, repair and their return delivery;
- providing care based on health status;
- assistance in the provision of health care within the scope of the basic program of targeted programs and regional programs of compulsory health insurance of the citizens of the Russian Federation, targeted programs and regional programs of compulsory health insurance provided by the state and municipal health care institutions;
- assistance in provision with the medical drugs and medical products according to the doctors' opinions;
- psychological support;
- visiting in the fixed health care facilities in order to provide the moral and psychological support;
- assistance in the hospitalization, support in the health-promoting facilities;
- assistance in the execution of documents to receive benefits, documents to the ownership transfer into inheritance, etc.

From the proposed list we have asked to allocate 5 services, which are mostly needed by the veterans.

The study results are presented in Table 2.

It is seen from Table 2 that the veterans have the greatest need of assistance in the execution of documents to receive benefits, documents to the ownership transfer into inheritance, etc.; assistance in the provision of health care within the scope of the basic program of targeted programs and regional programs of compulsory health insurance of the citizens of the Russian Federation, targeted programs and regional programs of compulsory health insurance provided by the state and municipal health care institutions. The veterans also need to receive the psychological support, assistance in provision with the medical drugs and medical products according to the doctors’ opinions.

Table 2. Types of social support needed by the veterans of the city of Naberezhnye Chelny

<table>
<thead>
<tr>
<th>Types of social support</th>
<th>Number of answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>purchase and home delivery of food, hot meals;</td>
<td>5</td>
</tr>
<tr>
<td>aid in cooking;</td>
<td>4</td>
</tr>
<tr>
<td>purchase and home delivery of manufactured goods of prime necessity;</td>
<td>7</td>
</tr>
<tr>
<td>assistance in the organization of repair and cleaning of residential premises;</td>
<td>22</td>
</tr>
<tr>
<td>assistance in payment of the housing costs and communal services;</td>
<td>25</td>
</tr>
<tr>
<td>putting things in the laundry, dry-cleaning, repair and their return delivery;</td>
<td>13</td>
</tr>
<tr>
<td>providing care based on health status;</td>
<td>8</td>
</tr>
<tr>
<td>assistance in the provision of health care within the scope of the basic program of</td>
<td>116</td>
</tr>
<tr>
<td>targeted programs and regional programs of compulsory health insurance of the citizens</td>
<td></td>
</tr>
<tr>
<td>of the Russian Federation, targeted programs and regional programs of compulsory</td>
<td></td>
</tr>
<tr>
<td>health insurance provided by the state and municipal health care institutions;</td>
<td></td>
</tr>
<tr>
<td>assistance in provision with the medical drugs and medical products according to the</td>
<td>89</td>
</tr>
<tr>
<td>doctors’ opinions;</td>
<td></td>
</tr>
<tr>
<td>psychological support;</td>
<td>67</td>
</tr>
<tr>
<td>visiting in the fixed health care facilities in order to provide the moral and psychological support;</td>
<td>1</td>
</tr>
<tr>
<td>assistance in the hospitalization, support in the health-promoting facilities;</td>
<td>22</td>
</tr>
<tr>
<td>assistance in the execution of documents to receive benefits, documents to the</td>
<td>119</td>
</tr>
<tr>
<td>ownership transfer into inheritance, etc.</td>
<td></td>
</tr>
</tbody>
</table>

It should be noted that the majority of respondents, expressed (in words) their appreciation and gratitude to the staff of the MAI "Pensionate for Labor Veterans".

We conducted the interview with the veterans, in which the following problems of social support of veterans were identified:

1. high tariffs for utility services (subject to available benefits for payment of utility services);
2. poor quality of health care: lack of free drugs in the pharmacies guaranteed by the state, long queues at clinics, refusal at ambulance calling, etc.;

3. rude, aggressive attitude of bus drivers;

4. difficulty in obtaining and filling out the documents for benefits, subsidies, etc.

CONCLUSIONS

Thus, the work on provision with the state-guaranteed social services, creation of favorable life conditions for the veterans and organization of their rest is carried out in respect of all categories of veterans in the city of Naberezhnye Chelny. However, the research conducted has shown that the problems of social support are present in the whole system of social support of veterans in the city of Naberezhnye Chelny: both in the activities of local self-government authorities in the field of social support of veterans and in the activities of social institutions of the city.

After studying the theoretical foundations of social support of veterans, we have reached the following conclusions:

1. The literature includes different interpretations of the concept of "social support", there is no clear distinction between the concepts of "social support", "social services", "social protection", "social security" and "social assistance". These terms are mutually complemented in many sources, and in some cases - they are interchangeable. Some authors believe that these concepts should be included in the social protection system [3], [4]. In our opinion, the system of social support of veterans includes the social protection as a function of the state to implement measures aimed at creating conditions for economic and moral well-being of veterans; social services in the form of social services for the provision of social and domestic, social and medical, psychological and pedagogical, social and legal services and financial assistance, implementation of social adaptation and rehabilitation; social security, which includes some payments, guaranteeing a minimum income (pensions for veterans), health insurance.

2. The forms of social support in the form of income support, benefits, subsidies, compensations, assistance in natural form to certain categories of veterans are significantly reduced over time and provided in fewer amounts. The subjects of social support - the social support social services and government agencies - extend the range of services rendered and gain the more importance for the veterans, on the other hand.

3. There are a number of regulatory legal acts, regulating the system of social support of veterans. However, the fundamental law "On Veterans" contains a lot of contradictions. Article 2 gives a clear definition of who is a veteran of the Great Patriotic War, and who does not fall into this category. But Article 3 does not have a definition of who is a veteran of combat operations. There is also no definition in Article 4, who is a disabled veteran of the Great Patriotic War and who is a disabled veteran of combat operations. Both Articles only indicate who refer to them. But Articles 5, 6 and 7, on the contrary - have a definition of who is a veteran of military service, civil service and labor, but do not specify who can relate to them. In addition, these categories of veterans do not include the indicated measures of social support. The veterans of military service and the veterans of civil service are deprived of all social support measures, including compensation payments. At the same time, the author has noted that there are no provisions that would regulate the social support of veterans in the legislation of the Russian Federation.

SUMMARY

Having analyzed the social support system of veterans in the city of Naberezhnye Chelny on the example
of the MAI "Pensionate for Labor Veterans", we have reached the following conclusions:

1. The municipal unit of the "city of Naberezhnye Chelny" has a certain system of social support of veterans, which includes the Social Protection Department of the Ministry of Labor, Employment and Social Protection of the Republic of Tatarstan (MLESP RT) in the city of Naberezhnye Chelny, which includes the Department on Affairs of Veterans, Elderly and People with Disabilities, and the social institutions, which include the conditions for living and rehabilitation of veterans. The Social Protection Department coordinates the activities of these institutions and assists in the organization of social support of veterans by the municipal institutions. However, each of the above institutions has a number of limitations (age, social status, payment, etc.) that prevent veterans to have a course of medical treatment, rehabilitation and recreation at these institutions.

2. The work on provision with the state-guaranteed social services, creation of favorable life conditions for the veterans and organization of their rest is carried out in respect of all categories of veterans in the city of Naberezhnye Chelny. However, the research conducted has shown that the problems of social support are present in the whole system of social support of veterans: both in the activities of local self-government authorities and in the activities of social institutions of the city. At the level of government agencies - it is the lack of coordination on the organization of recreation and rehabilitation of veterans in the social institutions of the city, non-performance of a number of functions assigned to the Department on Affairs of Veterans, Elderly and People with Disabilities. The main problems of the MAI «Pensionate for Labor Veterans" are as follows: a frequency of coming of one veteran to rest and rehabilitation cannot be more than one time in two years, services provided by the Pensionate are only available to the veterans who have worked in the public sector of the city, low financing of social institutions, lack of services related to counseling the resting persons on the self-sufficiency issues.

To resolve the above problems, it has been made the offers for improving the system of social support of veterans, presented in draft form of the Program "Development of Social Support of Veterans of the Municipal Autonomous Institution (MAI) «Pensionate for Labor Veterans" for 2015-2017". The program is aimed at expanding the base of social support of veterans, receipt of additional rest areas, additional services related to the social support of veterans of the city.

Program Passport

<table>
<thead>
<tr>
<th>Program name</th>
<th>The Program &quot;Development of Social Support of Veterans of the Municipal Autonomous Institution (MAI) &quot;Pensionate for Labor Veterans&quot; for 2015-2017&quot; (hereinafter - the Program).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of making the decision to develop the Program Project</td>
<td>March 2015</td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Program customer</td>
<td>MAI &quot;Pensionate for Labor Veterans&quot;</td>
</tr>
<tr>
<td>Purpose and objectives of the Program</td>
<td>Program purpose: Expanding the base of social support of veterans. Program objectives: - ordering the stay mode of the citizens of older generation in the MAI &quot;Pensionate for Labor Veterans&quot;; - improving the regulatory framework, governing the activities of the MAI &quot;Pensionate for Labor Veterans&quot;; - expanding the scope of interaction of the backbone enterprises and the social institution MAI «Pensionate for Labor Veterans&quot; of the city of Naberezhnye Chelny; - expanding the availability of services of the MAI &quot;Pensionate for Labor Veterans&quot;; - proposing to develop a plan to increase the building of the MAI «Pensionate for Labor Veterans&quot;</td>
</tr>
<tr>
<td>Program implementation period</td>
<td>2015-2017</td>
</tr>
<tr>
<td>Volume and sources of the Program financing</td>
<td>Total financing scope of the Program amounts to 39,259,600 roubles: Receipts of money from the local budget amount to 18,000,000 roubles; Funds of the MAI &quot;Pensionate for Labor Veterans&quot; amount to 80,400 roubles; Funds from the republican budget amount to 10,000,000 roubles;</td>
</tr>
<tr>
<td>Expected outcomes of the Program</td>
<td>- Implementation of acceptance of the senior citizens for rest and rehabilitation to the MAI «Pensionate for Labor Veterans&quot; in the following proportions: 70% - public sector workers of the city of Naberezhnye Chelny, 30% - employees of non-public sector of the city of Naberezhnye Chelny. - Increasing the number of citizens of older generation served in the MAI «Pensionate for Labor Veterans&quot; to 1,200 for 1 year. - Creating a consulting department for veterans on the basis of the MAI «Pensionate for Labor Veterans&quot;. - Development of the project to increase the building of the MAI «Pensionate for Labor Veterans&quot;.</td>
</tr>
<tr>
<td>The system of organization control over the Program execution</td>
<td>Social Protection Department of the Ministry of Labor, Employment and Social Protection in the city of Naberezhnye Chelny</td>
</tr>
</tbody>
</table>

In the Program the author proposed to improve the regulatory framework governing the activities of the MAI «Pensionate for Labor Veterans", resulting in changed conditions of acceptance of veterans to rest and rehabilitation in the institution, to arrange the stay mode of the senior citizens in the Pensionate in order to increase the number of people served. It was also proposed to conclude the contracts between the MAI «Pensionate for Labor Veterans" and the backbone enterprises of the city in order to accept to the rest and rehabilitation to the Pensionate not only the veterans who have worked in the public sector of the city, but also the veterans, who have been directed from such enterprises. In addition, the contract conclusion with the backbone enterprises entails raising funds in the MAI «Pensionate for Labor"
Veterans".

For the purposes of legal and psychological protection of veterans, it is proposed to establish the consulting department on the basis of the Pensionate, working free of charge for all categories of veterans and providing services for a fee to other citizens.

Implementation of the Program will allow achieving the following results:

- implementation of acceptance of the senior citizens to the MAI «Pensionate for Labor Veterans" in the following proportions: 70% - public sector workers of the city of Naberezhnye Chelny, 30% - employees of non-public sector of the city of Naberezhnye Chelny;
- increasing the number of citizens of older generation served in the MAI «Pensionate for Labor Veterans" to 1,200 for 1 year;
- creating a consulting department for veterans on the basis of the MAI «Pensionate for Labor Veterans";
- development of the project to increase the building of the MAI «Pensionate for Labor Veterans" (followed by a continuation of the Program - the implementation of this project to increase the number of recreation places for the veterans).

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THE PROTEST MOVEMENTS OF THE VOLGA TATARS IN THE SECOND HALF OF THE XIX CENTURY

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ABSTRACT
The topicality of the research problem is caused by the fact that, by studying the protest movements of non-Russian peoples, founded on the opposition to the confessional policy of the state, it is possible to avoid mistakes and to identify ways of solving problems in the sphere of Church-state and interreligious relations. The time under study – the second half of the nineteenth century - was the time of profound transformation of the Tatar ethno-nation. A unique and very valuable experience of peaceful coexistence of Orthodoxy and Islam today is very popular due to the growth of international tensions and conflicts of civilizations. The article is focused on the study of the religious policy of the authorities towards the Muslim Ummah of Tatars of the Volga region and the protest movements of the Tatars in the second half of the XIX century. A leading approach to the study of this problem has become the problem-chronological method of study. The article considers the inter-ethnic and inter-confessional processes in the Volga-Ural region in the second half of the XIX century. A number of the reasons for the falling away of the baptized Tatars to Islam has been studied in the article. The article is written on the basis of documents from the National Archive of the Republic of Tatarstan and published sources of the XIX century. The article materials may be useful for further development of the research topic and during teaching courses on the history faculties of universities and teaching Native History course in higher and secondary educational institutions of the country.

Keywords: ethno-religious politics, Christianization, Russification, baptized Tatars, Muslims, missionaries.

INTRODUCTION

In the era of "great reforms" confessional policy of the government towards the Muslims of the Volga and the Urals regions has not undergone any changes. But the period of counter-reforms caused an infusion of energy for the leaders of the Church. In the sixties of the XIX century in the political circles of Russia there was a spirit of mistrust and suspicion towards the Muslim confession. Gradually anti-Muslim sentiments were increasing. This might have been associated with the Crimean war and, in this regard, with attitude to Turkey, as well as with outbreaks of anti-colonial struggle in Central Asia and in the Caucasus. In periodicals there appeared a series of articles about the danger of Islam, as outside the country and inside. There have been calls for its elimination in Russia. These sentiments were expressed most clearly by the governors of the Eastern regions. For example, the Orenburg Governor-General said: "The diversity of beliefs has a harmful effect on the moral and political life of the people."

He suggested, "to reduce ...the root of all evil, i.e. the diversity of faith." Ufa Governor believed that the main and ultimate goal of the Russian state must be "consistent expansion of the Muslim system of life"
because it is "by its very nature incompatible with the interests of the state and a true civilization." [1.134]

**METHODOLOGICAL FRAMEWORK:**

Theoretical and methodological basis of research are the conceptual provisions of scientific research in the field of studying the problems of policy of state and Orthodox confession in relation to the non-Russian peoples of the Volga and Ural regions in the second half of the XIX century. The problem of separation for the newly-baptized Tatars to Islam is rather a well-studied topic in Russian historiography. Lately it was studied by such researchers as R. R. Iskhakov (Ishakov, 2011), I. K. Zagidullin (Zagidullin, 2014), L. A. Taimasov (Taimasov, 2010). This theme is well reflected in the missionary literature of the XIX century (Mozharovsky(1870), Malov(1872,1892), Mashanov(1892), etc.) Among domestic scientists, who directly examined the legal regulation of religious life in Russia, including the historical-legal aspect, it should be noted such authors, as X. Abdullin, I. Andreevsky, M. F. Vladimirsy-Budanov, I. Nasyrov, A. I. Nagmanov, N. D. Sergeevsky, N. Talberg, M. N. Tikhomirov, Y. N. Shchapov. State-religious and state-Islam relations are analyzed in the works by D. Y. Arapov, R. A. Nabiev, R. G. Landes, G. B. Faizova, D. D. Azamatov. As for foreign researchers, different aspects of the topic are revealed in the works of M. Kemper, Anke von Kugelgen, Alain Franc, Ahmet Kanlidere, Najip Hablemitoglu, Ibrahim Marash, Fanny Benigsen-Brian, Paul Vert, etc.

Recently this problem was investigated in details in the works of I. K. Zagidullin[2] [3], therefore in this study, we’ll point out only the main trends and distinctive features of this process, and we’ll stop at discussion issue, regarding the date of ending persecution of Tatars that have turned to Islam.

Among the most important methods of historical knowledge, we use the principle of historicism that require consideration of any historical material in its dynamics, identifying as the specific characteristics of each phenomenon and its causing factors, as well as historical-comparative principle that compares the different stages of religious policy in dynamic development. Problem-chronological principle allows us to point out different aspects of Orthodox-Muslim relations and to study them in chronological evolution.

**RESULTS**

In the mid-sixties, as before, most of the newly-baptized Tatars (1) continued to maintain their Muslim religious identity, and the process of open departure of baptized Tatars to Islam increased again. In 1826, 136 470 of Muslim Tatars lived in the Kazan province, and in 1897 the number of them was 774 627. This five-fold and more (545 %) increase in the number of Muslim Tatars during 70 years, was officially associated, primarily, with the Islamization of the Chuvash, the Finno-Ugric and the baptized Tatar population of the region.[8. 67]

One of the main reasons for the falling away of the baptized Tatars to Islam at this time was a sharp deterioration in the economic situation of state peasants after the reform of 60-s. To this was added: burdensome Church taxes and corruption of Orthodox priests, the weak organization of religious and secular education in newly-baptized parishes, as well as the strong desire of the baptized Tatars themselves to return to the fold of the old faith. According to the Vice-Governor E. Rozov, they were hung by "tribal kinship with the Muslims, the unity of language and the full impact on them of the Muslims."[15. 299 ] A distinctive feature of the falling away of the baptized Tatars in the old belief was that from December, 1865, among baptized Tatar population, the rumors spread quickly that the Tzar has issued a decree on the resolution to the baptized Tatars to return to Islam. In addition, this movement involved not only the newly-baptized Tatars, but the lately-baptized ones.
From all over the province trusted people began to arrive to Kazan, to submit petitions to the Tzar. Petitions were usually composed in the bazaars, on behalf of several villages. After the submission of petitions, baptized Tatars began to live according to Muslim laws and customs openly.

The Muslim clergy and Muslim population of the region carried out active support of the baptized Tatars in this movement. Zagidullin notes that "mainly the newly-baptized Tatars, and only two villages of lately-baptized ones were involved to the movement".[3.67]

In August 1865 the newly-baptized Tartars of the village of Upper Nikitino of Chistopol province, built a mosque but without a minaret without permission from the authorities, and strongly defended the building from government’s arbitrariness.[13] Here is what the Vice - Governor E. Rozov writes about this in a Memorandum to the Minister of Internal Affairs: "In the village of Upper Nikitino, Chistopol province, in the month of June, the mosque was sealed by the province police. Currently, when their religious movement in favor of Islam is still going on, to cool the zeal of advocates (in favor of Islam), admonition of backsliders, and in the prevention of further propaganda, in my opinion, you need to refer to administrative-repressive measures, but on the other hand, I think it would be necessary, for the first time, to move out of the province Halim Samigullovich and Gizatulla Abdushev, the instigators and leaders in the apostasy of the baptized Tatars."[5. 291]

Having received a large number of petitions, the local authorities asked the Department of religious confessions. The instruction has come immediately. It was suggested to the Kazan Governor, "personally" or through trustees, to declare that the baptized Tatars were refused in their requests.[9]

This mission was entrusted to the Vice-Governor Rozov, who, along with Ilminski and translator of the Provincial Board, Prince Davlet - Kildeev were to go round the falling away Tatar villages. Neither repression nor exhortations helped. Only one village, namely Elyshevo of Mamadyshsky district, managed to keep in Orthodoxy, but it has fallen away later.

The authorities made great efforts to stop the process. Among them were: eviction to the Church "according to compel of the province authorities," amplified exhortations, the opening of graves of buried according to Muslim canons, arrests, imprisonment, exile to Siberia, etc. Repressive measures of the authorities had not any positive results. The population refused to testify, refused to give up their Russian names and surnames, bribed the priests to ensure that they did not inform the authorities about the falling away of the baptized. These phenomena have especially spread in the villages, where the baptized lived together with the Muslim population.[12]

Thus, the falling away of the baptized Tatars to Islam suggests, that by the mid-sixties of the XIX century, self-consciousness and unity of the Tatar people have greatly increased, but they were characterized by faith in a good Tzar.

According to the Professor of the Kazan Theological Academy, M. A. Mashanov, "since the sixties Islam raised it head proudly and decided to start the fight against Orthodoxy. The result is a massive falling away of Christians to Islam. Only in Kazan province about 9,000 people has fallen away at that time."[7. 12.] I. K. Zagidullin believes that in the period from 1865 to 1868 about 12 thousand baptized Tatars have fallen away to Islam.

It should be noted that at this time many non-Russian peoples of the Volga region depart from Orthodoxy to Islam. In particular, the Udmurt pagans of villages Buyar, Lower Uraska, Pachinok, Supor, Lower Rus[14], baptized Chuvash of the villages Boinka, Siushevo, Chepkasy, Ilmetyevo, Chikildym, Duvanova, Shimurzino and Three-Boltaevo, the Mari of villages Nizhnyaya Knya of Mamadyshsk
district of the Kazan province and the Mari of various villages of Malmyshky district of Vyatsk province. [16.142.]

The authorities did not stand on ceremony with "fallen away" for a long time. Having accused Muslims for "Islamic proselytism", they organized typical reprisals for the "accomplices of backsliding": "the peasants Elendey Eshmulin, Mahmut Ulendeev, Antip Bikkulova, Abdeen Ablyazov, Alexey Alekseev, Matvey Semenov and Yemelyan Fedotov, should be deprived the rights for property and exiled to hard labor in the fortress for 8 years, for seduction of peasants of New Duvanovo village and surrounding villages, from Orthodoxy to Islam, on the basis of 184, 19, 25 articles of the penal code. For those, who have abandoned from Orthodoxy, to recover the benefits that they have been using for over three years and to recruit."[6.73.]

Documents testify the extraordinary spiritual strength of those Muslims, who have fallen away from Orthodoxy. Both in Siberia, in settlements, and among the lately-baptized Tatars, who were forced to resettle, the Muslims tried to adhere strictly to the canons of their faith. They tried by hook and by crook to enroll their children in Muslim congregations and to marry their daughters with Muslims. One of the most discriminatory laws against those "fallen away" was the law about removal of their children with the subsequent baptism. (Decree of may 29, 1855), At the request of the liberal Minister of State Property P. D. Kisilev and with support of the Minister of Internal Affairs P. A. Valuev, this decree was repealed by Alexander II on June 14, 1861.

DISCUSSION

As R. R. Iskhakov writes: "It was actually sanctioned by this legislative initiative to stop administrative proceedings of "informal" Muslims. Finally, the cases of the baptized Tatars of the Kazan province, who returned to Islam in 1820-1850–s, were stopped in 1867. All the "unofficial" Muslims, who "have fallen away" until 1864, were excluded from the diocesan registers of Saints, any correspondence about them was stopped."[4.61]

However, this view can not be agreed with. Administrative and repressive methods against the Tatars - Muslims continued in the third quarter of the XIX century until the 90-s. For example, in 1875 the Kazan District Court sentenced two peasants of Upper Otary village of Mamadyzsky district "for abuse to Islam, to hard labor for 6 years, for the transition to the old faith - to deprivation, until return to Christianity, to use the rights of property."[10] In the Kazan province for participation and organization of the movement for the "departure from Orthodoxy" in 1865-1866 the court sentenced to exile in Siberia 31 people, four of them were Muslims.[11]

As for the date of the ending of the prosecution of "fallen away", Zagidullin is right, who writes: "The principal position of returnees to Islam, despite of intimidation, threats of criminal punishment in the conditions of persecution in 1860-1880-s., their boycott of the Orthodox Church institutions and enduring commitment to the Muslim way of life have forced the authorities to reconsider their policy in the 1890s and stop the prosecution and application of criminal punishment."[2.94]

CONCLUSION

History has shown that Volga Tatars are people more stable in their tradition and culture, than many baptized peoples of the Volga region, such as Chuvashes, Udmurts, Maris, Mordva. Their cultural stability was manifested in all spheres of public life and allowed not only to preserve their national identity and religious affiliation, but also to spread their influence to neighbors, which, in turn, have brought the Tatars to the fore in the struggle of the non-Russian peoples against Christianization and
Russification. The strong commitment of the Tatars to Islam has contributed to the keeping of identity of Tatar culture and Tatar people. Rude and heartless policy of the missionaries and of the Russian government towards the Tatars, has led to the opposite result for the authorities: to more rapid realization by the Tatars of their ethno-religious interests, as well as to acceleration of the process of consolidation of the Tatar ethno-nation.

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KAZAN GLASS FACTORY OF XVIII-XIX CENTURIES: HISTORY, ARCHAEOLOGY, DISCOVERIES

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ABSTRACT
The Kazan glass factory’s history remains largely unexplored due to the lack of historical data. According to the historical records, on the peninsula located near to the river port of Kazan, there was a district called a "Glass factory" as early as in 1808. The studies allowed determining the approximate time when this factory had been created - not earlier than in 1780. Most of the peninsula, including the factory area, was flooded after the Kuibyshev Reservoir’s construction. The glass artifacts discovered in this area are mostly fragments of container glassware in different colours. The discoveries include inscribed samples, which allowed determining their approximate production time: the second half of XVIII-XIX centuries. Changes in the glass formulation fully comply with the Kazan province industrial development at the time.

Keywords: archaeology, glass factory of XVIII-XIX centuries, historical data

INTRODUCTION
The glass production in Russia has been known since the early Middle Ages, and it had the Byzantine origin and traditions (Shchapova, 1983). The glassmaking in the territory of Russia went into decline after the Horde-era dominion. With the Romanovs, the country saw an enhanced demand for glassware, which cost was extremely high in the absence of domestic production. In this regard, at the beginning of XVII century the government strongly supported foreign manufacturers who undertook the first few attempts to organize glass factories in Russia. In 1634-1939 the Swede Juliy Coyet organized the work of the first glass factory in the village of Dukhanino near Moscow. He specialized in the manufacture of chemist tableware and jars. Initially, the production methods, raw materials and even workers were foreign. But soon quartz sands from the local sand deposits were used for the work (Dulkina, 1978).

The most rapid growth of the Russian glass industry was observed in XVIII-XIX centuries. The activities of many small and large glass factories were aimed at meeting the needs in container glassware, window and art glass. Due to the protectionist policies of Peter I, private entrepreneurs obtained special benefits in the manufacture of glass, so that the amount of glass factories increased. By 1800, they numbered about...
50 in Russia. In the first quarter of XVIII century, the government maintained the glass industry development by efforts of the Russian merchants. By the middle of XVIII century, there are 7 glass factories in Moscow alone. In 1880 there were already 207 factories in Russia, in which 14 thousand people worked. By the end of XIX century, the total number of glass factories was 283. The major facilities were concentrated in Vladimir, Novgorod and Tver province, as well as in Saint Petersburg (Shelkovnikov, 1969).

This work is dedicated to the interdisciplinary study of archaeological and historical materials of the former glass factory, which has been built in Kazan in the late XVIII - early XIX centuries for the manufacture of container glassware. The archaeological material collected at the beginning of 2000-ies in spring time during denudation of the Lokomotiv peninsula’s land served as a source of scientific research in archeology, history, and archaeometry. At the beginning of XX century, the specified area was called the "Former glass factory"; it was flooded when the Kuibyshev Reservoir was put into operation in 1957.

RESULTS

1. History

Currently, the Lokomotiv peninsula of the city of Kazan is a narrow spit deeply embedded in the bend of the Volga River. The study of archival material on the economy and construction of Kazan in XVII-XIX centuries did not give any information regarding the factory’s existence and operation, but the consideration of written and cartographic sources allowed clarifying some circumstances relating to the topics being of interest to us.

The territory of modern Lokomotiv beach in the city of Kazan was known in the past by such names as "Prilutskaya Sloboda" (Prilutskaya Settlement), "Prilutskiy Monastery", "Sloboda Hill", "Glass factory", "Old Believers Monastery» and «Former glass factory". Consideration of the textual, cartographic and archaeological sources reveals the specified area’s story from even more interesting sides.

In his materials of the excavations at the Kazan glass factory in 1929, the famous archaeologist N.F. Kalinin noted that it was a place that, called the tsar's (khan) meadow, hosted the tsar's headquarters during the capture of Kazan by the troops of Ivan the Terrible in 1552. In 1595, by order of Tsar Feodor Ivanovich a monastery in the name of Saint Demetrius of Priluki, the Wonderworker of Vologda, was founded on this place (Archive of the Institute of Language, Literature and History, Fund 8).

Information on the territory in XVII century is very fragmentary. In his monograph, R.I. Sultanov, the researcher of the Kazan historical geography, points out that in XVII century the territory being of interest to us named as the Prilutskaya Sloboda was adjacent to Yamskaya Sloboda (Sultanov, 2004). Describing another historic Sloboda of Kazan – Mokraya (Wet), he also notes that the Sloboda has been located at the exit from Kazan to the Moscow road, on the southern outskirts of the city (near the present railway station) on the low-lying, swampy ground. It appeared at the site of small settlements - Rogozhkina located near Lake Rogozhskoe and Prilutskaya situated in the area of the modern streets Korochenko, Said-Galiev, R.Yakhin and the station square (Sultanov, 2004). Wet Sloboda bordered with a stockade wall in the north and Yamskaya Sloboda, and lakes Rogozhskoe and Prilutskoe in the south. In the settlement’s area, there were 17 households of tradespeople (Proceedings ..., 1932). According to Kazan Old Believers, the monastery existed until the middle of XVII century, and it was closed because of the monks’ commitment to the old rituals and traditions. In XVIII century, Prilutskaya Sloboda is part of the city (Sultanov, 2004).

On one of the earliest Kazan plans dating back to 1739, this area is referred to as the "Prilutskiy Monastery". Its drawing is schematic in the plan (Russian State Military Historical Archive (RSMHA),
The city’s plan of 1760-1770-ies, the settlement presented under No. 32 is outlined in more detail and described as a "Suburb where the Prilutskiy monastery was before, and now people of different ranks live". The Prilutskoe Lake is specified under No. 50 (RSMHA, Fund 846). In the next plan of 1767, the settlement is marked as "Slobodka Gorka" (Town Outskirts Hill); one stone and three wooden buildings are designated therein (RSMHA, Fund 192). In the Kazan plans of the end of XVIII century, the settlement reappears as "Prilutskaya Sloboda". The provincial plan of Kazan of 1798 shows "Prilutskaya Sloboda" as a small settlement with a street, houses and vegetable gardens (RSMHA, Fund 846).

Obviously, being a territory of the Orthodox Monastery from ancient times, the place continued to be sacral after its dissolution. A semi-legal community of Old Believers of the Pomorye, also called the Fedoseyan Concord and Priestless Concord, became such a group of religious people who shown their interest in the former monastery at the beginning of XIX century. The community’s leader, Kazan merchant Vasily Andreyevich Savinov acquired one of the wooden houses in the area that was owned by the privy councilor and cavalier Fyodor Fyodorovich Zheltukhin in 1808 (Vorobyev, 1996). The deed text is interesting: "I granted a deed of purchase to the Kazan merchant of 3rd guild Vasily Andreev, Savinov’s son, that I, Zheltukhin, sold to him, Savinov, my wooden fortress house with all buildings and a garden belonging to it, which is located in Kazan, Ilyinskiy parish, 2nd part, 1st quarter of Podgorodnaya Sloboda (Suburban Settlement) called Stekolnaya Sloboda (Glass Settlement)..." (National Archive of the Republic of Tatarstan, Fond 1). In other words, as early as at the beginning of XIX century this area was called the Glass factory, and the cartographic sources point out the name "Former glass factory" only in the middle of XIX century. The V.A. Savinov and F.F. Zheltukhin deal was also interesting from the point of view that F.F. Zheltukhin, being a high-ranking official in the Russian Empire, was the owner of not registered glass factory in Tsarevokokshaisk district of Kazan province. The statements of the Ministry of Finance until 1822 did not include his factory, although it has been working since 1795.

Merchant V.A. Savinov bought the Glass factory properties annually and very consistently. In November 1815, V.A. Savinov sought that the city authorities organized the Old Believers cemetery on his land. In 1818, he built a stone chapel here naming it "prayer temple at the poorhouse" for the state authorities. By 1820-ies, a multifunctional center of the Pomorye appears here; it is composed of a chapel, poorhouse, residential stone and wooden buildings (Timofeev, 2005). This center was so important for the Old Believers that they called it a "monastery" (Zenkovskiy, 2009).

The city maps of 1830-1840-ies are unequivocal while naming the studied area as the "Old Believers monastery". In the Kazan plan of 1842, the settlement's western part is indicated as a green area covered by vegetation – probably, this was the cemetery. The eastern part of the "monastery" continued to be a one-street settlement with two stone and seven wooden buildings (National Archive of the Republic of Tatarstan, Fund 324). The city plan of 1839-1848 completely copies the previous plan, except for the appearance of a settlement of eleven small wooden buildings on the west, "green part"; they were likely to be the Old Believers' chambers (RSMHA, Fund 1356).

With the Nicholas I’s enthronement, the situation changed for the Kazan Old Believers. In 1836, rigid rules turning over control of the poorhouse to the city authorities were extended to the community, and in 1845 it was finally closed (Timofeev, 2005).

On the Kazan plans of the second half of XIX century, the "Old Believers monastery" becomes the "Former glass factory". The city plan of 1875 is interesting by a new name of the lake neighboring to the settlement, which assumes the name "Stekolnoe" (Glass Settlement) here (National Archive of the Republic of Tatarstan, Fund 324). On the city plan of 1887 edited by Ilyin, the settlement is referred to as the "Former glass factory" (Plan of the city of Kazan...).
The outstanding Russian writer Maxim Gorkiy who at the end of XIX century frequently visited the abandoned poorhouse’s building gave very important characteristics of this territory in his work "Konovalov": "We especially liked to be in the "glass factory". A building, which stood close to the city in a field, was called like this for some reason. It was a three-storey stone house with a failed roof, broken window frames, cellars full of smelly liquid mud during the whole summer. Being green and gray, dilapidated, a kind of degraded, the building looked from the field to the city with its dark hollows of the mutilated windows and seemed to be a disabled person insulted by fate, thrown out of the city limits, miserable and dying. During a flood, this house was undermined every year, but covered from the roof to the ground with a green mouldy crust, it stood indestructibly, fenced with puddles from frequent police visits – it stood and, though it did not have a roof, gave a shelter to different obscure and homeless people" (Gorkiy 1950, 27).

The prayer temple at the "Former glass factory" was opened only in 1905, after the Emperor Nicholas II’s decree "On Strengthening the Foundations of Religious Tolerance". It was renovated at the expense of Kazan manufacturer M. Okonishnikov. Regular services were resumed here in 1910. In the middle of 1920-ies, Prilutskiy prayer temple was home to 10 people. At the end of 1937, the last church service took place in the temple (Annotated list...).

2. Archaeology and Archaeometry

In the area we are interested in, the archeological studies in the form of a reconnaissance were first held in 1929 by a representative of the Academy of Material Culture M.G. Khudyakov and Kazan archaeologist N.F. Kalinin. During the reconnaissance, arrangement of the factory’s glass melting furnaces was established, remains of glass melting pots and production samples were found. Researchers managed to determine that there were 16 pots in all (Archaeological reconnaissance ..., 1929). In 1937 N.F. Kalinin examined the area again. In his article, following the results of his examination, he noted that in 1932 a garden and livestock sovkhoz (state farm) No. 1 of the Kazan Railway was set up in the former glass factory. It was found that the glass factory’s former pits had been covered and converted into greenhouses (Kalinin, 1937). In 1955-1957, a part of the territory of the Former glass factory was flooded at the start of the Kuibyshev Reservoir.

A collection of glass selected in the area of the Former glass factory consists of 50 pieces of container glassware of various thicknesses, size and color. Some artifacts have single letters or words. By its quality, the glass is visually divided into three groups. The first group makes a larger part of the collection and features low-grade glass with bubbles and foreign inclusions. Fragments of the second group are manufactured from higher quality glass with good gloss and no visible inclusions, including a fragment of a faceted blue glass vessel of very high quality with the letters "OVSK". Two clear glass samples have no noticeable inclusions either, but in contrast to the second group artifacts, their surface is not glossy due to the microcavities.

Among the first group of samples, there was a small bottle fragment with an inscription “F. GRACHE”. According to historical records, in the middle of XIX century F.H. Grache of German descent opened a pharmacy and then a factory, which produced artificial imitations of mineral water, in Kazan (Dvoenosova, 2001).

Based on the elemental composition data, one can say that the archaeological fragments from the former glass factory are manufactured from three basic types of glass: lime-potassium, lime-potash and lime-sodium-potassium. The first group amounts to 18%, the second group - 6% and the third - 68% of the total number of discoveries. The composition of two fragments has a mixed formulation.
Most likely, each glass type corresponds to a certain period. According to the preserved data on one of the Russia's largest glass factories of XIX century (State Archive…), various materials were used as a raw material in different periods of the factory’s operation. Most often the formulation included the glass scrap, which was specially purchased. At the beginning of XIX century, glass was brewed with the addition of "straw ash" - ash of grains substantially free of sodium. Then the factory switched over to potash made from ash of wood plants. This fully corresponds to the archaeological discoveries from the peninsula. The second group glass with very "clean" glass belongs to the early formulation of the beginning of XIX century.

The third - the largest group of glass - was brewed according to a later formulation of the end of XIX century and contained wood potash. It is characterized by a mixture of potassium and sodium component, where the first one prevails. The formulation might be due to a new component, which was added during melting of glass scrap - soda. Study of historical documents found an interesting fact about organization of the first soda production from common salt in Russia. In 1869 technologist, a Kazan University professor M.Ya.Kitary and chemical engineer I.Ya.Tisa implemented a method for the ammonia production of soda invented by the Belgian chemical engineer Ernest-Gaston Solvay (Solvay E.G.) (Rubtsov, 1901) in a factory, which was constructed in the town of Laishevo of Kazan province. In connection with unprofitable production, the factory was closed in 1874 (Lukyanov, 1948). Thus, in the period from 1864 to 1874, the Kazan factory could use sodium raw materials, which were produced 55 km from Kazan.

Percentage of the artifacts can serve as an evidence of the assumption that the formulation has been changed in a staged way. The smallest group is composed of glass fragments with an "old" calcium-potassium formulation of the beginning of XIX century, and the most representative group is brewed on wood potash of the end of XIX century. The mixed formulation "transitional" glass also supports this hypothesis. According to analytical data, the wide variations in the microelement concentrations show diversified raw material - sand, lime and ash.

CONCLUSION

The considered textual, cartographic and archaeological sources prove intensive development of the studied area since the end of XVI century. The above data give grounds for stating that the area was a spiritual center of the Kazan Old Believers, a place of residence of the urban population for many years, and the glass factory was here at the end of XVIII - first half of XIX centuries. The resulting archaeometric data are fully consistent with the historical information concerning the glass industry development in Russia and organization of soda production in Kazan province in XIX century.

The glass factory constructed at the turn of XVIII-XIX centuries manufactured a variety of products, for the Kazan pharmaceutical house of Ferdinand Grakhe as well, including the artificial mineral water bottles. Studying the chemical composition of archaeological material revealed that the glass of different periods was made according to certain formulations. The most glass fragments were brewed using ash glass. This is quite natural because Russia has been one of the largest producers of these raw materials in the world since XVI century.

The main thing that determined the mass production of potash was its high demand across Russia and abroad. As it is known, potash has been widely used for the preparation of alkali since ancient times. Then it was used for glass production, dyeing, bleaching, wool washing, various salts, at snuff factories, etc. A significant part of the production was delivered to St. Petersburg and then abroad. Russia was the largest potash exporter in the world market: in 1864 – 11,000 t (for comparison: USA – 1,900 t) (Lukyanov, 1948).
In XVIII-XIX centuries, Kazan province was one of the potash production leaders in Russia. For example, in 1807, 66 enterprises manufactured this product, and it was used both in the domestic and foreign markets (Koreeva, 2014).

The interdisciplinary studies are a powerful argument that a glass factory dating back to the end of XVIII-XIX centuries was functioning in this area. Distribution of artifacts by their appearance coincided with the division according to their chemical composition. The glass formulation composition of different periods corresponded to characteristics of the local industry. At the beginning of manufacture, the glass was brewed on the "straw ash", sand and lime. Most likely, when brewing glass one of the mixture components was soda prepared in Laishevo in Kazan province at the Russia’s first plant manufacturing this product using the ammonia method in the middle of XIX century. In the third quarter of XIX century, glass included wood potash.

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TATAR VISUAL CULTURE

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ABSTRACT
The Tatar visual culture of the Tatar people includes both traditional visual arts, such as fine art, decorative art, associated with the textile, subject, interior decoration, architecture of rural and urban buildings, and new digital forms of visual culture, such as digital photography, video-art and cinema. The article is devoted to the review of existing, at the present stage of development of the Tatar culture, forms of visual representation of spiritual and cultural activities of the subjects of Tatar culture.

Keywords: visual culture, visual art, Tatar culture, visual sociology, image.

1. INTRODUCTION
The visual culture of any nation is universal for the perception of the representatives of any linguistic community, as it does not need a literal translation and explanation. Interpretation of visual is based on universal for any human system of visual images, which are archetypal for the representatives of different cultures. The system of visual perception is not tied to a language system, that allows the speakers of different languages to participate themselves in the direct perception of the objects. In this case, the interpretation of visual is still needed for understanding the meanings, which are presented in any culture. The culture of any nation is a complex construction, in the formation of which generations of subjects of this culture are involved. Through the study of visual culture of any nation, it can be learnt a lot about its history, touching its content and for a short time to understand its essence. Tatar culture historically was forced to form in the neighborhood of other cultures, which often restricted its identity, this was particularly evident in the areas of culture, having logocentrical basis (language, literature, history). The visual part of culture has largely retained its identity and foundation. The aim of this work is to systematize the visual field of the Tatar culture, to make a brief review of the objects of the Tatar visual culture, existing at the present time.

2. MATERIALS AND METHODS
Along with the system approach, the authors used visual methods of research to explore different areas of the Tatar culture (household items, clothing and architecture), the methods of visual sociology were used in the study of photographic and cinematic sources. To achieve this task, semiotic, anthropological-cultural and structural-functional approaches were used in the study.

As the basis, the works on the theory of visual culture by V. Mitchell, E. R. Yarskaya-Smirnova and others were used [1-3].

3. RESULTS
The modern condition of culture cannot be studied today without reference to the visual codes and visual studies. Visual turn that occurred in the Humanities, led to the formation of new interdisciplinary relations, at the junction of psychoanalysis, semiotics, and cultural studies. Globalization, the acceleration of social processes, the growing use in the media of visual images instead of verbal methods of information transfer has led to the fact, that the visualization is becoming an important parameter in the description of culture. Visuality becomes a cultural construct, which allows us, as well as linguistic texts, to read and to give the meanings of cultural phenomena.

The culture of each ethnic group is based on visual constructs, which, along with other system components, form the body of culture. Historically, these constructs have always been graphics, architecture, fashion, style. Modern culture has brought to them photo, cinema, television, Internet, video games, advertising, comics and other forms of visual communications. A modern person of the information society turns from a getting to know subject, to the subject, who is observing changes, which he cannot understand, due to the high pace of life and large volume of information, passing in front of him. Observation, as a process of giving signs of the objective existence to visual images, comes to the fore and becomes the main way of learning a single subject. Analysis, as method of knowledge, becomes impossible because of constant changes in the objective situation.

Visual studies are a new direction in the Humanities, which are actualizing in the last two decades, in connection with the "visual turn," proclaimed by V. Mitchell. As the main tenet, the thesis about the primacy of the visual in the modern world is put forward. The main characteristics of visual culture, as a form of new experiences of the world, the immensity and inexhaustibility are declared. "The essence of visual culture is in pluralism, – writes V. J. T. Mitchell – it denies the possibility of any generalization, reduction to central concepts, so there are only "visual cultures", but not "a visual culture" [1, p. 543]. The vision is affirmed to be the only unifying principle for visual culture, as is no less fundamental phenomenon, than language. It is not confined to the language and cannot be explained through its models.

In visual studies, visual practices are usually analyzed, which are not the subject of the study of traditional art – home photography, children's drawings etc., Any attempts of naming the purpose and methods of visual studies, have to elucidate the meaning of the terms "visual" and "culture". As a working definition, it is proposed to use the interpretation of the concept "visual" as "mixed", namely a synthetic, discursive and pragmatic, and "culture" is understood as a moving differentiated substance, residing between the "cultural areas" and expressed in social practices.

Social theory of visuality becomes the main vector of orientation in analysis of the visual culture and focuses on the problem of vision. It denotes the act of vision as a result of the tension between external images or objects, on the one hand, and the internal thought process, on the other.

In the focus of attention of the visual research are the visible effects of social life, visible forms of social relations. The visual component of the social can be studied, using different approaches and directions - iconography, phenomenological, semiotic and hermeneutic. Visual phenomena can be studied in the framework of cultural studies, sociology, philosophy and philology, but a unifying principle, common to all these research practices of understanding and interpretation of social processes, will be use of social images and visual signs of mass media.

The visual component of Tatar culture has long been influenced by Islam, which forbade the depiction of humans and animals, as the artist in this case had violated a basic commandment of Islam: "there is No God but Allah". The artist could not act as the Creator of a living being, as the monopoly of creation belongs to Allah alone. The artist in Islam symbolically conveys in the image the hidden meaning of God's creation through symbols. For the depicting of this or that religious story, the artist had to use
neutral themes, mosaic and ornament. Visuals used to convey meaning, was just a tool, an addition to transfer the internal content. The artist had to use hints, metaphors for expression, which formed a whole system of signs.

The ornament was widespread through the Muslim countries, it made it possible to overcome the bans for painting of living beings. In the basis of ornament, lies a symbolic sign language, which has many meanings and deep in nature. Tatar culture for many centuries, since the official adoption of Islam by the Volga Bulgars in 922, was formed within the framework of Islamic culture. Due to this, there is the emphasis in the Tatar visual culture on ornament, which presents in clothing, decor, dishes and books. The ornament is represented in three types: geometric, calligraphic and floral. Geometric pattern dates back to the Arab geometry with ancient Greek roots. Such shapes as round, square, polygons, was the decoration of the ornament and carried meaning. Sublimity of geometric ornament, which decorated the exterior of facades of religious buildings, was used side by side with floral ornament, which symbolized the material world and was most prevalent in the decoration of interior, clothing and household items. Calligraphy as art was also widespread in Tatar culture, most clearly manifested in the Tatar shamails.

In shamails all the types of ornament, typical of the Islamic East are merged together. Shamail is translated from the Arabic as "the quality, dignity". In the Tatar culture shamail is used as a religious sign, existing at the crossroads of calligraphy, ornament and easel painting. There are two types of shamails – printed and manual, usually made on glass or canvas. The shamails contain both texts from the Koran, and graphics of floral ornaments, geometric shapes.

Shamail, which arrived to the Tatar culture from Turkey, in the mid 19th century took as a basis the works of Turkish calligraphers, working in the style of "beautiful writing" (husn-i hat). In the 60-70 years of the 18th century among urban Tatars, there was the fashion for the shamails. Kazan ethnographer Nikolai Vorob’ev writes: "Shamails, according to the Tartars, came from Turkey. In the 70-s of the XIX century there was an enormous fascination with them in cities, where from they got into the village" [4, p.247].

The essence of shumail is in the designation of Allah's presence. Hence, probably, the use of them as amulets, the name of the Almighty helps to get rid of the machinations of Iblis. Especially this feature of shamail was widespread among the ordinary people. The famous specialist in Turkey study, N. F. Katanov, writes that "in view of the fact, that the salutary of the tables in abundance are bought by Muslims (the Tatars, the Meshcheryaks, the Teptuars, the Bashkirs, the Sartas and the Kyrgyz), they are emitted in Kazan from 10,000 to 48,000 PCs every time" [5, p. 4].

If the Turkish calligraphies have a more aesthetic function, the Tatar shamail is used by people as an amulet. Still, in the Tatar families, shamail is hanged over the front door. Another reason for the use of calligraphy as a talisman is a neighborhood with Orthodox people, who also often use Christian symbols for protection from evil forces, what is an echo of paganism. Perhaps the main reason for the spread of shamail among the Tatars, is the existence of the nation in conditions, where the main religion of the state is Christianity (in tsarist Russia), and in the Soviet period — in conditions of persecution of any religion. The spread of Islam took place in the private sphere. Islamic visual symbolism had no opportunity of expression in the monumental temple painting, which led to its transformation in the domestic sphere to the Tatar shamail.

Tatar calligraphy in the late 19th century, with the development of the printing industry is experiencing a quality lift. Calligraphers-professionals unite in the shops of shamail artists. Along with professional calligraphers, shamails were created by skilled craftsmen in the countryside, so ethnic and folk flavor is typical for them.
**Picture 1.** Brothers Gabdelwali and Muhammadali bin Mohammadsadegh Akhmet. Kaaba. 1908. Lithograph, paper

**Picture 2.** Unknown author. Shamail depicting panorama of Istanbul. 1907. Lithograph, paper
The reform of the Tatar alphabet and the transition from the Arabic script to the Latin alphabet, which happened in the late 20-ies of the 20th century, has led to the weakening of interest to the shamails. Shamails continued to be created home-made, but not in such large volumes. Among the masters, who preserved the tradition of Tatar calligraphy, the famous artist Baki Urmanche, (1897-1990 years) is known, he was Tatar calligrapher - professional, who has managed to preserve and develop the art of creating shamails in Soviet times [6, 156-159].

Only in the 90 years of the 20th century the art of creating the Tatar shamail starts reviving, an interest to the history and traditions of the Tatar people appears. Modern shamail is a product of creativity of professional artists, critics, workers of culture, who in their work address the history of Tatar culture.

**Picture 3.** The unknown author from the village of Kishit of the Arsky district. Ayah “al-Kursi” with ornament. Early XX century. Glass, foil, oil, foil, oil

**Picture 4.** Najip Nakkash. The Throne of Allah. 2001. Glass, ink, enamel, foil
The patterns, which present in the national Tatar ornament, are associated with the way of life of Tatars, for whom agriculture and farming are important. Therefore, flower and floral ornaments prevail in the Tatar ornament. In the Tatar language there are a lot of names, associated with flowers (Rose, Lily of the valley, Gulgena, Gulfira, Lily, etc.). The colors, used by the masters, have a bright, saturated hue, combined with each other, as colors are combined in nature. The most often depicted plants are the Tulip flowers. Tulip presents in the state symbols of Tatarstan, on its flag. It symbolizes the rebirth of the Tatar nation; another meaning of this symbol is associated with Islam: the name of Allah in Arabic consists of the same letters, as the name of a flower. In the ornament Tulip is painted as a pointed trefoil, the flower of which is slightly curved.

![The Flag of Tatarstan](image)

Picture 5. The Flag of Tatarstan

Tatar ornament also has geometric themes, which, combined with floral elements, create a unique flavor. Zoomorphic themes are not as common, this is due to religious reasons. Depending on the material of goods, one or the other ornament is used; so, on the fabric there are more geometrical shapes, on the embroidery – vegetal and floral themes, on leather goods – flowers are used. For the Tatar ornament asymmetry of herbal elements, which are not found together in nature, is characteristic.
As the subject of analysis of the Tatar visual culture can act mass-media imagery, I-net visualization, info-graphics in the media, and other visual items of the Tatar mass media. Anyway, they are all united in the single concept of media-visuals. The characteristics of such social phenomenon, as media-visuals, are influenced by social and technological parameters of the field, in which it is formed and functions, the nature of the visual changes from medium to medium [7].

The interpretation of visual values has a rigid binding to a particular subject of perception, and is spatially tied to its ability to see surrounding communication space at a certain angle. A set of individual media-visual experiences forms a unique biography of participant in a social process. The content of these interpretations is actualized in a particular time and in relation to specific visual and communicative contact. Modern media projects, related to the Tatar visual culture, are characterized by the following common features: the use of the Tatar patterns, characteristic of the Tatar decorative and applied art; it is eclectic, embraces as elements of Eastern and Western visual culture.

4. CONCLUSION

Tatar visual culture has long been influenced by Islam, which is reflected in the use of religious symbols in ornamental painting and decorative art. The Tatar ornament is characterized by the use of geometric and vegetal and floral themes. As a classical object of visual culture, Tatar shamail acts, as a symbiosis of religious- symbolic and secular-decorative points in the culture. The type of modern visual culture is elective, and is in the process of searching its authenticity.

A CONFLICT OF INTEREST

The author confirms that the submitted data does not contain conflict of interests.

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PHENOMENOLOGICAL AND EXPERIMENTAL FEATURES OF STUDENTS’ MENTAL STATES REPRESENTATIONS

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ABSTRACT
Mental representations of states are a special kind of representation of what has no matches in the objective material world, and therefore the study of psychological mechanisms and patterns of representations of the subject states will allow for a deeper understanding of the nature and functioning of the representations in the mental life of human, in the internal world. To study the explicit and implicit association, the free and implicit associative experiments were applied. In order to disclose the conceptual level, a subjective description of the students’ states was performed. Estimation characteristics of mental state representations were by the method of semantic differential, followed by the determination of the leading structures. A questionnaire “Mental state relief” was used to study the characteristics of imaginative states. The paper presents the results of a study of level characteristics of phenomenological and experimental features of mental representations of students’ mental states: figurative, conceptual, evaluative, and associative. Data suggests that the mental representation of the states represent the formations of a specific configuration and with specific features associated with the quality of the mental state: the spatial organization, the nuclear components, the variative characteristics, stability of the manifestations and the subject’s independence of life situations. Mental representations of states have been considered as a result of the human way of life, as a certain format of a mental image, where the informative imaging of the experienced state takes place with its subsequent fixation in memory structures.

Keywords: mental state, mental representations, mental experience, situation, image, association

INTRODUCTION
The question of the origin, formation and establishment of the representations of the experienced state, their recognition, identification in different life situations is associated with mental representations that display a subjective experience of a person [1].

Mental representations can be regarded both as a process of displaying, representing [2; 3; 4; 5; 6], and as a result, a unit of experience within the worldview [7; 8; 9; 10]. In the latter case, there are usually several forms distinguished: figurative, conceptual, functional representation (representation associated with the action), and social representation. [11] The key one in this approach is, in our opinion, are figurative and conceptual mental representations [12].

In the context of the presented ideas, the study of mental representations of human states is of particular significance, since the mental state is an individual subjective phenomenon of the human psyche, and the identification of the universal laws of the state representations will allow finding patterns in the formation
of the worldview and the structure of judgment about it. Mental representation of states are a special kind of representation of what has no matches in the objective material world, and therefore the study of psychological mechanisms and patterns of representations of the subject states will allow for a deeper understanding of the nature and functioning of the representations in the mental life of human, in the internal world.

There are several level characteristics commonly distinguished in the structure of mental representations of mental states: figurative, conceptual, evaluative, and associative characteristics. Their study involves an associative experiment, a subjective description, a semantic differential method, and survey techniques.

It should be noted that a number of papers have anyhow, most often indirectly, touched on the problem of mental representations of emotional sphere (in some papers, emotions were the synonymous to states): the research raised the question of the structure and the development of knowledge about emotions during ontogeny [13], the emotional fullness of mental images [14], the representation of states at different levels of consciousness in the context of global cognitive structures [15; 16], etc.

However, despite the existence of certain works in the field of mental representations of emotions, it should be noted, in general, that to date there are no studies, aimed at the investigation of mental representations, namely, mental states.

METHODS

When studying the associative characteristics of mental representations of states, the study objective was to identify and describe both the explicit and implicit indicators of associative relations in the context of "mental state - situation".

Explicit associative relations were studied during free association experiment. Twenty-six psychiatric states associated with typical students’ life situations were studied. A questionnaire was applied asking the subjects to refer to their experience and describe those life situations making them experience the mental states of meditation, fatigue, excitement, peace, anguish, uncertainty, joy, compassion, pleasure, jealousy, sympathy, love, expectations, exhaustion, remorse, love, loneliness, commitment, joy, indecision, happiness, compassion, excitement, vitality, and inspiration. The states were further associated, according to their proximity (distinctness), with the situations (on a scale of 0 to 10). The study involved 103 people aged 17-23 years.

The implicit relations were studied by implicit association test (IAT) [17]. The implicit association test (IAT) is one of the varieties of directional association experiment. It is designed for the study of implicit (unconscious, automatic) associations, which are carried out by measuring their automatic evaluation. A pivot in the choice of this method was a provision on the qualitative peculiarity of mental representations that can go beyond the conscious control.

The experiment studied the associative relations of communication situations such as quarrel and chatting with friends - with equilibrium and nonequilibrium mental states: joy, heartache, gaiety, sadness, depression, elation. These mental states were not randomly chosen, but were among the most important for students. The components of the semantic fields of these situations and states were taken as the stimulus words. The study involved 64 students aged 17-25 years.

The study of the conceptual characteristics of state representations compared the subjective understanding of the states (the subjects provided a number of definitions of mental states) with the dictionary reference - definitions from dictionaries by Dahl, Evgenyeva, Ozhegov, and others.
The study involved 1st and 2nd year students (90 persons) and 1st year post-graduate students (52 persons).

Estimation characteristics of mental representations of states were studied by the method of semantic differential (modification by V.F. Petrenko) [18]. The average score of the subject was calculated. Upon processing the results, both core formations and peripherals were determined. The study was conducted during the training classes with the students. Total 36 subjects (students) were involved, aged 19-20 years.

During data processing, the correlation (r-Pearson coefficient) and cluster analyses were used. Also, the organizational degree of structure was calculated: a structure coherence index (SCI), a structure differentiation index (SDI), and a structure organization index (SOI) [19].

The image of the mental state (image characteristics). The subjects were asked to revise and describe the most typical positive and negative mental states, that is, to describe how they identify (know) that they experience this, and not any other, positive or negative state. All subjects were students aged 17-22 years. The technique of “Mental state relief” was also used [20].

RESULTS AND DISCUSSION

Let us refer to the results of the study of the associative characteristics of mental representations of mental states.

The study of the degree of affinity of the states and the life situations found that the situation are associated with the states of a certain sign, modality, intensity and duration. The most pronounced are the associative relations with situations in states of high and/or low level of mental activity, opposed to each other in sign and value.

During the experiment with the use of IAT methodology we tested the hypothesis that the relations in the context of "situation - mental state" are stored in memory in the form of association between the situation and the mental state.

The study found the significant implicit associative relations were in "situation - mental state". As an example, we shall consider the implicit associative effects in the context of relations between the mental states such as sadness, gaiety, depression, excitement, heartache, joy and the situation chatting with friends (Figure 1).
Fig. 1. Average meaning of the pro-associated stimulus words in the situation *chatting with friends*.

Mental states: 1 – sadness, 2 – gaiety, 3 – depression, 4 – excitement, 5 – heartache, 6 – joy

Figure 1 shows that the implicit associative effects in the context of relations between the mental states such as sadness, gaiety, depression, excitement, heartache, joy and the situation *chatting with friends* are more expressed in the states of joy, gaiety and excitement. The greatest effect was observed in the 3rd test block studying the associative relations of the mental states of heartache and joy with the situation *chatting with friends*. Generally, there is a pattern traced: the situation *chatting with friends* is implicitly associated with positive mental states.

The study of conceptual characteristics revealed the significant differences between the understanding of the meaning of mental states by the respondents and their conventional formulation (lexical reference). Most definitions of mental states given by the respondents contained the idea of the physical and physiological manifestations of states, features of behavior, as well as description of feelings and emotions the subjects had experienced during these states.

The average of matches for the states of high-level mental activity - 26%, mismatches, respectively, 74%, for relatively equilibrium states - 31%, mismatches - 69%, for the states of low-level mental activity - 36%, mismatches - 64%. That is, the lower the level of the state of mental activity is, the higher the affinity to the dictionary reference and the lower the variability of descriptions are.

The studies have shown that the understanding of the meaning of mental states depends on the subjective experience and age of the respondents (the understanding of the states becomes closer to a generalized social experience, recorded in the dictionary reference, as one gains its experience and becomes older), it also has a subjective meaning imported by the respondents in the definition of a state.

Let us consider the *estimation* characteristics of mental representations of mental states. The results show that the most stable are estimation characteristics relating to states of joy and peace. The opposite pattern is typical of the states such as fatigue, excitement, interest and inspiration, which are not characterized by stable consistency of estimates. In particular, the state of "fatigue" is characterized by such components as...
slow, passive, dull, heavy, and sad. It has more variative components (different descriptions), indicating
the representation of a greater number of elements, included in the mental space, in a subjective
experience of a person. Such dependencies have been established for other states too.

The results of the study of the organization of estimation characteristics of the state representations (SOI)
show that the most similar structures are negative states of excitement and fatigue, which cause similar
estimations in the majority of respondents. The lowest indicators of the "organization" of the estimation
characteristics are common to the joy and inspiration, that is, the positive states have a greater range of
estimates as compared to the negative.

The conducted cluster analysis revealed the following features. When assessing the state of "peace", one
of the key clusters is that containing elements such as simple, clean, soft and relaxed. In a state of
"excitement" such elements are: bad, evil, nasty and dark. The representation of the state of "fatigue" the
leading cluster is that containing elements such as heavy, sad, passive, slow and dull. Core clusters for the
states of "inspiration" and "interest" are that combining such indicators as active, good, nice, kind and
fresh. Thus, each of the above states is characterized by its own set of elements that make up the core of
its mental representation.

Let us refer to the results of the study of the figurative characteristics of mental representations of mental
states.

The answers to the question of "How do you identify (recognize) when having a positive/negative state?"
allowed us to define the following informative markers of the images of mental states:

1) a description of the physical and physiological manifestations of the state (49% of descriptions);

2) the features of behavior or changes in behavior (49%);

3) a description of the state through the senses or other states (60%);

As follows from the results, the most essential components of the image of own mental state are
representations of physical and physiological manifestations, features of behavior, as well as the
description of emotions and feelings experienced in this state.

**SUMMARY**

1. The life situations of the subject are associated with the representations of states of a specific
sign, intensity and duration, forming thereby an associative unity. These relations have been signified and
established in language, manifesting themselves implicitly.

2. Conceptual characteristics of state representations differ significantly from the conventional
formulation (dictionary reference). The differences are due to subjective experience, the age of the
respondents, the semantic meaning imported by the subject to the definition of the state, as well as the
level of mental activity: the state representations of a lower level of mental activity have more in common
with the standard formulation.

3. The mental representations of states are characterized by a stable core formation and the
variable peripherals, structure, different degree of organization and the leading indicators related to the
state quality. Coherence of the structures of mental representations depends on the sign and level of
mental activity of a state.
4. The leading characteristics in the representation of the state image are characteristics of physical and physiological manifestations, behavior, and feelings experienced in this state. The image of the state is relatively stable, independent of the situation, in which it is experienced, and is consistently reproduced.

CONCLUSION

The conducted phenomenological and experimental study of mental representations of mental states indicates the possibility of their descriptions through the associative, conceptual, evaluative and imaginative characteristics. It is believed that the representation of mental states, forming an operational structure of consciousness, are developed in the process of life experiences and reflect the experience of the states accumulated by the subject during its ontogeny. The image of each life situation of a human has a definite place in the subjective worldview and is associated with certain states. An associative unity of the state and situation evolves in the process of life and reflects lessons learned. From this point of view, mental representations of states have been considered as a result of the human way of life, as a certain format of a mental image, where the informative imaging of the experienced state takes place with its subsequent fixation in memory structures.

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E. CANETTI’S AND A. P. PLATONOV’S MYTHOPOETIC CONTEXT

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ABSTRACT
We study the specifics of mythopoetics of the novel “The Blinding” by Austrian writer, the Nobel Prize laureate Elias Canetti (1905-1994) and the novel “Chevengur” by Russian writer A. P. Platonov (1899-1951). The starting point for comparing is mythopoetic context. Mythopoetics and poetics of the work are correlated as a particular and a general, therefore, mythopoetic context can comprise mythological images and literary myths, allusions, motifs, author’s / individual mythologema, various transformations of the myth, etc. We study the peculiarity of functioning the biblical motifs in the text space of the novels. Platonov’s “Russianness” and Canetti’s “Austrianness” find much in common, the crisis of the late nineteenth - early twentieth centuries demanded the use of special linguistic devices, the development of a unique idiostyle from the artist. The study of Canetti’s and Platonov’s novels in perspective of mythopoetic context seems to be productive for revealing common regularities of development of European literature of the first third of the twentieth century.

Keywords: mythopoetics, the Bible, biblical motif, mythopoetic context, idiostyle, mythologizing, the author's myth, myth transformation.

1. INTRODUCTION
The scale of literary works by Canetti and Platonov today is not in question, the two authors are the classics of standing reputation of world literature. The common is their perception of the world, as the both perceived the modern world as “the kingdom of anonymity” (Zverev, 1990, p.42). Platonov is a unique writer, his poetics is beyond comparison, so any attempt to find a point of contact with the representatives of “foreign” literature deserves attention. Important in this connection are the attempts previously made at drawing a parallel between Platonov and Kafka from the standpoint of typologization of artistic form in the literary process of the twentieth century (Keba, 2001), tracing the “stylistic convergence” between Platonov and Canetti (Shastina, 2016).

As in “a writer of “philosophical “prose”, (Seifrid, 1988, p. 367), in Platonov, in the center of the narrative the existential themes, issues are traditionally associated with human psychology and history, are the background against which the main developments take place.

T. Zeyfrid views Platonov to be the artist with a tragic vision of the world, with his own prophetic gift (“a writer of tragic and prophetic vision”) (Seifrid, 2006, p. 1). A truthful statement concerning Canetti is that in the novel “The Blinding”, and the dramas, and in the philosophical study “Crowds and Power”, he was able to foresee the future troubles of humanity. Works by Platonov absorbed the basic features and principles of artistic reflection of reality, “in particular the poetics of mythologizing” (Yaroshenko, 2004, p. 4).

The both authors in their works appealed to mythology. According to K. P. Zepp, all the important works by Canetti, including the novel “The Blinding”, indicate the mythological thinking of the author (Zepp, 1990, p. 42). Canetti follows P. Angelov’s “footsteps of mythological thinking”, drawing on the different
anthropological and philosophical theories, the scholar describes Canetti’s type of thinking in the center of which is “the myth of transformation” (Mythos von der Verwandlung) (Angelova, 2005, P. 7).

“Thematic homogeneity” (thematische Homogenität) (Knoll, 1993, p. 1) of works by Canetti allows to study the works of different genres in the form of a “single text” (Shastina, 2004). Also in Platonov study there have been established a tradition to treat “all works by Platonov as an integral text, which is characterized by the structural and thematic unity” (Kostov, 2000, p. 9).

The present study decides a range of tasks: to characterize the specific feature of mythopoetics of the analyzed novels, on the one hand, and, to touch upon the question of Canetti’s and Platonov’s place in the paradigm of European literary process of the first third of the twentieth century, on the other hand.

2. METHODOLOGY

Methodological guidelines, the authors of the article are guided by, are based on the traditional historical and cultural approach to literature which combines the experience of classical, domestic and foreign literature. This is, above all, the biographical method as well as the methods of comparative literary criticism and lingvostylistic analysis.

Reference to new publications about Canetti and Platonov as well as a comparative analysis of mythopoetics of the novels “The Blinding” and “Chevengur” allows the authors to consider novelistic works of both authors in a new manner. Taking into account the features of Canetti’s and Platonov’s individual style, revealing the prerequisites of stylistic convergence of the novels contributes to a more profound interpretation of these works.

3. RESULTS

It is a priori that Canetti and Platonov belong to different cultures, have different roots, disparate aesthetic views. But, as the present study shows, the attempt to compare certain principles of poetics of these authors and their most important works proves to be productive. Both novels – “The Blinding” and “Chevengur” - were written almost contemporaneously - in 1930s of the twentieth century.

The thematic homogeneity of Canetti’s and Platonov’s works allows to study their literary heritage in the form of a “single text”, since their “sense sphere” shows a great number of intersections, both wrote about the crowd, power, death, transformation, man's place in the micro- and macrocosm. The characters in both novels are often in the situations of the border between reality and unreality, between past and present, in their sleep and when awake, between life and death.

To depict the reality of a crisis era, both writers sought to create “their own language”, to work out their own idiostyle. A particular manifestation of the author's style is an imaginary indirect speech, carrying “Platonov’s narrative polyphony to limit” (Mikheyev, 2003, p 8.). In Canetti's novel in a stream of imaginary indirect speech there “lies not only the ability of author’s silence – it is this form that gives his hidden presence away” (Pavlova, 2010, p. 144). Both authors predicted the advent of a “new time”, the language in their novels is intended to show the social “failure of communication”.

Mythopoetics of the novel “The Blinding” refers to the fact that the writer uses allusion of the Greco-Roman, Christian, Akkad, Sumerian, Chinese mythological system in the text. Platonov’s texts also comprise allusions and reminiscences of classical mythology, but at the same time there dominate mythological images of Christian and Slavic pagan origin. Transformation and modification of various myths are traced in the literary system of both novels.
4. DISCUSSION

Treatment of the myth as a way of modeling the artistic world connects Platonov’s and Canetti’s works with neo-mythological modernistic literature of the twentieth century which is characterized by not only appealing to mythology but also transformation of mythological stories in tragifarcical or grotesque manner.

4.1. The History of Writing the Novels

The work on the novel “The Blinding” “as one of the greatest books of the twentieth century” (Donahue, 2007, p.1) was finished in 1931-1932. The plot of the novel is quite trivial: the protagonist Peter Keane - scientist sinologist, marries maid Teresa who seeks to lay hands on all fortune of her ill-starred husband, his main wealth - his library. Peter’s younger brother - George, a well-known Parisian psychiatrist, arrives to save his unfortunate relative. He manages to deliver his brother from Teresa’s society and return his book to him. But the story cannot have a happy end, Peter Keane sets fire to his library and perishes in the flames.

The plan of the only finished novel by Platonov – “Chevengur” appeared in 1926. The work on the book, according to various sources, was lasting from 1927 to 1928/1929, up until 1951, the author corrected the manuscript finishing individual scenes, rewrote some episodes. The events in “Chevengur” are developing in the south of Russia in the 20s. The main character - Sasha Dvanov- being left an orphan in early childhood, was taken into care by foster father - Zakhar Pavlovich.

Canetti writes about the concept of the novel: “Once it has occurred to me that it is impossible to depict the world in the way it is depicted in old novels, so to speak, from the point of view of one writer, the world has fallen apart, and only having the courage to show it in a state of decay, it is still possible to give a true representation of it” (Canetti, 1990, p. 126). This phrase often cited by Canetti critics appears to be a vivid illustration of the author's intention which is embodied in the pages of “ironic parable about the ontological abyss” (“eine ironische Parabel über den onthologischen Abgrund”) (Boose, 1996). On Canetti’s recognition, “it was necessary in a strict sequence to devise extreme individuals like those who really make up the world and to compare these individuals brought to the edge in their complete dissimilarity” (Canetti, 1990, p.126).

Platonov in his essay “Factory of Literature” also writes that “it is necessary to reinvent not only the novels but also the methods of inventing”. It is important for Platonov to find a “half-finished product” - foundation for future work, since “art is not on its own, not objective but results from addition (or multiplication) of social, objective phenomenon with the soul of man” (Platonov, 2011).

4.2 Peculiarities of Poetics of the Novels and Approaches to Its Study

Both novels have been quite productively studied for a long time, in both domestic and foreign literary criticism. Based on the purpose of the present study, it will be a matter primarily of the similarity of principles of poetics of the authors in general and mythopoetic contexts in particular. The language of the novels is worth being discussed. Canetti indicates that the perception of a person through his language look is the best way to learn the main thing about him: “I have realized that even though the people are talking to each other, they do not understand each other, their words bounce, hitting the other words, that there is no greater error than the notion that language is a means of communication between people. <...> Beautiful, ugly, noble and ignoble, holy, brute words - they all fall into this messy tank, and each fishes out that corresponds to his own stagnation, and repeats it as long as the word is changed out of all recognition, until it does begin to express something completely different, the opposite of what it meant
once.”  (Canetti, 1990, p. 39-40). In such a way Canetti explains the phenomenon of “acoustic mask” which, like a fingerprint, is one of the main characteristics of the speaker.

Canetti’s favorite device is an appeal to the experienced speech, because it contains unique opportunities of interpretation of characters’ speech, provides a dialogue between the author's word and the quote introduced in the text, and the character’s word. As a result, there appears an image that comprises several points of view of the author, the characters and also correlates them with literary and mythological prototypes.

Platonov in conversation about the “the methods of invention” of the novel also lays emphasis on the fact that “from now on, it is necessary not to write using the words by inventing and copying a living language but using the right pieces of the living language (of “stolen” into the notebook) by assembling these pieces into the work” (Platonov, 2011).

I. Brodsky believes that Platonov “dedicated himself to the language of the era, he saw such depths in it that by having looked into which once he could slide no longer over the literary surface” (Brodsky, 2001, p. 189). Monography by R. Hodel concerns functioning of the experienced speech (erlebte Rede) in Platonov's prose (Hodel, 2001), the scholar points out to the originality of Platonov’s narrative strategy, which lies in the unity of experienced speech and the elements of the narration in the first person (“in relation to two narrative reference poles – free indirect discourse and skaz”) (Hodel, 2011/2012, p.130).

4.3 Mythopoetic Context of the Novels

Discussion of the mythopoetic context implies a detailed coverage of the “presence” of numerous references to mythology in the text of both novels. The intertextual interpretation of both novels with bringing the Bible into as a preecedent text is impossible to be called an innovation in literary criticism. This aspect in studying the novel “The Blinding” is brought out in a number of works by foreign and domestic literary critics (Bartsch, 2007; Greiner, 1999; Schutti, 2006; Shastina, 2013 and others.). The literary discourse of Bible is attractive for Canetti as an artist. Blindness, transformed into a blinding as a reflection of the new reality, occurred to him under the influence of the fine arts. He perceived painting by Bruegel “Six Blind Men” as the embodiment of blindness, Rembrandt’s canvas “Blinding of Samson”, on the contrary, fixes a process of blinding which will end with blindness. It is generally known that the source to inspire Rembrandt and Canetti is the Bible - The Book of Judges (Ch.16,15-30) which gives only few lines of the history of blinding. The biblical story of blinding becomes a central motif in the novel by Canetti, the author brings the Bible into the present tragedy.

The third chapter of the novel “The Blinding” the title of which is “The World in the Head” describes reflections of George Keane, a doctor of psychiatric clinic and his arguments with his elder brother. The author introduces the biblical story of creation of the world into the narration: “He filled the two rooms with the world. He created what he needed, and after his six days, on the seventh, got it. Instead of resting on his laurels, he presented language to his creation”(Canetti, 2000, p. 431) (“Er bevölkerte zwei Zimmer mit einer ganzen Welt. Er schuf, was er brauchte, und fand sich nach seinen sechs Tagen am siebenten darin zurecht. Statt zu ruhen, schenkte er Schöpfung eine Sprache”) (Kanetti, 1999, p. 441).

Transformation of the biblical image is illustrated in the chapter of the novel “Jude and Savior“ („Judas und der Heiland“), we are talking about the film “The Last Supper“, which Theresa saw in the cathedral. The well-known parable of the feast of Jesus Christ and the twelve apostles, when he predicted the betrayal of Judas is presented as if inversely, because the interpretation of Teresa, which is a militant ignorance, leads to a complete distortion of the biblical story.
Peter who identifies himself with Christ is associated by Theresa with Judah; Teresa, who dreams about “an interesting person” imagines herself to be a white dove, the symbol of the Holy Spirit; Grub, “an interesting person”, in fact, the greedy trader, is transformed in the eyes of Teresa in the Savior.

In Platonov, one can trace numerous allusions to biblical stories to be subjected to all sorts of transformations. The stepbrother of the main character - Prokofy Dvanovgotov, brings his stepbrother to Zakhar Pavlovich for “rublyovka”, which is a direct allusion to Judas’s betrayal. “Travel with an open heart” brings chaste Alexander Dvanov together with Jesus Christ. Nikitok from the gang of anarchist Mrachinsky, intends to shoot Alexander, he sees him as the Saviour, and the rib of the Virgin, and all the Christian generation (Platonov, 1990, p. 98).

In the novel “Chevengur”, according to N. M. Malygina, “there are a lot of hints” that indicate that Alexander Dvanov – “a chevengur Christ” (Malygina, 1995, p.39). Therefore, it is logical that “before Easter Zakhar Pavlovich made a coffin for his adoptive son “as the last gift to his son from master-father” (Platonov, 1990, p.80), which, fortunately, was not necessary, because there were the resurrection. Chevengur appears to be as a handmade model of “creation of the world”, the world has its ways and customs, its morality, its time, its opposition to the death, its expectation of a “second coming” of Christ.

4. SUMMARY

The perspective of the study of the art world of Austrian writer Elias Canetti and Russian writer Andrei Platonov proposed in this paper opens up new prospects for studying their works in the context of European literary process of the first third of the twentieth century. The distinctive national identity to be inherent in both authors, paradoxically, reveals much in common, although it is clear that each of them is governed exclusively by individual principles in art. The history of writing of both novels points to the deep connection with the crisis era of the turn of the centuries.

The study of functioning of the biblical myth in the text space of the novels enables to expand understanding about writers’ mythological thinking, to see the point of value judgment about the being, to follow the evolution of the artists’ ethical and philosophical views.

It was crucial for Canetti and Platonov to create “their own” language, on the one hand, being in tune with the times, on the other hand, allowing the reader to plunge into the sphere of everyday life, there is no boundaries between reality and unreality. This explains the presence of linguistic paradoxes in the text of novels. “The stylistic convergence” is also found in the fact that both authors make full use of the potential of the experienced speech which creates a unique tone, indicates the special nature of the imagery of idiostyle that highlights the problem of the personality of the artist-thinker, “standing test of time”.

5. CONCLUSION

When characterizing the novel of mythopoetic context, we will talk about the originality of Canetti’s and Platonov’s artistic world, the possibility to learn and reflect era through mythological images. Canetti’s and Platonov’s referring to the biblical myth as the most frequent precedent text indicates that the literary discourse of the Bible has influenced the formation of their idiostyle. The analysis of biblical motifs helps to better understand the dynamics of the author’s value attitude to the being, indicating the genetic closeness of their perception of the world with mythopoetic traditions.

It turned out to be productive the use of intertextual and intermedia methods of analysis which made it possible to trace the intertextual interaction, interaction of literature and arts (Canetti), to identify the role of precedent text, which contributed to disclosing the mechanisms of reception of the Bible in the text of
the novels “The Blinding” and “Chevengur” finding out the elements of transformation of biblical motifs and author’s myth.

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REFERENCES


LITERARY CRITICISM OF HUMOR MAGAZINES IN ESTABLISHING OF THE LITERARY HIERARCHY

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ABSTRACT
The article uses the methods of literary studies, historical psychology, history and cultural studies to analyze the problem of formation of literary reputation and literary hierarchy on the material of the beginning of the 20th century. The aim of the article is to find out how public influenced the formation of literary hierarchy. Humor magazines are a specific source that reflects features of mass reader’s reception of writers. It is a material which rarely reflects in other sources and requires a specific form of analysis. The article uses rare primary sources, introduced here for the first time. It also tries to show the connections between the M. Nordau’s theory of degeneration and the attitude of humor magazines towards Russian modernists. Consciously if not, humor magazines found in literary production of decadents the same symptoms as Nordau did in his book. And the Nordau’s idea of «critical police» proposes a convenient way of describing that attitude.

Keywords: literary hierarchy, humor magazines, literary reputation, Russian literature, public, reader

INTRODUCTION
The phenomenon of the writer's popularity in Russia in the early twentieth century is determined by many factors. These are an artistic level of his works and the influence of individual critics with certain literary tastes. But the writer’s popularity may eventuate not from the quality of his works. This is often fashion for a writer. So, Chekhov’s glory was given “standing ovation” at his appearance [Skabichevsky 1905]. After Maxim Gorky, “ovations” in relation to the writers have become commonplace, though not long: Leonid Andreyev, Evgeny Chirikov, Konstantin Balmont, and so on, in turn, were all the fashion.

That is why early in the twentieth century there were critique attempts to discuss cultural problems of literary reputations, sometimes strange and unusual.

It should be noted first of all that literature reflects the fundamental features of collective concepts and collective fantasies, symbolically embodies the ideologies of the time. It is this basis on which the relationship of the writer with his readership is build [Laurenson D., Swingewood A. 1971; Berger 1977; Borenstein 1978; Ward 1974; Cavelti 1976 Schonert 1985; Jameson 1981; Krylov 2014; Safiullina 2012]. Critic L. E. Obolensky notes that the interest in this or that writer characterizes primarily the society “who are carried away by him”, and by the features of the writer, we can judge about the mood, needs and spiritual state of society [Obolensky 1903].

MATERIALS AND METHODS
To understand the literary reputations of the writers of the early twentieth century in Russia, which determined the literary hierarchy at the beginning of the formation of mass society in the country, it is not enough to refer only to the articles and books of professional criticism. What are the reasons of it?

In 1880s professional criticism of so-called “thick magazines” in Russian literature formed the reputation of writers. As noted by I. Kondakov, the distinguishing feature of literary criticism in Russia as a cultural phenomenon was its “struggle with the literature” - the struggle for influence on the minds and the moods of the reading public, for hegemony in culture and social life, the criticism advocated the unification, including art phenomena that were to reflect the life only that way but not otherwise [Kondakov 1997]. By the early twentieth century, the situation had changed dramatically - the Russian public at large to be given the “right to vote” contributed to the glory of a writer, all the more so that it was the beginning of the twentieth century - the time of active participation in the life of the mass of human culture [Khrenov 2002 ; Zorkaya 1976]. All this fundamentally changes the methodology for the study of literary process and range of materials used.

But where is this opinion fixed, where could it be preserved?

For example, in the Russian humor magazines «Шут» / “Shut” (Jester), «БУДИЛЬНИК» / “Budilnik” (Alarm Clock), «Развлечние» / “Razvlecheniye” (Entertainment), «Оса» / “Osa” (Wasp) and others, humor is focused on mass tastes, “intellectual proletarians” - officials, journalists, doctors, high-school teachers. These publications can give a representative and interesting picture of tastes of public at large.

The results of continuous examination of annual sets of these publications show that literary and would-be literary life had become a part of everyday life by the turn of the twentieth century. Laughter requires instant recognition, the literature at the beginning of the twentieth century is known so that there is no need to explain, anticipating a comic verse, what are “In My Dreams” or “Vanyushin’s Children” - everyone knows that these are the plays by Vladimir Nemirovich-Danchenko and Sergey Naidenov.

RESULTS AND DISCUSSION

In their feuilletons comic publications referred to the names that firmly entrenched in the literary hierarchy. The characters of parodies and satirical articles appeared to be “canonized” literary men having received the status of classic during their lifetime. Such writer was Lev Tolstoy.

Tolstoy in the last decades of his life was perceived by the public not only as a writer but as a teacher of life with his moral preaching who put erring humanity on the right track. And hence the focus of the magazine humouristics proved to be not so much the features of his poetics as the most expressive aspects of Tolstoy's teachings:

“- And tell me, don’t you know what Lev Tolstoy’s opinion about women ... - Do you know that he was against marriage! - I’m not talking about marriage, but about women in general... For example, concerning the statues and paintings depicting the bathers ... - Yes, yes! By the way, this is a very interesting question! The interviewers have missed this and do not ask his opinion on this subject! - I think that he cannot give a negative answer on this point! - Do you believe that he does not mind the image of bathers? On what grounds? - For goodness' sake, he is for the “simplification”, and only what can be simpler than the bather’s costume! - However, he himself does not wear a bathing suit! - So it could be for a different reason: he is an old man and he is simply cold ...” [Oskolki (Fragments) 1910 №25]..

The objects of parody are three aspects of Tolstoy's teachings, that determine the perception by mass public of the man of wisdom from Yasnaya Polyana: 1) critical attitude to marriage reflected in the story
“The Kreutzer Sonata”; 2) specific understanding by Tolstoy of the tasks of art, most fully expressed in his treatise “What is Art?”, in particular, rejection of the demonstration of the naked female body, 3) Tolstoy’s preaching of simplification, in a lower light literary narration towards walking in “bathing look”.

Another characteristic feature of Tolstoy's teachings which could not be overlooked by humouristics was vegetarianism: “Striking inventions begin: one of the characters of stories by Gorky, that is, a tramp, has invented ... a vegetarian coat. The vegetarian coat is made not from “meat”, but almost from paper. It is said that it, nevertheless, keeps warm. Having learned about the invention, the Moscow reporters immediately ran to Lev Tolstoy to get his opinion of the vegetarian sheepskin coat. Of course, a great writer praised the vegetarian coat out of his kindness!” [Oskolki (Fragments) 1901 № 36].

These examples illustrate the change in perceiving Tolstoy, happened in the minds of the general reading public. Tolstoy-the teacher of life has replaced Tolstoy-the writer once and for all. The enormous authority that Tolstoy had is the authority of a public figure having the necessary influence in the eyes of the public so that his point of view on all issues became the subject of the public’s keen interest. It is no coincidence that in the two feuilletons there precisely Tolstoy’s view appears to be in the spotlight. It is appropriate to recall also the letters sent in a stream to Yasnaya Polyana, with requests to represent his attitude to the most diverse topics or give advice in a difficult life situation.

Anton Chekhov was the second after Tolstoy in public conscience. In early 1900s, the adoration of Chekhov in Russia can be compared only with the attitude to Pushkin. Neither Tolstoy nor Gorky caused such adoration.

Chekhov’s admirers from Yalta who were called “antonovkas” (a play on words - a word is derived from the name of the writer Anton and at the same time it indicates a sort of apple) became not less well-known than Chekhov himself: “They are found in the city of Yalta and engaged in “adoring” the author of “Three sisters” Chekhov. In Yalta, where A. P. Chekhov lives, an army of unbearably hot admirers of his talent called there by “Antonovka” has been formed. They are chasing along the seafront of Yalta after the writer, studying his suit, walk, trying anything to attract his attention, etc. - In short, make a number of absurdities. <...> Trying to shake off somehow, Chekhov has given them his unnecessary jacket backed with fur, and the admirers are wearing it now put on the pole with ribbons around the city, performing light dances around the jacket ...” [Strekoza (Dragonfly) 1902].

That humouristics has defined the characteristic features of Chekhov's poetics - long before serious criticism or study of literature did it. As noted by A. P. Chudakov, the impersonators noted odd and “unnecessary” details, Chekhov’s system of leitmotifs, pauses (which continue “five minutes and a half”), sounds, independent life of the material world, and others. [Chudakov 1999].

Chekhov's prose was recognizable as well. As the writer E. Petrov notes: “It is very easy to parody Chekhov. One can simply dictate stories “in imitation of Chekhov’s” (a story a day)to a stenographer. And the horror is that they will be similar to the original for all their impenetrable mediocrity, and they can be printed” [Petrov 1939]. Many Chekhov's devices were parodies by A. Izmailov: “I threw my hat on the balcony and walked to the arbor. She was standing by the pillar, tall, pale in the moonlight, with a austere, beautiful face. “It is wet after the rain”, - she said distractedly, with a shake in her voice, and I have realized that she was saying: “I love you”. Then I silently hugged her and began longingly kissing her moist lips, hands, eyes. She told me she had loved me for a long time that I was the best in the world, talented, strong, handsome, and there were uninteresting dull characters without color around, and her husband was the waiter, and she asked me to take her with me” [Izmailov 2002]. As noted by I. Sukhikh, making a parody of the fact that “the main instrument of the emotional impact proves to be the structure of the speech – “rhythm system of phrases, famous triple repetitions that create a singsong-
melancholic melody of Chekhov's prose, the situation smacks of memories, always attaching a sad, nostalgic tinge to the story: there are no winners in the dispute over time” [Sukhikh 2007].

Against this background of the recognized writers (Tolstoy, Chekhov) there appeared strange young people – the modernists. And the readers had to understand how to treat them.

In 1890s, the modernists are often characters of legends to drawings, sketches, humorous poems. They ridiculed the image of not only the authors-symbolists, but wider - the image of a decadent as a person in general whose appearance, behavior are showed off from the common representation. The fact that the decadents ended up on the pages of comic magazines indicates that by the early 20th century a decadent image had been formed in the minds of Russian society. And if the literary production actually of Russian modernists, with some exceptions, remained the property of the small number of connoisseurs, the figure of the decadent as a strange man who writes incomprehensible (and therefore funny) texts deeply entrenched in the minds of the reading public.

This new cultural phenomenon demanded to be explained. And mass consciousness, a sensitive barometer of which was a humorous magazine, tried to interpret “strangeness” and “ambiguity” of the modernist poetry by desire for deliberate originality: “- Women’s eyes, legs, arms, lips were sung of. I will sing of what no one have sung so far in a woman! <...> I will sing of women’s nostril. And not even just the nostril - green nostril! - Why green?! - This is more original ...” [Oskolki 1900 № 36]. However, there were also more prosaic explanations, the phenomenon of decadence was often interpreted by humor magazines as an expression of mental affection and weakness of mind. The authors of satirical articles, intentionally or otherwise, succeeded here Max Nordau, who saw similar symptoms in the “new art”, and whose book “Degenerating” had a great influence at the turn of the century. Avryl Pyman wrote: «Nordau defined the subject of his book <...> as a pathological condition not inconsistent with talent, or even genius. He considered its appearance in art in the second half of the nineteenth century as symptomatic of a social disease which in France (and afterwards in all other civilized countries) had been labeled “fin-de-siècle”, but which might be more justly termed “fin-de-race”, or even “fin-de-classe”. The symptoms of “degeneracy” Nordau defined as unhealthy nervousity, moral idiocy, “cyclic” states of depression and exaltation, mysticism, childishness, atavism, an intellect so enfeebled as no longer to be capable of thinking in terms of cause and effect, and extreme subjectivity, sometimes passing into diagnosable egomania» [Pyman 1994].

From this point of view Russian society were not immune against that new disease. And the symptoms similar to those marked by Nordau, were found by the authors of Russian humorous press, to have committed themselves to the role of “critical police” challenging unhealthy phenomena by their being ridiculed. So, many authors alert against the dangers that lie in wait for the public not ready for clash of artistic practice of modernists. It was necessary to begin the struggle with making a diagnosis. And we read in the feuilleton “Writers’ Diseases”: “Oclusion of cerebral arteries. This disease state affects all decadents of literature” [Oskolki 1900 № 36]. Another diagnose is made in feuilleton by Grack with the characteristic title “The Experienced or the Story of a Psychopath. Psychopathic Play in 5 Acts”, the character’s name of which is Barbara Dekadentovna [Oskolki 1901 №6]. In the “Announcements”, decadent became like harmful insects, being obviously “the symbolic epidemic“ carriers: “The liquid to eliminate the decadents, symbolists and impressionists. The price per vial is 50 k.” [Oskolki 1910 № 58 (№ 1516).

The reviews on works by modernists were placed in humor magazines as well. The humorous review on Andrew White’s novel “Silver Dove” says that the character of the novel first “was in love with the lovely, nice, interesting and intelligent young lady Katya, but then he deserted her and had intimacy with dirty and ugly baggage Matrona”. The reviewer advances the following suggestion: “The character of the novel could not find satisfaction in love to a beauty because a beauty was far from nature, because she
had too much artificial grace. Much better <...> is the case if to fall in love with speckled and snub-nosed Matrona, with her underarms, which reeked of “direct” sweat”. One calls Oscar Wilde to be Bely’s predecessor, who also wanted to “see beauty, not where it is universally recognized, but where personal ego sees it” [Oskolki (Fragments)1910 № 34 (№ 1542).

SUMMARY

So, comic press was a mirror that reflected the tastes and moods of the general reading public. Without claiming, in contrast to the professional critics, to be thoroughly analyzed, it recorded the most recognizable features of a variety of cultural phenomena of early twentieth century. All this makes reference to the production of humor magazines being prerequisite for the in-depth examination of the readers’ preferences and a place of the writer in the literary hierarchy.

The authors and readers of comic magazines reflected on what was inherent in “teachers of literature”, i.e., Lev Tolstoy and Anton Chekhov, pinpointing the “weaknesses” of their literary personality and poetics. The reader of the early twentieth century had to embed unusual representatives of modernist trends into the literary hierarchy, to work out new evaluation criteria. Then what are the recognizable features of the image of a decadent and how can they be appreciated against the background of those who have been recognized as “classics” during their lifetime? Note: 1) The reference to “the habit of all authors-decadent” lies in the fact that they do not condescended to the interpretation for the astonished reader of all “strangenesses” contained in their works, often due to the fact that they themselves could not explain them; 2) reproaches upon decadents-writers who had not been able to do without “poring over” unsolved mystery, who went on the way of other writers that filled their works with mysteries and riddles; 3) mysticism opposed to the generally accepted aesthetic norms 4) references to the name of Oscar Wilde who had a reputation of a radical aesthetic provocateur in the general public, as one of the sources of influence on Russian decadents.

CONCLUSION

Humorous publications were a kind of “critical police” in literature. On the whole, the general reader’s point of view of the problem of the literary hierarchies presented in humor publications, can be considered as the position of “common sense”, having its own restrictions and advantages, but being extremely important for the study of the literary process, so long as it shows how divergent an officially accepted history of literature (in which Tolstoy, Chekhov and modernists are equally important in the hierarchy of the writers of early twentieth century) and reading history of literature to have clearly built a hierarchy are: Tolstoy, then Chekhov and modernists are excluded from the literary process at all.

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ATYPICAL EMPLOYMENT CONTRACTS: BETWEEN FLEXIBILITY OF THE LABOR MARKET AND THE PROTECTION OF WORKERS' RIGHTS

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ABSTRACT
In article are considered issues of legal regulation of atypical employment forms in the key of Flexicurity conception. Authors analyze positions of Russian and foreign (P. Blanpain, M. Weiss, W. Daubler, M. Freedland, N. Kountouris) researchers by issued of determination of traditional employment and also of atypical forms of employment. The latter is related to individualization and differentiation in legal regulation of labor relations, atypical employment agreements. Particular attention is paid to classification of atypical employment agreements. Positive and negative expressions of atypical employment forms are distinguished. Authors had made an effort of determination of legal limits of flexible employment in conditions of labor market instability. Such limits should become, first of all, international principles (prohibition of discrimination in labor relations, prohibition of forced labor etc.) and international standards of labor rights, and also the established by law minimum level of labor rights and guarantees (national standards of labor rights). A conclusion is made that the use of flexible forms of employment should be directed at provision of decent work for everyone. In regard on atypical employment the ILO Program "Decent labor" should serve as generally acknowledged standard.

Keywords: atypical employment agreements, atypical employment, Flexicurity, labor relations, decent labor

INTRODUCTION

The need of amplification of flexibility of state-legal regulation of labor market is considered by many researchers within last decades as imperative, caused by objective requirements of contemporary innovative economic. The initial is the accordance to three major markets providing functioning of market economic: capital, goods and labor. Mobility of capital and goods markets in conditions of globalization and fast development of technologies is practically unlimited. In this connection the labor, employees eventually, have to adapt for these changes, i.e. to be flexible (mobile). On ability of contemporary labor law to acquire the necessary flexibility depends, to significant degree, its survival as necessary and important for society social institute.

In such conditions the special significance is acquired by atypical (flexible) labor agreements, whose
growth of number and increase of role is noted by practically all authors analyzing tendencies of development of contemporary labor law. So, rather consequentially this tendency was noted in articles of authors of collection "Labour Law in the Post-industrial Era" (Aldershot, 1994) [1], prepared by leading European specialists on labor law. To similar conclusions came scientists - authors of bulky edition "The idea of Labour Law" (Oxford, 2011) [2]. In similar key was writing participants of other resonant collections, for example, "Labor market in XXI century: in search for flexibility and protection" (Vilnyus, 2011). In Russian science of labor law the first one who wrote in this aspect about flexible labor agreements was I.Ya, Kiselev [3]. This problematic in their previous researches was touched by authors of this article too [4, 5, 6, 7].

The significance of atypical (flexible) labor agreements predetermines the need of their further study and stipulates the objective of this work. Realization of stated objective is achieved via analysis if law construction of labor agreement in the key of major tendencies of labor laws development in post-industrial era.

METHODS

Historical-legal method of research was applied at analysis of labor relation evolution from traditional forms to atypical (flexible) employment.

Sociological method was applied at research of expressions of flexible labor relations in contemporary society, and also at detection of positive and negative results of growth of number of atypical labor agreements.

Comparative-legal method of research allowed to compare the degree of flexibility of labor relations and their legal regulation in different countries and to select models of flexibility models on this basis.

Application of formal-law method of research allowed to separate types of atypical labor agreements and limits of their flexibility.

DISCUSSION

In scientific literature under traditional employment (on basis of typical labor agreements) is usually understood the employment by hiring: 1) in regime of full working day, 2) on basis of term-less labor agreement, 3) on stationary work place under direct management and control of employer. The stated model existed in more or less manner up to 1970s, when mass spread began to be received atypical (flexible) forms of employment, deviating from described standard.

Sociologists and economists understand under flexibility of labor relations the following: a) flexibility of hired employees, i.e, their readiness to change of profession, "life-long learning", to autonomous labor activity and acceptance of independent decisions, to intellectualization and informatization of labor (adaptivity); b) flexibility of salary (its individualization in labor agreements and bit its setting in tariff agreement or by state pricing); c) labor flexibility, i.e readiness to change the place of work once in several years, including the readiness to move into other location for work, spreading of term labor agreements (mobility); d) time flexibility (growth of number of working places with partial or unregulated working day, with "flexible" schedule of working hours, with shift works, with necessity to work in weekends and holiday days, overtime works etc.).

From the point of view all this falls into frames of individualization and, partially, differentiation of labor relations. In the first case is involved the mechanism of agreement individualization of labor condition namely at the level of individual labor agreements. In the second case is involved the mechanism of
differentiation of legal regulation of labor relations, including statutory legal acts on labor, local statutory acts and statutory conditions of collective agreements, establishing peculiarities of legal regulation of atypical forms of employment. This allows to consider flexibility if labor relations at two levels, i.e. regulation in agreement procedure and regulation in statutory procedure.

On basis of combination of differentiation and individualization can be separated 3 models of labor relations flexibility. 1) individual flexibility, where the basis are individual relations between employee and employer (Great Britain, Ireland); 2) flexibility where an important role in regulation of atypical labor relations belongs to state (France, Spain, Finland; Russia gravitates toward this model too); 3) agreement flexibility, where the leading role is played by collective contracts and agreements (Denmark, Germany, Netherlands).

Atypical (flexible) labor relations are mediated by atypical (flexible) labor agreements that can be divided into two types:

1) traditional atypical labor agreements that were legalized already at the beginning of the second half of XX century.

2) non-traditional atypical (flexible) labor agreements emerged mostly in the last quarter of previous century.

To the first, traditional ones, can be related: 1) agreements on temporary employment - these are term labor agreements [8]; 2) agreements on partial employment - these are agreements for not-full (shortened) working time (on not-full working day and (or) working week) [9]; 3) agreements on flexible working time [10] - these are agreement on work with flexible schedule of working time; agreements on work with summary account of working time (including annual working hours). To the second, non-tradition ones, are related: 1) agreements on labor beyond the major office, including with remote employees (computer home-workers. teleworkers) [11]. We should note that labor agreements with traditional home-workers rather belong to the first group, but their meaning had significantly reduced; 2) agreements on borrowed labor (in Russian version - on provision of employees (personnel)); 3) agreements on working places division [12]4 4) agreement on work by call.

It is obvious that innovative economic anticipates the extension of atypical (flexible) labor agreements application. Furthermore, universality of labor law based on unity of natural-legal and positivist origins allows to spread this institute on other spheres of professional labor activity application that are different from traditional hired labor (labor of professional sportsmen; labor of state civil and municipal servicemen; labor of persons undergoing alternate civil service, attorneys, policemen etc.). In fact we can state the general tendency of extension of labor law standards action sphere extension in order of social protection of law rights of these categories of employees.

But atypical employment can have both positive and negative consequences. First are connected to objective reasons of atypical employment growth. They can be divided into two groups. First, this is the objective need of separate categories of employees in job positioning, for whom a full employment is complicated or undesirable due to some reasons (elder employees, lone mothers, parents with many children, unemployed youth without professional skills, persons freed from detention facilities, invalids, persons combinint work with study etc.) atypical employment allows workers to combine work by hire with performance of family duties, participation in social life, support of health, study etc. Second, the atypical employment is dictated by objective need of the market in mobile labor force, caused by globalization, decentralization and specialization of production and also by emergence of new technologies. Employment of specialists in field of information technologies had a flexible nature by
Negative consequences of atypical employment spreading are associated, first of all, with absence or reduction of social protection, warranties of employees' labor rights, with absence of perspective of professional development. Because the employer is not interested to invest funds in increasing of employee's professional qualification. To social costs of non-standards forms of employment can also be related the limitations in access to receiving of social payments and services (pension, medicine service, payment for days of illness etc.).

Modern sociologists and philosophers see as negative expression of atypical employment also the formation of new class, along with proletariat that is called precariat. Its major feature is the unstable condition ("cutdown status"), incomplete of temporary employment, not related to presence of traditional labor agreement [13]. In this category falls, first of all, migrants and refugees, yous starting the labor activity, persons of elder age, persons, freed from detention facilities, trainees etc. It's not a coincidence that atypical employment more and more often is called unstable, even in statutory acts. This gave the grounding for British scientists-laborers M. Fridland and N. Kaunturis to change the traditional "binary system" of relations on labor. It was reduced to labor and civil-legal relations or, as variant, dependent and independent relations. They proposed to separate three types of relations:

1) protected relations on labor, where the working person uses the maximum amount of rights and is substantially protected from negative, destabilizing impact of market. By sense this employment is mediated by typical labor agreements.

2) autonomous relations on labor, where the working person did not received any substantial warranties from employer. In this case it appears that civil-legal agreements are meant.

3) unstable relation on labor, comprising elements of both relations groups [14].

CONCLUSIONS

Increase of labor agreements' flexibility is the general tendency for majority of countries, because is considered as one of the major measures directed at support of innovation economic.

But flexible labor agreements, mediating the atypical employment can had their "pluses" and "minuses". Positive moments are stipulated by a certain degree of stability of atypical labor relations and equality of employees rights in traditional and non-traditional sectors of employment. A new concept emerged, the principle of Flexicurity "flexi-reliability (flexi-stability)" that suggests organic unity of two origins in legal regulation of labor relations: flexibility and security (protection, stability).

Negative consequences are related to reduction of professional level of employees, worsening of their physical and moral condition due to terminal nature of their demand, weakening of professional connections and extension of abilities for evasion of labor legislation standards. More and more attention is emphasized on interests of consumers and not on interests of employees; on the latter social labor costs start to be transfered.

The stated leads to the conclusion that deregulations by separate issues should be accompanied by amplification of regulation in other spheres, such as prohibition of discrimination in labor relations, regulation of labor of persons working at dangerous productions, protection of personal data of employee etc. [15]. Amplification of flexibility in regulation of labor relations brings into order of business the issue of atypicality (flexibility) limits, as which should act, first of all, 1) generally accepted standards and principles of international labor law, and also 2) branch principles (prohibition of discrimination in labor
In acts of International labor organization (ILO) is noted the need of combination of warranties if employees protection and simultaneous flexibility for enterprises, stability of labor relations and mobility of labor resources. Flexible forms of employment should first of all provide everyone with decent work, and in this connection in relation to atypical employment as generally acknowledged international standard should serve the ILO Program "Decent Labor" [16] that included the conception of "social security" as its necessary constituent. And labor rights should become the determining factors of man's self-realization, his personal development.

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LEGAL NATURE OF ENHANCED COOPERATION ACTS
AND THEIR PLACE IN THE SYSTEM OF EUROPEAN LAW

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ABSTRACT
The article defines the legal nature of enhanced cooperation acts, their main characteristics and the place in the system of European law. Acts of enhanced cooperation are the agreements concluded using the European Union institutions in the form of international treaties, binding only for several (at least nine) participating European Union Member States. Enhanced cooperation acts serve the major objectives of the European Union, foster its integration process. The authors substantiate the conclusion that acts of enhanced cooperation are not a part of the system of European law, but if all or the majority of EU Member States join the specific policy of enhanced cooperation, such acts can be incorporated into European Union law and, therefore, become a part of European law.

Keywords: acts of enhanced cooperation, the system of European law, European Union, the European Union law.

1. INTRODUCTION

The problem of advanced cooperation of the states isn't new in science of the European law. The general questions of the legal concept of advanced cooperation, such as concept, models, signs and functions of advanced cooperation, have found reflection in works of both foreign, and domestic scientists. [1] Value and need of studying of institute of advanced cooperation for the European law are in detail proved. [2] The present article is devoted to studying of separate aspect of the concept, namely the legal nature of acts of advanced cooperation of the states and their places in system of the European law. Relevance of a research of these questions is caused by the cardinal changes made by the Treaty of Lisbon about reform to structure of the European law. And value of the formulation of the question and his consideration through a prism of practice of implementation of advanced cooperation of the states increases in connection with the beginning of use of this mechanism within the European Union. He defines the correct understanding of a coverage of such acts, legal obligation of their provisions, a possibility of the appeal in a judicial proceeding, etc.

2. DATA AND METHODS.

The analysis of sources has allowed to carry out use of a general scientific method of a research of deduction. Structural components of cooperation of the states are as a result defined. Legal methods of a research provide an opportunity to estimate practice of legal regulation of the contractual relations and legal interaction of the states of partners. Philosophical methods have allowed to formulate conclusions on the basis of the available doctrinal doctrines.

3. RESULTS
It is important to note that we don't find a specification of a legal form of acts of advanced cooperation in foundation agreements of the European Union though norms on advanced cooperation are present at the specified texts, since 1997. For the first time acts of advanced cooperation are mentioned in the Amsterdam contract of 1997 which in paragraph 2 of the article K.15 spoke about acts and decisions made for implementation of close cooperation [3].

The Nizzsky contract provided in paragraph 1 of article 44 that for adoption of the acts and decisions necessary for implementation of advanced cooperation, the relevant institutional provisions of the present contract and the Contract establishing the European Community [4] will be applied. Such acts and decisions didn't make a part of acquis communautaire of the Union.

The contract establishing the Constitution for Europe told nothing about legal character of acts of advanced cooperation. Only in paragraph 4 of the article I-44 it was emphasized that the acts adopted in the sphere of advanced cooperation will be obligatory only for the member states participating in advanced cooperation [5]. They weren't considered as a part of acquis which has to be accepted by the candidate states on accession to the Union.

The contract on the European Union and the Contract on functioning of the European Union (in edition of the Treaty of Lisbon) also don't define the legal nature of acts of advanced cooperation. A form, an order of adoption of such acts contracts are held back. The contract on the European Union in article 20 only confirms that the acts adopted within advanced cooperation have binding force only for the member states participating in it. They aren't considered as achievements which have to be apprehended by the candidate states on accession to the Union [6]. The contract on functioning of the European Union provides that the Commission of the European Union takes the necessary transitional measures concerning application of acts which have been already issued within advanced cooperation (article 331) [7].

Resolving an issue of the legal nature of acts of advanced cooperation, we will rely on practice of advanced cooperation in the European Union. She demonstrates establishment of the relations of advanced cooperation between member states of the European Union even long before legal regulation of those in foundation agreements. These are the Schengen agreements, regulations on the economic and currency union, contracts on accession of the new states to the European Union, etc.

The Schengen law is, first of all, Schengen agreement of 1985 and the Convention of 1990 on application of the Schengen agreement of June 14, 1985, and also regulations adopted by the Schengen executive committee.

The economic and currency union has been founded in 1992 by the Maastricht Treaty about the European Union (paragraph 2 of article 4). The protocol to it contains special provisions in the relation of Great Britain, Denmark and Sweden. Later regulations of Council and decisions of the European Council in this area have been made.

Contracts on accession of the new states to the European Union are contracts between the member states of the European Union and the states entering into Alliance.

Since 2010 advanced cooperation is established according to the mechanism provided by foundation agreements of the European Union. It is about standards of the procedure of a divorce in international marriages and system of the European patent. [8]

Thus, acts of advanced cooperation are international legal agreements of member states of the European Union. The Amsterdam and Nizzsky contracts didn't consider them as a part of acquis communautaire (the communitarian law of the EU) which had to be accepted by the candidate states on the accession to
the European Union. After the reforms undertaken by the Treaty of Lisbon as a result of which the law of the EU has completely replaced the communitarian law [9, with. 21], it is important to define how acts of advanced cooperation correspond to the law of the EU. And whether they will become ever his part?

That acts of advanced cooperation aren't considered as a part of the law of the EU, that is the main component of the European law it is possible to assume that the specified acts will appear as a specific part of the European law. It is represented that the specified acts will be acts of the international public law as make out the relations between subjects of the international public law – sovereign member states of the European Union, the laws and obligations for them arise for the states accepting them, but not directly for legal entities and citizens of these states [10, with. 192].

Let's define the place of acts of advanced cooperation in the structure of the European law offered by domestic lawyers [11].

So, it is possible to proceed from the concept of the European law of professor L. M. Entin who considers it in a vertical and horizontal cut. By consideration of the European law in a vertical section professor L. M. Entin subdivides it into norms primary (standards of foundation agreements of Communities and the Union), secondary (legally obligatory instructions published by institutes of the European Union) and the tertiary law (the "complementary", that is additional law which source are the agreements and conventions signed by member states) [12, with. 93-97]. So, in our opinion, acts of advanced cooperation can't be referred to standards of primary law as they aren't standards of foundation agreements. They can't be also referred to the secondary law as the last unites legally obligatory instructions published by institutes of the European Union. Hardly it is possible to refer acts of advanced cooperation to the tertiary law, the agreements and conventions adopted within the tertiary law are obligatory for all member states and are subject to unanimous ratification by the last.

It is more difficult to define the place of acts of advanced cooperation by consideration of a horizontal cut of the European law. That, according to professor L. M. Entin, consists of (1) law of the European Union and (2) provisions of the European system of protection of human rights [13, with. 97-98]. It is obvious that acts of advanced cooperation don't belong to one of the specified components.

4. CONCLUSIONS.

Thus, acts of advanced cooperation are formed along with the law of the European Union. They contain necessary potential to become subsequently a part of the law of the Union.

In our opinion, acts of advanced cooperation aren't a part of the system the European law, and make the potential European law.

In favor of our statement we will adduce a number of arguments:

1. According to the article 43(1)(j) of the Nizzsky contract advanced cooperation "is open for all member states" the European Union. This situation had to be interpreted in total with the provision of article 43. In the Nizzsky contract which regulated the specified situation in more detail, namely: advanced cooperation at his establishment is opened for all member states of the European Union and remains open for them according to articles 27 at any time. E and 40. In real contracts and article 11. And Constitutive treaty of the European Community. And, the Commission of the European Union and member states participating in advanced cooperation tried to encourage participation as it is possible bigger number of member states in the advanced directions of cooperation.
According to the Contract on the EU and the Contract on functioning of the EU, it is expected that all member states of the European Union will become participants of advanced cooperation sooner or later.

So, paragraph 1 of article 20 of the Contract on the EU says that "advanced cooperation is open for all member states according to article 328 of the Contract on functioning of the European Union at any time". The last specifies that advanced cooperation at his establishment is open for all member states with the reservation on need of observance of the possible conditions for participation recorded by the decision on authorization. Advanced cooperation equally is open for them in any other timepoint with the reservation on need of observance of above-mentioned possible conditions, and also the acts which are already issued in this framework.

The commission of the European Union and member states participating in advanced cooperation care for promoting participation as it is possible bigger number of member states.

Paragraph 2 of article 20 of the Contract on the EU establishes that the decision authorizing advanced cooperation is accepted by Council as a last resort when Council establishes that the purposes pursued by this cooperation can't in reasonable time be reached by the Union in general. Moreover, this point establishes quantitative a level for such cooperation, namely, "that not less than nine member states participate in it".

2. Advanced cooperation according to the article 43(1) (a) of the Nizzsky contract "has been intended to promote achievement of the objectives of the Union and Community, to protect and provide their interests and to advance their integration process".

According to paragraph 1 of article 20 of the Contract on the EU, "advanced cooperation is intended to promote achievement of the objectives of the Union, to protect his interests and to strengthen his integration process". Article 334 of the Contract on functioning of the EU provides that Council and the Commission provide the sequence of actions taken within advanced cooperation and also coherence of similar actions with policy of the Union, and cooperate for this purpose.

3. Advanced cooperation is carried out with use of institutes of the European Union. Earlier article 43 (1) of Nizzsky the contract provided that the member states of the European Union intending to carry out advanced cooperation can use the institutes, procedures and mechanisms provided by the present Contract and the Constitutive treaty of the European Community provided that the planned cooperation "respects … the uniform institutional mechanism of the Union".

Point 1 article 20 of the Contract on the EU states that member states which wish to establish among themselves advanced cooperation within non-exclusive competence of the Union can use his institutes.

4. Spheres in which advanced cooperation is carried out, are defined in the Contract on the EU and the Contract on functioning of the EU. So, according to paragraph 1 of article 329 of the Contract on functioning of the EU, it is the spheres provided by Contracts except spheres of exclusive competence of the Union. Procedures of implementation of advanced cooperation are defined in articles 329-331 of the Contract on functioning of the EU.

The specified arguments speak well for the fact that acts of advanced cooperation aren't acts of the European law, but have certain features which will allow them to be further incorporated in the law of the European Union, so to become a part of the European law.
We can define acts of advanced cooperation as the acts formed with use of institutes of the European Union in the form of the international legal contracts and agreements obligatory only for a part (at least nine) member states of the European Union.

Thus, acts of advanced cooperation represent the special acts which are formed along with the traditional European law and obligatory only for a certain circle of member states of the European Union. Acts of advanced cooperation promote formation of vanguards within the European Union which it is possible to call "the unions in the Union".

Some acts of advanced cooperation can become a part of the law of the European Union. There is it in case of joining of all or the majority of member states of the European Union to a certain policy of advanced cooperation. Has so resulted from incorporation of the Schengen agreements and regulations on the currency union.

On the basis of the aforesaid it is possible to reveal the following features of acts of advanced cooperation. They:

1. have conventional character;
2. are obligatory only for the states participating in advanced cooperation;
3. are directly applied in territories of the participating member states;
4. get under jurisdiction of Court of the European communities.

On the basis of the analysis which is carried out by us, we have come to understanding that advanced cooperation has formed the basis of the structure of the European law.

5. SUMMARY

So, according to most of domestic scientists which we join, the European law consists of two beginnings: international beginning and supranational beginning. "Initially and by definition this legal system unites two main components. Precepts of law, acts, having the source international legal by the nature, act as them, on the one hand; on the other hand - precepts of law which source are the acts issued by institutes of the EU." [14, with. 40-41]. The international beginning materializes in such sources of the law as international legal contracts, and the supranational beginning in regulations, directives and other regulations adopted by institutes of Community and the Union. The first group can include acts of advanced cooperation.

Thus, acts of advanced cooperation are the agreements concluded with use of institutes of the European Union in the form of the international legal contracts obligatory only for a part (at least nine) member states of the European Union. Acts of advanced cooperation in case of joining of all or the majority of member states of the European Union to a certain policy of advanced cooperation can be incorporated further in the law of the European Union, so, to become a part of the European law.

CONFLICT OF INTEREST

Authors confirm that the submitted data don't contain the conflict of interests.

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LEGAL NATURE OF ENHANCED COOPERATION ACTS AND THEIR PLACE IN THE SYSTEM OF EUROPEAN LAW

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The analysis of sources has allowed to carry out use of a general scientific method of a research of deduction. Structural components of cooperation of the states are as a result defined. Legal methods of a research provide an opportunity to estimate practice of legal regulation of the contractual relations and legal interaction of the states of partners. Philosophical methods have allowed to formulate conclusions on the basis of the available doctrinal doctrines.

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It is important to note that we don't find a specification of a legal form of acts of advanced cooperation in foundation agreements of the European Union though norms on advanced cooperation are present at the specified texts, since 1997. For the first time acts of advanced cooperation are mentioned in the Amsterdam contract of 1997 which in paragraph 2 of the article K.15 spoke about acts and decisions made for implementation of close cooperation [3].

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The contract on the European Union and the Contract on functioning of the European Union (in edition of the Treaty of Lisbon) also don't define the legal nature of acts of advanced cooperation. A form, an order of adoption of such acts contracts are held back. The contract on the European Union in article 20 only confirms that the acts adopted within advanced cooperation have binding force only for the member states participating in it. They aren't considered as achievements which have to be apprehended by the candidate states on accession to the Union [6]. The contract on functioning of the European Union provides that the Commission of the European Union takes the necessary transitional measures concerning application of acts which have been already issued within advanced cooperation (article 331) [7].

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The Schengen law is, first of all, Schengen agreement of 1985 and the Convention of 1990 on application of the Schengen agreement of June 14, 1985, and also regulations adopted by the Schengen executive committee.

The economic and currency union has been founded in 1992 by the Maastricht Treaty about the European Union (paragraph 2 of article 4). The protocol to it contains special provisions in the relation of Great Britain, Denmark and Sweden. Later regulations of Council and decisions of the European Council in this area have been made.

Contracts on accession of the new states to the European Union are contracts between the member states of the European Union and the states entering into Alliance.

Since 2010 advanced cooperation is established according to the mechanism provided by foundation agreements of the European Union. It is about standards of the procedure of a divorce in international marriages and system of the European patent. [8]

Thus, acts of advanced cooperation are international legal agreements of member states of the European Union. The Amsterdam and Nizzsky contracts didn't consider them as a part of acquis communautaire (the communitarian law of the EU) which had to be accepted by the candidate states on the accession to
the European Union. After the reforms undertaken by the Treaty of Lisbon as a result of which the law of the EU has completely replaced the communitarian law [9, with. 21], it is important to define how acts of advanced cooperation correspond to the law of the EU. And whether they will become ever his part?

That acts of advanced cooperation aren't considered as a part of the law of the EU, that is the main component of the European law it is possible to assume that the specified acts will appear as a specific part of the European law. It is represented that the specified acts will be acts of the international public law as make out the relations between subjects of the international public law – sovereign member states of the European Union, the laws and obligations for them arise for the states accepting them, but not directly for legal entities and citizens of these states [10, with. 192].

Let's define the place of acts of advanced cooperation in the structure of the European law offered by domestic lawyers [11].

So, it is possible to proceed from the concept of the European law of professor L. M. Entin who considers it in a vertical and horizontal cut. By consideration of the European law in a vertical section professor L. M. Entin subdivides it into norms primary (standards of foundation agreements of Communities and the Union), secondary (legally obligatory instructions published by institutes of the European Union) and the tertiary law (the "complementary", that is additional law which source are the agreements and conventions signed by member states) [12, with. 93-97]. So, in our opinion, acts of advanced cooperation can't be referred to standards of primary law as they aren't standards of foundation agreements. They can't be also referred to the secondary law as the last unites legally obligatory instructions published by institutes of the European Union. Hardly it is possible to refer acts of advanced cooperation to the tertiary law, the agreements and conventions adopted within the tertiary law are obligatory for all member states and are subject to unanimous ratification by the last.

It is more difficult to define the place of acts of advanced cooperation by consideration of a horizontal cut of the European law. That, according to professor L. M. Entin, consists of (1) law of the European Union and (2) provisions of the European system of protection of human rights [13, with. 97-98]. It is obvious that acts of advanced cooperation don't belong to one of the specified components.

4. CONCLUSIONS.

Thus, acts of advanced cooperation are formed along with the law of the European Union. They contain necessary potential to become subsequently a part of the law of the Union.

In our opinion, acts of advanced cooperation aren't a part of the system the European law, and make the potential European law.

In favor of our statement we will adduce a number of arguments:

1. According to the article 43(1)(j) of the Nizzsky contract advanced cooperation "is open for all member states" the European Union. This situation had to be interpreted in total with the provision of article 43. In the Nizzsky contract which regulated the specified situation in more detail, namely: advanced cooperation at his establishment is opened for all member states of the European Union and remains open for them according to articles 27 at any time. E and 40. In real contracts and article 11. And Constitutive treaty of the European Community. And, the Commission of the European Union and member states participating in advanced cooperation tried to encourage participation as it is possible bigger number of member states in the advanced directions of cooperation.
According to the Contract on the EU and the Contract on functioning of the EU, it is expected that all member states of the European Union will become participants of advanced cooperation sooner or later.

So, paragraph 1 of article 20 of the Contract on the EU says that "advanced cooperation is open for all member states according to article 328 of the Contract on functioning of the European Union at any time". The last specifies that advanced cooperation at his establishment is open for all member states with the reservation on need of observance of the possible conditions for participation recorded by the decision on authorization. Advanced cooperation equally is open for them in any other timepoint with the reservation on need of observance of above-mentioned possible conditions, and also the acts which are already issued in this framework.

The commission of the European Union and member states participating in advanced cooperation care for promoting participation as it is possible bigger number of member states.

Paragraph 2 of article 20 of the Contract on the EU establishes that the decision authorizing advanced cooperation is accepted by Council as a last resort when Council establishes that the purposes pursued by this cooperation can't in reasonable time be reached by the Union in general. Moreover, this point establishes quantitative a level for such cooperation, namely, "that not less than nine member states participate in it".

2. Advanced cooperation according to the article 43(1) (a) of the Nizzsky contract "has been intended to promote achievement of the objectives of the Union and Community, to protect and provide their interests and to advance their integration process",

According to paragraph 1 of article 20 of the Contract on the EU, "advanced cooperation is intended to promote achievement of the objectives of the Union, to protect his interests and to strengthen his integration process". Article 334 of the Contract on functioning of the EU provides that Council and the Commission provide the sequence of actions taken within advanced cooperation and also coherence of similar actions with policy of the Union, and cooperate for this purpose.

3. Advanced cooperation is carried out with use of institutes of the European Union. Earlier article 43 (1) of Nizzsky the contract provided that the member states of the European Union intending to carry out advanced cooperation can use the institutes, procedures and mechanisms provided by the present Contract and the Constitutive treaty of the European Community provided that the planned cooperation "respects … the uniform institutional mechanism of the Union".

Point 1 article 20 of the Contract on the EU states that member states which wish to establish among themselves advanced cooperation within non-exclusive competence of the Union can use his institutes.

4. Spheres in which advanced cooperation is carried out, are defined in the Contract on the EU and the Contract on functioning of the EU. So, according to paragraph 1 of article 329 of the Contract on functioning of the EU, it is the spheres provided by Contracts except spheres of exclusive competence of the Union. Procedures of implementation of advanced cooperation are defined in articles 329-331 of the Contract on functioning of the EU.

The specified arguments speak well for the fact that acts of advanced cooperation aren't acts of the European law, but have certain features which will allow them to be further incorporated in the law of the European Union, so to become a part of the European law.
We can define acts of advanced cooperation as the acts formed with use of institutes of the European Union in the form of the international legal contracts and agreements obligatory only for a part (at least nine) member states of the European Union.

Thus, acts of advanced cooperation represent the special acts which are formed along with the traditional European law and obligatory only for a certain circle of member states of the European Union. Acts of advanced cooperation promote formation of vanguards within the European Union which it is possible to call "the unions in the Union".

Some acts of advanced cooperation can become a part of the law of the European Union. There is it in case of joining of all or the majority of member states of the European Union to a certain policy of advanced cooperation. Has so resulted from incorporation of the Schengen agreements and regulations on the currency union.

On the basis of the aforesaid it is possible to reveal the following features of acts of advanced cooperation. They:

1. have conventional character;
2. are obligatory only for the states participating in advanced cooperation;
3. are directly applied in territories of the participating member states;
4. get under jurisdiction of Court of the European communities.

On the basis of the analysis which is carried out by us, we have come to understanding that advanced cooperation has formed the basis of the structure of the European law.

5. SUMMARY

So, according to most of domestic scientists which we join, the European law consists of two beginnings: international beginning and supranational beginning. "Initially and by definition this legal system unites two main components. Precepts of law, acts, having the source international legal by the nature, act as them, on the one hand; on the other hand - precepts of law which source are the acts issued by institutes of the EU." [14, with. 40-41]. The international beginning materializes in such sources of the law as international legal contracts, and the supranational beginning in regulations, directives and other regulations adopted by institutes of Community and the Union. The first group can include acts of advanced cooperation.

Thus, acts of advanced cooperation are the agreements concluded with use of institutes of the European Union in the form of the international legal contracts obligatory only for a part (at least nine) member states of the European Union. Acts of advanced cooperation in case of joining of all or the majority of member states of the European Union to a certain policy of advanced cooperation can be incorporated further in the law of the European Union, so, to become a part of the European law.

CONFLICT OF INTEREST

Authors confirm that the submitted data don't contain the conflict of interests.

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REFERENCES


THE METHODOLOGY OF RESEARCH OF ATYPICAL ELEMENTS OF THE FORM OF GOVERNMENT

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ABSTRACT
In domestic legal science is absent the theoretical understanding of what elements compose state government and how among them are expressed atypical ones, how they are functioning: develop and improve the state government or vice versa, make a negative impact on it, lead to its degradation, i.e. mechanism of emergence and functioning of atypical elements of form of state government is not disclosed neither in legal doctrine of law nor, of course, in any legislation sources. Multiple and quickly replacing each other or overlaying each other social-political-legal processes lead to impregnation of cloth of state government if not a completely new institutes than such amendments that are correcting the development of statesmanship and thus need theoretical comprehension.

Atypical elements are legal result of course of complicated and controversial social-political-legal practices, and their research allows to understand in deep and exact manner, first, how functions and develops the state government, and second, what should be done for its strengthening and counteraction top destructive factors.

Keywords: form of government, untypical elements, innovative elements, element-anachronism, disfunction of state government

1. INTRODUCTION
In domestic legal science is absent the detailed theoretical understanding not only of what elements compose state government but also of how among them are expressed atypical ones, how they are functioning: develop and improve the state government or vice versa, make a negative impact on it, lead to its degradation, i.e. mechanism of emergence and functioning of atypical elements of form of state government is not disclosed neither in legal doctrine of law nor, of course, in any legislation sources. Multiple and quickly replacing each other or overlaying each other social-politic-legal processes lead to impregnation of cloth of state government if not a completely new institutes than such amendments that are correcting the development of statesmanship and thus need theoretical comprehension.

Both separate elements and form of state government of contemporary states in general are developing dynamically. At this very often such development has a destructive nature and leads to degradation of state government. In this connection we can say that on not always positive experience of these states [1; p. 326] should learn Russian legislators and government leaders and learn respective lessons in sphere of
state government, and problem of atypical elements of form of state government has for domestic law not only mere theoretic but also a completely sensible practical interest.

Within recent several years the mismatch of state government forms of any state to prevailing in the world ideas of its democracy (or typicality, standardness from point of view of separate institutions) was often used as a reason for establishment of uncharacteristic state institutes and models, including via not too peaceful methods. Since recent times such type of forces export of democracy became one of serious problems in sphere of international relations. That's why the accumulation of sufficient experience and knowledge about such conflict situations makes their quality analysis necessary. About this was speaking the President of Russia Vladimir Putin in his speech at plenary session of jubilee 70th session of UN General Assembly on September 28, 2015: "We all are different, and this should be regarded with respect. Nobody should adapt to one model of development, acknowledged by somebody as once and forever only one right... Export of social experiments, attempts to accelerate changes in one or another countries, based on their ideological settings, often led to tragic consequences, led not to progress but to degradation" [2].

2. MATERIALS AND METHODS.

Methodology of atypical elements of state government research includes: 1) conceptual provisions on which the research is based; 2) methods in possession of subject - researcher; 3) tactics and strategy of research. Let's consider the first element of methodology in more details. Research of atypical elements of state government form lead to the development of theoretical knowledge about the system (form) of state government in statics and dynamics (because the form of government is not only legal but also a factual; construction [3; P. 204]). In statics it includes state and non-state institutes, subjects, ideology, resources and methods, values, regulators. And in majority of these elements can exist atypical expressions. In dynamics these elements can interact in process of law realization, extralegal or even criminal activity. At this one should see the differences between statics and dynamics is state government. Defects (destructive elements) on dynamic level (on level of "alive law", "alive constitution") are expressed both in form and in content and provoke social-legal conflicts [4; P. 25].

3. RESULTS.

On for of state government in general and on emergence of atypical elements in it in particular impact multiple factors that are in fact the most important precondition of such elements emergence [5; P. 79-80]. To the number of factors impacting at state government and emergence of atypical elements in it are related the following:

a) internal - drawbacks immanently inherent to form itself, strive to improve the state government, interaction of higher bodies of state power, national traditions and customs [6], religious and national composition of population, proportion of social and political forces and their conflict, level of culture, first of all legal, historical development, economic conditions, mentality of population, court practice;

b) external - impact of humanistic ideas and institutes, foreign experience, migration of constitutional ideas and legal transit [7; P. 532], spreading and perception of general human values in more and more states, information impact (information war of both internal and external destruction instotutes and subjects).

Separately should be distinguished such factor as objective law. It is capable to positively and negatively, via law realization, to impact at state in general and its form of government. Negative role of the law is expressed in excessive number of defect standards (defects of law), for example, corruptiogenic standards, outdated standards, contradictions between standards of the law etc. Negative impact of
objective law at state government increase multiply when private and public subjects are actively and purposefully use defects of law in their activity.

At contemporary state positively (at certain conditions negatively too) impacts not all objective law, but only those standards that are directly addressed to the state, i.e. strengthening its government system, structure of administrative-territorial arrangement of state bodies, state social-legal regime, competence of one or another state body, determine social-legal status of state serviceman, regulate relations between servicemen of different level and structural sub-division of state power.

Atypical forms of state government are divided into innovative and archaic (anachronisms). First ones are results of improvement of state government quality in accordance to dynamic of society and state development. In ideal such positive dynamics have to be initiated, effectively supported, and if necessary - to be protected and defended by state [8; P. 37]. Atypical elements-anachronisms are related to outdated of separate elements of form of state government. Innovative and archaic atypical elements in structure of state government can perform both constructive and destructive functions.

Atypical forms of state government do not exist in contemporary world, all of them are classical (typical) in their basis, but have atypical elements in structure. Even state government of USSR represented classical republican form of government with a large number of atypical elements.

To determine existence of atypical element on example of one state is very difficult, more reasonable from methodological point of view to do it in result of research of large number of states and within more lengthy period of time [9; 20] (at this an important role is played by creatively comprehended and constructively applied in system methods: structurally-functional, system-structural, comparatively-legal [11], comparatively-historical [12; P. 11]) and already on example of this group of states, on basis of this empiric knowledge can be detected atypical elements in particular states. Mechanism of emergence of atypical elements-innovations include such stages as articulation, institutionalization, formalization in law, estimation of effectiveness, acceptance of decision about use or refusal from use, traditionalization (tolerance). For atypical elements-anachronisms is consists from such stages as reduction of use activity, refusal from use or continuation of use, estimation of effectivity, de-institutionalization, de-articulation.

4. CONCLUSIONS.

Atypical elements can be expressed at different levels of state government form (doctrine, normative or legal-realizational), in its functions and signs. So, for atypical elements can be related the existence of institute of non-citizens in Baltic states, existence in some states of rules on holding of state jobs by national-ethnic sign (so called "Lebanon model"), use of criminal methods of power, extremely wide authorities of presidents in some South American and African states or long history of wide application of state of emergency in state government [13; P. 1812], factual absence of limitations for re-election of presidents in Middle Asian republics, presence in some states of collegial head of state etc.

In case when atypical elements of form of state government reaches in it the critical amount and had a destructive nature, functioning of form of state government can be violated: emerges the disfunctionality of state government, i.e. impossibility of achievement os set goals and tasks in activity of subjects of state government. This is expressed in non-quality results of functioning of state government. These results are no according to existing resources and means; the main this is that they (results) are nor adequate to essential challenges of practice, destabilize vital activity if a man, social group, society, state [14; P. 126-127].

At analysis of legislation and social-politic-legal practices (including non-formal) in form of state government of the Russian Federation ca be detected several atypical elements, which, without changing
the from of state government with republican, are making certain corrections in it, in result of which many researchers are making the conclusion about "superpresidential" or other peculiar nature of Russian form of state government. In particular, the absence of detailed analysis of procedure of replacement of job of the President of the Russia Federation in case of simultaneous incapacity to perform duties by him and the Chairman of the Government of the Russian Federation. At this the post at the fact of the existing gap is to a certain degree complemented by provisions of Federal constitutional law "on the Government of the Russian Federation" (ch. 8) is not only not solving the problem by in aggregation with that fact that the structure of federal bodies of execution power is determined by orders of the President of Russia, creates even more legal uncertainty.

5. CONCLUSION

Stable effective and dynamically developing in accordance to legal procedures interaction of contemporary society and state is in many ways connected to institutional-organizational construction of system (form) of state government. It is not accidentally that all information attacks and even direct violent actions of terrorist organization, unfriendly states are finally directed at its erosion and destruction. This system is integrated into national and international practices, first of all at institutional-organizational level, and it under constant impact from their side. Atypical elements are legal result of complicated and controversial processes of practice. Research of atypical elements in the system of state government allows to deeply and accurately understand, first, how state government functions and develops, particularly its institutional-organization structure; second, what should be done for its strengthening and counteraction to destructive factors etc.

In spite of absence of theoretical developments on this question, participants of state government, legislators, government leaders, need a sufficiently developed quality theoretic knowledge about atypical elements that can emerge in form of state government, for understanding of their possible positive and negative impacts on society and state. Such knowledge should promote acceptance of proper political and management decision by government leaders. IN context of development of quality theoretical knowledge on atypical forms of state government a great significance for legal science and practice gains the formation of integral conceptual apparatus of researches phenomenon and complementing of conceptual apparatus of theory of state and law in general.

CONFLICT OF INTERESTS

Authors confirm that above provided data do not contain conflict of interests.

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REFERENCES

THE STATE ANTI-CORRUPTION POLICY IN THE RUSSIAN FEDERATION

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ABSTRACT
The object of investigation is anti-corruption policy of the Russian Federation. The study aims to examine the normative legal acts of the Russian Federation that form the legal basis of the state anti-corruption policy. The article states that the anti-corruption policy is one of the priority directions of the state policy and has for its object to combat corruption, determine the main vectors of activity of the state in perspective, work out measures for fighting corruption, identify and overcome its social component.

In the process of writing this article we used the general scientific methods of research (logical analysis and synthesis, functional and historical and legal methods) and as hoc methods. The methodology of the research was made up primarily by normative legal acts of the Russian Federation as well as works of Russian scholars who studied the foreign experience on this issue. As the result of studying, the authors have concluded that the national policy on combating corruption in the Russian Federation is fully consistent with international standards and principles and should be developed towards improving the legal framework and institutional mechanisms to fight corruption.

Keywords: corruption, anti-corruption policy, state anti-corruption policy, combating corruption, anti-corruption legislation, national plan, national strategy.

INTRODUCTION

Corruption is a phenomenon that reflects the level of development of the society as well as the state and the entire legal and political system. Corruption comes into existence and changes together with the state and its institutions.

V. Koop notes that corruption as an anti-social phenomenon has a destructive impact on all legal institutions, as the result of which the established rules of law are replaced by the rules dictated by the individual interests of those who are able to influence the representatives of the government and ready to pay for it [1].

It is obvious that combating corruption should be one of the priorities of state policy (it should be noted that based on the content of many normative legal acts, it is really such).

Understanding the experience of combating corrupt practices is essential in view of the attempts to improve anti-corruption policy in government, including the legislative level as well.

METHODS

In the process of writing, general methods of scientific knowledge were used. The specifics of the theme led to the use of formal legal and comparative legal research methods. Thus, the formal legal method was
used to determine the methodological aspects of anti-corruption policy in the Russian Federation. The comparative legal method was used to analyze a foreign experience on the issue under study and various rules of legislative acts of the Russian Federation.

The empirical base of the study was primarily the normative legal acts of the Russian Federation as well as the scientific research of the Russian and foreign scholars.

**THE MAIN BODY**

At the present time, a variety of scientific papers covering anti-corruption have appeared. Several foreign authors deal in their works with various aspects of the organization of combating corruption in state and judicial authority [2, 3, 4].

At the same time, when studying anti-corruption policy which is highlighted in many writings of many legal scientists, actually there has not been fully worked out the scheme which would determine such important aspects of development and implementation of anti-corruption measures such as: disclosure of anti-corruption policy and its social properties; definition of the content and mechanism of carrying out of the measures against anti-corruption; a complex analysis of anti-corruption policy and its relations with other areas of legal protection of citizens' rights and freedoms - criminal law, administrative and legal, disciplinary, civil law, etc.

In this connection, the main line of state policy in the sphere of national and public security over long-run prospect should be the improvement of normative and legal framework to prevent and combat corruption [5, p. 15].

Investigation of the role of anti-corruption policy shows that it is one of the priority lines of state policy and aims at fighting corruption, determining the main vectors of activity of the state for the future, developing the measures to combat corruption, exposing and overcoming its social component.

The legal concept of anti-corruption policy is a fundamental structural unit which connects all other elements of the state-legal mechanism for combating corruption with direct real forms of its manifestation. It reflects the real life phenomenon and brings it in the legal framework [6, p. 21].

Anti-corruption policy is a science-based, systemic lawmaking activity and the activities of the institutions of civil society aimed at combating and preventing corruption in order to reduce its negative influence on the life of the state, society and individuals associated with the elimination of causes and conditions that lead to its occurrence [7, p. 46].

The objectives of anti-corruption policy is the most comprehensive fair protection of rights and freedoms of natural and artificial persons, strengthening legality and the rule of law, increasing the level of legal culture.

It follows from the above-formulated notion of “anti-corruption policy” that the main measures of combating corruption are legal means.

The effectiveness of legal influence is predetermined by the selected areas of implementation of legal policy, addressing issues of institutionalization and instrumental entity [8, p. 19].

The purpose of legal means of fighting corruption is the law-governed state with the developed institutions that would make it possible for social mechanisms of the state working effectively, carrying
out social reforms, improving the efficiency of the national economy, fostering respect for the state in society on the whole as well as for public authorities in particular [9, p. 7 - 8].

At the same time, the main purpose of the legal means of combating corruption is to ensure the rights and freedoms of the individual.

It should be noted that for a long time, the development of anti-corruption legislation of the Russian Federation has surpassed the formation of anti-corruption legislative framework of the federal level.

The researchers note that taking into account the importance and necessity of combating corruption as well as the inaction of the federal authorities in this field, separate regional bodies of state power and their senior officials have begun to form their own legal framework for combating corruption, including own regional anti-corruption legislation [10, p. 8].

However, admission of the problem of combating corruption offences in one of the key lines of the state legal policy of the Russian Federation has resulted in intensification of legislative activity in terms of standardization and universalization in the national law of principles and norms of the international law. On the basis of generally accepted norms of universal and regional nature, enshrined in the Criminal Law Convention on Corruption ETS № 173 of January 27, 1999 and the United Nations Convention against Corruption of October, 31 2003, in Russia there was created the national mechanism for countering the mentioned socio-legal phenomenon.

In order to implement the state policy on combating corruption a decree of the President of the Russian Federation of May 19, 2008 № 815 “On Measures to Combat Corruption” has been issued, which initiated the foundation of the anti-corruption system in the Russian Federation.

The National Anti-Corruption Plan was approved by the Decree of the President of the Russian Federation of July 31, 2008, the main purpose of which was to prepare and submit to the State Duma of the Federal Assembly of the Russian Federation the draft of the Federal law “On Combating Corruption”, and which was implemented on December 25, 2008, resulting in the Federal law “On Combating Corruption”.

The Federal law of December 25, 2008 № 273-FZ “On Combating Corruption” formulates the fundamentally important notions such as “corruption”, “anti-corruption”, states the basic principles of anti-corruption, establishes institutional framework for combating corruption, the measures on preventing corruption, the main lines of activity of the state bodies to improve the effectiveness of anti-corruption, lays the basic foundations of restrictions on the rights and freedoms of persons holding public offices and positions of governmental service.

The adoption of the Federal Law № 172-FZ “On the Anti-Corruption Expertise of Legal Acts and Normative Legal Acts” of July 17, 2009 was conducive to the sequential solution of the problem of anti-corruption at the state level.

The next stage in the development of the normative legal framework for combating corruption becomes the statement by the Decree of the President of the Russian Federation of April 13, 2010 № 460 of the National Anti-Corruption Strategy and the National Anti-Corruption Plan for years 2010 - 2011.

By the decree of the Government of the Russian Federation of June 10, 2011 № 1021-r, the Conception of reducing administrative barriers and increasing the availability of public and municipal services for 2011 - 2013 was subject to the regulation. Based on the Decree of the President of the Russian Federation of March 13, 2012 № 297 “On the National Anti-Corruption Plan for 2012 - 2013 and Amendments to
Certain Acts of the President of the Russian Federation on Combating Corruption”, the organizational and practical measures on dealing with this kind of crime were specified. The effectiveness of anti-corruption legislation was contributed to by the adoption the Federal Law № 230-FZ of December 32012 “On the Control Over Expenditure of the Persons Taking Public Posts and Other Persons of Their Income”.

Taking into account the existing legal realities, another measure on optimization of the national mechanism for combating corruption-related crimes was the publication of the Decree of the President of the Russian Federation of April 11, 2014 № 226 “On the National Anti-Corruption Plan for 2014 – 2015”. The basis of the implementation of the state policy on combating corruption was “anticipatory” model of legal regulation, including the tendencies of corruption-related crimes, namely the state, structure, dynamics and determinants at the transnational, international, national and regional levels.

The following stage of optimization of the national mechanism for combating corruption crime is the improvement of the national normative legal framework through the development by the Government of the Russian Federation and the presidium of the Presidential Council of the Russian Federation for combating corruption related projects, that provide a detailed regulation of institutional framework for anti-corruption in the Russian Federation. The projects the model provisions for commissions to coordinate the work of anti-corruption in the Russian Federation as well as the offices of the state power of subjects of the Russian Federation on the prevention of corruption and other offenses are designed to promote the optimization of counteraction of corruption criminality. The functions of development and introduction and consultative and methodological support of the measures for the prevention of corruption in the organizations and supervision of the implementation of these measures are subject to the standard-reserving for the relevant federal executive authority. The part of the regulation of the legal responsibility to determine the legal nature of violations of prohibitions and restrictions, non-fulfillment of duties instructs detailing of the system measures of the property liability for corruption offenses, the normative consolidation of legal, organizational and ethical foundations of organization and tactics of carrying out inspections of compliance with the established prohibitions and limitations, organization and tactics of protection of those persons who report cases of corruption.

The state policy of combating corruption today is defined by the National Anti-Corruption Plan for years 2016 - 2017, by the approved Decree of the President of the Russian Federation of April 1, 2016 № 147. The activities of the present National Plan are aimed at achieving the following main objectives:

improving the legal framework and institutional mechanisms to prevent and detect the conflict of interests in respect of the persons holding positions, which are liable to take measures to prevent and resolve the conflict of interests;

improving the mechanisms for control of expenditures and conversion of the property of the state into income in respect of which no information confirming its acquisition on the lawful income has been presented;

improving the efficiency of anti-corruption in the federal bodies of executive power and state bodies of the subjects of the Russian Federation, revitalizing the activities of the units of the federal state bodies and the bodies of the subjects of the Russian Federation on the prevention of corruption and other offenses as well as the commissions on the coordination of anti-corruption in the Russian Federation;

improving the efficiency of anti-corruption in procurement of goods, works and services for state and municipal needs;

the growing influence of ethical and moral norms in the observance by the persons who take public positions of the Russian Federation, state posts of the Russian Federation, municipal offices, the positions
of state and municipal services, prohibitions, restrictions and requirements established for the purpose of combating corruption;

the increased use of the mechanisms of international cooperation for detection, arrest and return the assets being received as a result of committing the crimes of corruption from foreign jurisdiction;

improving the efficiency of the advocacy and awareness-raising measures aimed at creating in society a climate of intolerance to corruption practices.

RESULTS

The result of the study was the statement of the following regulations:

- corruption is a phenomenon that reflects the level of development of the society and the state and the entire legal and political system;

- one of the key measures of combating corruption is the right as a means of normative legal influence aimed at overcoming and preventing the occurrence and development of corruption [11].

- the state policy on combating corruption in the Russian Federation is fully consistent with the international standards and principles;

- combating corruption at the state level should be a complex of measures taken in relation to corruption on creating the atmosphere of inadmissibility, intolerance in society through enhanced information influence on the institutions of government and civil society, implementation of educational measures in the field of legal pressure;

- the state policy of combating corruption in the Russian Federation should improve the legal framework and institutional mechanisms of combating corruption.

CONCLUSION

Thus, taking special measures to reduce the level of corruption criminality at the national level implies implementation in the system of public authorities and self-government of activities of the bodies of state control (supervision) and institutions of civil society, approval by the government of the activities of non-state institutions, public associations of citizens consolidating within the legal field of the efforts on preventing corruption-related crimes [12, p. 46]. The state policy on combating corruption should be a complex of measures on creating the atmosphere of inadmissibility by expanding the constructive informational influence on the institutions of government and society in relation to corruption as a social and legal phenomenon, implementing educational measures in the field of legal influence.

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THE CATEGORY OF “INCOME” IN THE ALIMONY LEGAL RELATIONSHIP: SEPARATE PROBLEMS OF RUSSIAN LEGISLATION

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ABSTRACT
This article presents and defines the notion and the criteria of the content of the category of “income” as a special inter-branch notion being widely used in the legislation of various industrial branches. The clarification of its nature is of great importance in order to apply this legal category in law-making and law enforcement, in the first place, to achieve maximum efficiency in complying with the balance of interests of the recipients of maintenance being known, as a rule, weak parties of alimony obligations. The features of the definition of “income” in the family and other branches of the national law have been detected. The theoretical researches of the scientists in this field as well as judicial practice of Russia are presented and analyzed. It is proposed to reform the existing income legislation as the basis of implementation of alimony obligations.

Keywords: Alimony obligations; the notion of “income”; inter-branch relations; law of taxation; sale of property.

1. INTRODUCTION

The legal definitions are an integral constituent part used by the legislator in creating and constructing normative material. As a rule, each branch of law has its own conceptual apparatus and operates personal definitive constructions. Thus, the notion of “income” is perhaps inherently, “genetically” more characteristic for law of taxation.

It is the rules of the main codified act of this branch - the Tax Code of the Russian Federation – that fix its official, legal content: “income is recognized as economic benefit in money or in kind, taken into consideration in the case of its possible evaluation and according as such benefit can be evaluated” (Article 41).

The clarification of the term formulated in this way is not free from deficiencies, the mention of which can be found in many specialized scientific papers. So, following the logic of the legislator, the notions of “profit” and “income” should be correlated as a part and the whole, however, these concepts are not discriminated in some cases, i.e. income is used both to refer to gross profit (including costs), and the reference to “net income” (i.e. profit in the classic sense of the word). This fact led to the criticism of the scientists in the field of financial and tax law [1, P. 9].

Some scientists pay attention to a failure of the device chosen by the legislator in the formulation of the definition of the notion under study via the term “benefit”. The meaning of “benefit” implies the existence of some advantages of one person towards another, improvement of his well-being [2, P. 413]. The present state of things does not allow to distinguish between the notions of “profit” and “income” and to find out the solution of the above confusion.

Fitting observation is also that the legal definition of “income” does not include a clarification of the criterion of irreversibility obtained by the taxpayer of the property increment and, therefore, under the strict interpretation of the rules of Article 41 of the Tax Code of the Russian Federation, the funds received, for example, under a contract of loan or credit should also be referred to income [3, P. 19].
Modern normative array in alimony legal relations does not allow to conclude with a certain degree of belief about the exact and complete filling of the revenue sources, on receipt of which the alimony payer is obliged to pay maintenance to the persons specified by law.

As the analysis of foreign literature indicates the normative material of other legal orders is not free from similar problems, in the Russian law of a variety of branches: tax for individuals [4] and legal persons [5], family and law [6], etc. Constantly changing economic and political situation in the world influences the formation of the concept and essence of the list of the profitable components [7, 8].

2. METHODS

According to the Constitution of the Russian Federation in order to create conditions for life of dignity and free development of man in the Russian Federation, a guaranteed minimum wage is established, state support for family, motherhood, fatherhood and childhood is provided (part 2 of Article 7); maternity and childhood and the family are under protection of the state; the care of children and upbringing are the equal right and duty of parents (parts 1 and 2 of Article 38).

Ensuring of the rights of children with adequate protection is one of the most important tasks of the state. This rule is contained not only in the Russian legislation but also in the international treaties and conventions. Alimony payments are of great social importance, the satisfaction of the vital needs of the child depends directly on them. It is of no importance who gets the alimony, the obligation to pay child support is indisputable.

The terminological apparatus of law is fairly considered to be one of the tools to achieve these objectives.

Many legal terms, notions and definitions legally defined for the first time and (or) used in one of the branches of law belong then to a different branch and are applied in other legal fields [9, P. 19]. All the more so that the same requirement is enshrined in law enforcement as well. For the purposes of the provisions of the Resolution of the Plenum of Armed Forces of the Russian Federation and the Plenum of the Russian Federation of June 11, 1999 № 41/9, the notions and terms of civil, family and other branches of legislation of the Russian Federation must be applied in the sense in which they are used in the original branches, unless clear provision for that in the law [10].

In view of the mentioned systemic character of the law, the definition of “income”, being tax and legal category by its nature, is actively used in the legal regulations of other branches of law. Without claiming to completely and comprehensively review the inter-branch relations arising in connection with the use of the notion of “income”, in this article we will touch upon only a few aspects of this concept - alimony in legal relationships.

3. RESULTS

As close as possible to the specified notion in the Tax Code of the RF, the notion is used in the norms of the Criminal Code of the Russian Federation in the field of prosecution for illegal business. However, its content is enshrined not in the text of the very Criminal Code of the Russian Federation, and in the act of judicial practice: part 12 of the Resolution of the Plenum of the Supreme Court of the Russian Federation dated of November 18, 2004 № 23 [11] provides that income in Article 171 of the Criminal Code of the RF should be understood as proceeds from the sale of goods (works, services) for the period of the illegal business activity without any deduction made by the person of the costs associated with the implementation of the illegal business activities.
The category of “income” is widely used in civil law. In the most general sense, the notion of “income” refers to denote yield, products and incomes, considering yield to be “the products of organic development of both animate (animals) and inanimate things”, followed by the essence of another similar notion in both sound and content – “products”- it is used to refer to anything that is received as a result of the productive use of a thing, whether it is a finished product or semi-finished material for further processing” [12, P. 262].

It should be noted that within the same industry the notion of “income” can have several meanings at once. We can meet especially large variety of charging of the term in the family and legal norms, in particular in the analysis of the Resolution of the RF Government of July 18, 1996 № 841 “On the List of types of wages and other income from which minor children are maintained” (hereinafter - Resolution № 841) [13].

Income for child support purposes is recognized, in particular, in all kinds of salary (remuneration, support) and additional remuneration on the main place of work and for part-time work, which parents receive in cash (rubles or foreign currency) and in kind, all types of pensions with consideration for monthly increases, bonuses, promotions and bonuses to them established to separate categories of pensioners, with the exception of survivor's pensions paid by the federal budget, and pay for them at the expense of the budgets of the Russian Federation; scholarships; temporary disability benefits, unemployment only by judgment order for alimony or a notarized agreement on the payment of alimony, etc.

Such content of the notion of “income”, by fixing the list of sources of revenue base, led to the emergence of a number of legal disputes.

So, the reason for hearing of one of the cases in the Constitutional Court of the Russian Federation was the complaint of citizen L. R. Amayakyan. According to «з» p. 2 of Resolution № 841 (in the version being in force at the time of filing the complaint), the alimony deduction is made from the income from entrepreneurial activities without a legal entity.

Citizen L. R. Amayakyan being an individual entrepreneur, who applies the simplified taxation system, considered it illegitimate that it is in arrears in the payment of maintenance for the minor child was calculated from the income from entrepreneurial activities without deducting from there the expenses incurred in connection with the implementation of this activity.

This judicial body, however, recognized this item to be corresponding to the fundamental law of the state, pointing out that the tax law does not regulate the relations connected with the payment of child support [14]. At the same time, there was made a very interesting clause that such a state of affairs, however, does not release the federal legislator from the obligation to specify within the framework of his discretionary powers the order of implementation arising from the p. 2 article 38 of the Constitution of the Russian Federation the parental responsibility, including with regard to the payment of maintenance for minor children by individual entrepreneurs who are referred to the simplified taxation system and the object of the tax revenues.

This is what the legislator has done by amending the above-mentioned item, updating the content of this paragraph as follows: “with income from entrepreneurial activities without establishing a legal entity, defined less the amount of incurred expenses associated with business activities”. Thus, the legislator in this part nevertheless considered it possible to extend the application of tax law in family law relations.

Another stumbling block in the text of the Regulation is the wording of sub-clause in p. 2: “from the amounts of income received under contracts concluded in accordance with the civil law as well as from
the implementation of copyright and related rights, the income received for the execution of works and services, provided by the legislation of the Russian Federation (notary, attorney activities, etc.”).

As rightly noted in the literature, with the literal interpretation of this subparagraph, the alimony, recovered as a share of income would have to be held from the amounts received to the debtor, for example, from the sale of his property (apartment, car, etc.) [15, P. 116]. This in turn confirms the conclusion that “the notion of income received under civil contracts in terms of the calculation of alimony enforced as a share of income of the debtor is absolutely uncertain” [16, P.: 22].

Unlike the previous judicial precedent reviewed, the Constitutional Court of the Russian Federation does not draw a line in this situation.

Examining the constitutionality of this provision, the court came to the following conclusions: the alimony shall be deducted from the proceeds of their payer only for those concluded in accordance with the civil law contracts, by concluding, the person realizes the right to be entitled to everyone to freely use the abilities and property for economic activities not prohibited by the law as well as the right to work (part 1, article 34, part 1, article 37 of the Constitution) [17].

4. DISCUSSION

Despite the fact that the Tax Code of the Russian Federation gives a special interpretation of the term under study, the analysis of practice of its application leads to the conclusion that the meaning varies considerably depending on the industry sector of a particular legal relationship.

Thus, income is considered to be the receipt of the transaction, which the court finds to corresponding to the above criterion, therefore, the resolution of a particular dispute will depend on the discretion of the law enforcer. Does such a conclusion allow to say that the concept of “income” has actually acquired the character of the evaluation? It seems so, because interpretation of a specific transaction and the income derived from the transaction will depend on the discretion of the law enforcer on the basis of specific data in certain situations.

However, whether such a situation is appropriate is the issue completely different, because due to the ambiguity and vagueness of legal provisions, it may lead to a breach of the principle of establishing by law the object of taxation.

The conclusion indicated above has been drawn on the fact that the basis of legal regulation of relations arising in connection with the enforcement of duties of parents to maintain their minor children is the requirement to balance the interests of both parties of alimony relations. Some researchers consider directly the dependence of the revenue base and the state of the situation of children in the family [18].

The next argument is that such income does not have the character of periodicity. Indeed, the sale of the property is a one-time in nature, at the same time the analysis of the same Resolution № 841 leads to the conclusion that the same criterion of periodicity does not meet the categories of income such as the sub-clause “e” (from the amounts paid for the period of employment of being redundant because of liquidation of an organization, implementation of measures on reduction the number or staff); “и” (from the revenues from the lease of the property); “к” (from the income from shares and other income from the participation in the management of the property of the company (dividends, equity unit shares, etc.), etc. Therefore, such feature cannot be the basis of delimitation of income within the meaning of Resolution № 841.

Another reason in favor of the illogicality of this argument can be found in the practice of courts of general
jurisdiction. In particular, when investigating the circumstances of the case, the Presidium of the Moscow City Court recognized the income, by implication of sub-clause on p. 2 of Resolution № 841, to be interests accrued from the deposit amount as income under bank deposit contract [19].

In the literature, to correct such inaccuracies in legislative wording it is proposed to change sub-clause “о” of p. 2 of Resolution № 841: “it should pointed out to the debtor's income from the execution of works and provision of services under civil law contracts – the contractor's agreement and similar agreements” [20, P. 116].

However, in such a situation, it appears that there is infringement of the rights of the recipient of alimony in cases when alimony payer still received a one-time income from the sale of property, such as real estate. It seems that the legislator should clarify the wording of sub-clause rules on p. 2 of Resolution № 841, by having provided for the right to use tax and legal content of the term “income” specified in article 41 of the Tax Code. This is the case, in our view, when the balance of interests of both parties of alimentary legal relationship will be respected in the most equitable way.

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RELATED ROOTS IN THE HUNGARIAN AND TATAR LANGUAGES

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ABSTRACT
The article provides the examples of checking of root degrees of the languages of Hungarians and Tatars since their first resettlement in the region of the Lower Kama in the first millennium AD - the territory of modern Tatarstan from Zainsk to Bavly district inclusive. Objective: The main objective of the paper is the study of the roots of the Hungarian and Tatar languages. Method and methodology of the work. We used a set of methods and techniques of analysis of factual material, the basic of which is a descriptive one as well as the method of comparative-typological analysis, structural method, system and comparative-contrastive of the related roots in the Hungarian and Tatar languages. As a tool for studying we used the Russian-Hungarian online-translator: Translate. google.com, mrTranslate.ru. Result. With a fairly cursory study, 110 related words in the Hungarian and Tatar languages have been found. This points out to the close relationship of the ancestors of the Magyars with the Turkic-speaking peoples. The data presented demonstrate the existence of related roots in the Hungarian and Tatar languages.

Keywords: the Tatar language; dialectology; the Bulgarian state; related roots; linguistics.

INTRODUCTION
The ancestors of the Hungarians (Magyars; Тат. мәҗәрләр) are considered semi-nomads of the steppes to the east of the Urals.

The Hungarian language belongs to the Ural language family of the Finno-Ugric group, it belongs to the Ugric sub-branch.

It is believed that up to V - VI centuries great Ugric linguistic communication covered the territory of modern Republic of Bashkortstan as well as the Chelyabinsk and Kurgan regions [3].

The Hungarians resettled to the territory of the Lower Kama in about the first millennium AD and populated the Bulgarian state. The Hungarians lived in the territory of modern Tatarstan from Zainsk to Bavly regions inclusive. The studies on toponymy by L. Sh. Arslanov confirm this fact [1, 2].

In 1996, in the city of Naberezhnye Chelny there was held the third scientific conference of regional studies, which was timed to the 1100th anniversary of the resettlement of the Magyars from the territory of modern Tatarstan onto the Danube. This event was dedicated to the equestrian transition from the capital of Hungary Budapest to Naberezhnye Chelny. It turns out that the Hungarians moved to the Danube from the territory of modern Tatarstan in 896 and lived together with the Bulgars for 300 - 400 years.
The historical fact is that the Hungarians moved 26 years before the adoption of Islam by the Bulgar ancestors of the Tatars (year 922).

MATERIALS AND METHODS

That time, the Great Bulgar distinguished itself with its unity and military potential. Therefore, it is no accident that in 1223 the Bulgarians were the first in the history to win the Mongol horde. Therefore, the Mongols knew no defeat. The furious leader of the Mongols Subedey had twice attacked the Bulgarian state (in 1229 and in 1232) with 30-40-thousand army. But both times he was defeated in the Zhiguli Mountains and forced to fall back to Asia. In 1236 a large army of 150 thousand horsemen was led by the very Batu Khan. And he chose a defiant strong unified Great Bulgaria to be the first victim among the European states. The capital of state was being stormed for 45 days. The Mongol invaders had broken in Bilyar only after so many efforts.

RESULTS

Thus, three times in 1223, 1229 and 1232 respectively, the Bulgars had not allowed the Mongols to move further west thus saving the Russian principalities and the European countries from enslavement.

R. T. Talibullin, while in the Hungarian city of Szombathely in 1980, paid attention to the similarity of certain words in the Tatar and Hungarian languages. For example, an apple (Hung. alma, Tat. алма), mushroom (Hung. gomba, Tat. гөмбə) and so on [5].

Using modern technology, we carried out a comparative analysis of the Hungarian and Tatar languages to reveal family relations. Below are the results of research.

The words given in the Hungarian and Tatar languages are written in the Latin and Cyrillic alphabets, respectively, but must be read with consideration for the particularities of these languages. Therefore, the completeness and depth of perception of the material presented must be possible when using the Internet - Google Translator (translate.google.com), where one can listen to the pronunciation of each word.

Note that Cyrillic does not reflect the colouring and the fullness of phonation of the Tatar language, but, on the contrary, it misrepresents. When writing the words in Latin, many words of the Tatar and Hungarian languages have the same meaning and sounds.

SUMMARY

Thus, in a rather cursory study we have found 110 related words in the Hungarian and Tatar languages. This proves A. M. Tyurin’s opinion about a close relationship between the ancestors of the Magyars with the Turkic peoples [6]. The studies in this direction are necessary to be continued.

CONCLUSION

The data presented demonstrate the existence of related roots in the Hungarian and Tatar languages.

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The question arises: Are there family roots between the ethnic groups?

To answer it, gene and geographic studies are needed. The latter allow to trace the origin of this or that ethnic group in full.

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ABSTRACT
The interaction of the workspaces required for resources and sub-contractors with the evolving of construction components and also the limited available spaces of worksite lead to time-space conflicts. Alongside, Lack of coverage of workspace information in the classical scheduling techniques make workflow planning actually unrealistic and impractical. To help resolve the conflicts at the lowest time and cost, the tools and processes of Building Information Modeling (BIM) and optimization algorithms seem essential. Methods: In this investigation, the workspaces were created based on the analysis and shaping of construction resources and building elements. Then, the spatial conflicts between workspaces were identifies visually in a time based simulation tool. Finally Wale optimization algorithm (WOA) was implemented for optimizing the outputs variable such as time, cost and workspace simultaneously. The main objective of this research was to implement the integration of visual simulation modelling and optimization algorithm for planning of workspace conflicts. The implementation of the research on the case study showed that the project’s cost and time as well as the number of spatial conflicts decreased dramatically in relation to normal and initial schedule. Also, the 2D trend line of the obtained solution demonstrated that the number of the workspace conflicts decreased as the project’s cost increased. In fact, the visual and numerical techniques were combined to make a basis platform for workflow planning of construction resources and working teams in project sites. This system enables planners to completely understand the number and amounts of conflicts in each days of project, which is impossible without that circumstances.

Keywords: Building Information Modeling (BIM), spatial conflicts, Whale Optimization Algorithm (WOA), Workflow.

INTRODUCTION
Since the available workspaces in project sites are very limited, conducting parallel activities and using of the construction resources in upper-level can lead to time-space conflicts(Akinci, Fischen et al. 2002). Further space conflicts occur at the end of the work, due to the high-volume demand of simultaneous tasks related to several working-teams(Marx and Konig 2013). Therefore, planning these kind of workspaces plays a vital role in proper management of construction projects. On the other hand, the classical methods of construction planning consider only the time factor as the most important constraint in planning and don’t consider the workplace as a main one. These methods have poor performance in detecting the space conflicts in the planning and executive stage of
project (Mallasi 2006). In these techniques, the conditions of the workspaces and resources are coordinated by the users’ mind and cannot be observed on the graph or chart. Therefore, too much reliance on these methods has led to one-dimensional planning process, and the undetected executive conflicts (Heesom 2004).

In nowadays, the 4D CAD technology has advanced much from the 4D visualization stage and the collaborative working model "Architecture, Engineering and Construction," is progressing in the construction industry. Considering the fact that the 4D models have the advantage of the scheduling and design information connection, they play an important role in the construction projects planning (Rohani, Fan et al. 2014). The whole participants of the project may examine not only the three-dimensional model through the project information network, but also the exact time of the project's progress and the resource usage calculation and their costs during a particular period through these models (Wang, Zhang et al. 2004). These models can improve for the deficiency of the previous systems and upgrade the planning.

Lack of coverage of the workspace in the classical construction planning and the multi-dimensional and visual simulation capacity of the workspaces necessitate the visual and formulated planning of this issue. This research by combining Building Information Modeling (BIM) and Whale Optimization Algorithm (WOA) tries to resolve the spatial conflicts and provide the best project's workflow based on the total cost and time. The relation between visual simulation tools and numerical algorithms, not only creates an engineering and tangible basis for planning the work flow, but it also provides an executive and operational vision for the project managers and executive teams. This method also provides a novel approach in the visual management of the workflow using the volume analysis of the construction resources.

**RESEARCH BACKGROUND**

This section provides a widespread and growing review of the conducted studies in different aspects of workspace planning and management of construction projects. This area of research started since the 1990s, and the most prominent and outstanding investigations can be categorized into three complementary temporal stages. The main topics of workspace management during these three periods with regard to the growth of technology and the available tools include: (1) the workspaces definition and allocation, (2) per capita and the volume of resources, (3) space creation techniques, (4) graphical and non-graphical data linking, (5) the spatial congestions and conflicts detection and (6) the tools and techniques of visual simulation models. Since the 1994 – 2002 interval, most studies made use of 2D CAD models instead of the nD modeling in order to show the workspaces, because there were limited available visualization tools during that period. Many attempts were made during this period to define spaces (Thabet and Beliveau 1994, Riley and Sanvido 1995) and to classify them along with the spatial indicators. The suggestion to divide the workspaces into working regions, zones, and units was set forth at the micro level for the first time (Thabet and Beliveau 1997).

The second stage of these studies started in 2002 with the growth of Information Technology (IT) and the development of 4D CAD models. Different methods of semi-automatic workspace creation were presented with regard to the methods and resources of construction activities (Akinci, Fischer et al. 2002). Moreover, theoretical mechanisms were used with the help of geometric equations, for detection and categorization of spatial conflicts and congestion and the critical analysis of spaces (Guo 2002, Winch and North 2006). At this stage, networking techniques (Jang, Lee et al. 2007, Elmahdi, Chen Wu et al. 2011), breaking down the project sites to zones and sections (Jongeling and Olofsson 2007) were among the most widely used techniques that contribute to the simulation models. In some cases, tried to visualize the workspaces in detail using virtual prototyping and industrial simulation tools (Huang, Kong et al. 2007). In the end of this period, the optimization algorithm such as GA and other scheduling techniques such as Location-Based Scheduling (LBS) (Jongeling and Olofsson 2007) were used to quantify the visualization outputs and select the best strategies for the workflow (Jang, Lee et al. 2007, Mallasi 2009).
The third stage of these kind of researches started with the development of programming languages and coding for automatic creation of workspaces in virtual environment. In fact, workspaces required for construction activities were generated according to the construction components and spatial conflicts were identified automatically by combining programming and advanced visualization tools (Marx and Konig 2013). Coding was used in order to shape the workspaces and allocate hybrid geometric volumes based on the building products (Su and Cai 2014). Efforts were continued to formulate the workspaces creation and databases were used for defined spatial samples. Although this area has progressed toward more automated methods of creation, allocation, detection and removal of the workspace conflicts (Chavada, Dawood et al. 2012, Moon, Dawood et al. 2014), but the unique nature of each projects necessitate the development of the fundamentals for the workspace planning. The schematic timeline of the performed investigations is depicted in Figure (1).

Although various researches were carried out about the time-space planning with visual modeling and optimization algorithms, there are still limitations in these methods. The implemented methods were involved more with the technical aspects of the visual and numerical data linking and the computer simulation techniques. In some cases (Zouein and Tommelein 2001, Kassem, Dawood et al. 2015), time and space have been considered as the main variables and the trade-off between them has been made, but the total project’s cost has not been considered. This research for the first time developed conflict resolution strategies by the help of optimization algorithm for finding the best workflow of construction operation.

Figure 1. Schematic timeline of the conducted studies

RESEARCH METHODOLOGY
The workspace creation process was performed on the analysis of required resources and their volumetric information. The rate of daily work done for the activities and the resources required for them were determined based on two systems of project daily reports and the resource analysis. Then, the calculated resources have been shaped as workspaces in Sketch up Software in the form of transparent volume and based on the building components axis. After creation of 3D workspaces, the relation of the scheduling data with geometric information was made in BIM-based software (Navisworks). In fact, the workspace has appeared corresponding to the activities at specific times based on the schedule, and it has disappeared with the ending of the activity and by appearing of building elements. By offering the simulation models, the geometric conflict detector of the visual software identified the number of the workspace conflicts for each pair of activities.

Finally, Whale Optimization Algorithm (WOA), which is a swarm-based method, was used to minimize outputs of this initial model. Each (scheduling) solution given by the algorithm has the calculated projects time and cost. Then, the schedule provided by the algorithm was implemented in the 5D simulation model and the number of conflicts in it were identified. Just then, the number of identified clashes were entered into the algorithm so that it could provide the next solution for the model based on its own process.

The total project's cost function was defined in WOA according to the direct and indirect costs. The project cost and the number of clashes changed consistent with applied strategies. The modification strategies of progress's direction and activities duration were included in each solution according the construction necessities and schedule-dependency constraints. Therefore, the WOA proceeded so as to find an optimal solution using the quantitative outputs of visual simulation. The combination of the workspace visual modeling and the WOA helped in resolving the spatial conflicts and choosing the best workflow based on the estimated cost. In this study, a case study was implemented at each stage and along with operational steps of research. In general, the tools and software used in this research are as follow:

- Google sketch up pro 2015
- Microsoft Project 2013
- Naviswork Manage 2015
- Matlab R2014b

**ANALYSIS AND DEVELOPMENT OF WORKSPACE FOR CONSTRUCTION RESOURCES**

In this research, the significant rate of construction resources changes according to the nature of construction activities. In the analysis of human resources with different coefficients, the resource that had the greatest impact on the completion of a unit of work was selected as the main factor of a working team's activity in order to calculate the activities duration. Other human resources of working teams that have different coefficients are considered for that unit via conversion of the coefficient into number of resource. In construction an item such as exterior walls (Brick-laying with Cement Masonry Unit), the brickwork manpower was considered by a coefficient of 0.3 person-hours as a main source for the implementation of one square-meter of the task unit among the three factors of human resources (brickwork, assistant brickwork and simple worker).

The efficiency rate of the working team and the resources needed in a day (N) are assessed by dividing the time unit of one day which is 8 work hours (D) into the amount of time needed by a working team for production of a work unit (R). For instance, the production rate of a working team
for brick-laying activity in a day (8 hours) is 26.7 square meters. Considering the conditions of the project and the working teams involved in the project, the average progress of brick-laying activity in a month were examined based on the daily reports of the project case and the efficiency rate of 27.9 square meters were recorded.

The proximity of the progress rate of the working-teams involved in the project based on the daily reports and the number obtained from the resource analysis showed the accuracy and validity of the experience and analysis in the planning and scheduling of activities. Subsequently, the volume which automatically recorded from the activity (Q) was divided by the quantity obtained from the daily progress rate of each working-team (N), and the duration of the activity was estimated. For example, the area of 418 m² for exterior wall was divided by the average daily progress rate of the working team (27.9 square meters) and the duration of brick-laying was calculated as 15 working days for the project case. The work volumes of several activities in the case study along with the duration estimated for performing them based on the resource analysis and the daily reports of project are presented in Table (1).

**Table 1. Estimation of activities duration based on the resource analysis**

<table>
<thead>
<tr>
<th>Construction materials and method</th>
<th>Quantity (Q)</th>
<th>Hours needed for the work unit with one working-team (R)</th>
<th>One working day (D)</th>
<th>The amount of work done per day (Resource analysis N₁)</th>
<th>Duration of activity (day) (T)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exterior walls CMU</td>
<td>119 Meters in length, 418 Square meter, 0.3 Cubic meters</td>
<td>0.3</td>
<td>8</td>
<td>26.7</td>
<td>15</td>
</tr>
<tr>
<td>Construction and installation of the frame, doors and windows</td>
<td>20.12*7 Meters in length, 316.3 Square meter, 0.33 Cubic meters</td>
<td>0.062</td>
<td>8</td>
<td>129</td>
<td>12</td>
</tr>
<tr>
<td>Interior panel made of steel and gypsum board</td>
<td>103.3 Meters in length, 316.3 Square meter, 0.33 Cubic meters</td>
<td>0.33</td>
<td>8</td>
<td>24.2</td>
<td>12</td>
</tr>
<tr>
<td>Gypsum-plaster</td>
<td>136.1 Meters in length, 480.8 Square meter, 0.222 Cubic meters</td>
<td>480.8</td>
<td>0.222</td>
<td>8</td>
<td>36</td>
</tr>
<tr>
<td>Preparation and implementation of floor's lightweight concrete</td>
<td>678.02 Meters in length, 0.634 Cubic meters</td>
<td>1.634</td>
<td>8</td>
<td>84.1</td>
<td>8</td>
</tr>
<tr>
<td>Ceramic floor tiles</td>
<td>678.02 Meters in length, 0.305 Cubic meters</td>
<td>0.305</td>
<td>8</td>
<td>26.2</td>
<td>27.1</td>
</tr>
<tr>
<td>Piping and installation of fan coils</td>
<td>53.4 Meters in length, 0.264 Cubic meters</td>
<td>0.264</td>
<td>8</td>
<td>30.3</td>
<td>10.7</td>
</tr>
<tr>
<td>Cable tray as wide as 400 mm</td>
<td>87 Meters in length, 0.32 Cubic meters</td>
<td>0.32</td>
<td>8</td>
<td>25</td>
<td>29</td>
</tr>
<tr>
<td>Installing the false ceiling panel</td>
<td>677.96 Meters in length, 0.21 Cubic meters</td>
<td>0.21</td>
<td>8</td>
<td>38.1</td>
<td>37.7</td>
</tr>
</tbody>
</table>

The time required to carry out the activities were estimated by analyzing the construction resources and the activities quantity take off. The type of relations and prerequisites defined between the activities as well as the delay and lag among them were specified by the experts' views and the construction necessitates. The project which was selected as a case study planned for 60 working days and included five critical activities and the rest had free slack. The highest free float was related to the procurement and installation of window framing which took 44 days, and the lowest pertained to the installation of fabric mate ceilings with a free slack of 6 days. The overall schedule along with the costs estimated based on the Iranians analysis resources were determined for the construction activities and entered in Microsoft Project (Appendix I).
In the end of this section, the workspace was shaped in the form of 3D transparent volumes on the basis of the calculated quantity of resources and the axis of the final component of the construction. These transparent geometric volumes of static and dynamic workspace were formed and composed based on the activity type. The static and dynamic workspaces were created parallel to and in coordination with the shape of building elements and the way of development. This axis of building products changes in different forms and corners, which influences the ultimate formation of the workspace. The final shape of the workspace was designed in the form of geometric volumes and in parallel with the axis. Figure (2) represents the typical workspace was created and produced for installation of fan coils in the virtual and actual environment.

**DETECTION OF THE TIME-SPACE CONFLICTS**

The second stage of the methodology was implemented by importing the 3D components and schedules from the relevant applications and tools (Google SketchUp and Microsoft Project) to the Navisworks Manage software. The relationship and linking between the activities of scheduling and 3D components of the workspaces was established semi-automatically and the final model of simulation along with the estimated time and cost was formed. Volumes and three-dimensional objects of the workspaces designed in SketchUp software and saved separately for each activity in .fbx format. Then, each file of 3D volumes was entered into the visual simulation model (Navisworks Manage), and all of the volumes were coordinated on each other and saved in a BIM based software with .nwf format. In addition, the code of building objects and the workspaces corresponding with them by the defined properties and structures (PBS) were listed in the decision tree panel of simulation tool. On the other hand, the activities of schedule with a defined Work Breakdown Structure (WBS) and .mpp format from Microsoft Project software was added to simulation software information source and synchronized with it. By linking and connecting these two parts, the visual simulation model of the work flow and construction progress was created based on the schedule. Finally, the spatial conflicts were determined by the help of visual simulation tool for the working-teams and sub-contractors. Figure (3) shows an example of the recorded time-space clashes of the project.

We can come to a comprehensive understanding of the number and distance of spatial conflicts in each day of the project by specifying the number of activities with time overlapping. This system enables planners to completely understand the project days with the number and amounts of conflicts,
which is impossible without that circumstances. Then, Whale Optimization Algorithm was implemented to minimize the temporal and spatial variables.

MINIMIZATION OF THE SCHEDULE USING WHALE OPTIMIZATION ALGORITHM

A new nature-inspired and meta-heuristic algorithm with the name of whale optimization algorithm has been used in this part of research. This defined model has been on the basis of the hunting of humped whales by a network of bubbles and by use of shrinking and spiral movements towards the prey. This algorithm is based on particle swarm method which generally retain the information space obtained in each iterations, while evolution-based methods such as genetic method remove the search space of the obtained information at evolution stages upon the formation of new generation. This algorithm also uses the process of exploration and exploitation in order to find and search for local and global solutions and has great power in maintaining the balance between these two processes. The optimizer is randomly seeking to discover new spaces in the discovery process, whereas the exploitation process explores the details of the discovered regions and tries to locally search for optimal answers (Mirjalili and Lewis 2016).

In this research, the algorithm searched the minimal cost and the number of the workspace conflicts of the project by providing different scheduling solutions. Two modification strategies of progress's direction and start date of activities were generally implemented in each solution which the first is ineffective and the second one is effective in the project total cost and time. Although the both strategies were implemented together and simultaneously in each solution, but the first one was prioritized as it maintains the time, cost and the overall structure of the sequence and also due to the critical path of the project.

Changing the direction of progress of the working teams and sub-contractors leads to a change in the workspace configuration. Perimeter activities such as brick-laying and gypsum plastering progress in the clockwise and Counter Clock manner while the linear and surface activities such as ceramic tiling and piping take place in the four main directions, namely the North-South, South-East, North-West and West-East. Operational items which were done on the same surfaces do not have the capability of changing direction. This strategy is not applicable, if two activities which are prerequisites and dependencies to each other and have time overlapping in the schedule. Therefore, they have to be performed in one direction and applied to the schedule network as a limitation and constraint.

The second strategy is related to changing the duration of the activities construction, which results in the removal of some important spatial conflicts. This change of duration leads in some cases to the reduced possibility of conflict occurrence by reducing the time overlaps among the activities. The initial schedule was considered the normal answer with the execution duration of 60 working days.
with 19 conflicts and the cost calculated as 191330.3$. Each activity has a defined crash ability, which changes the direct costs of the project. On the other hand, changing the duration of the entire project resulted in changing the indirect costs and the total cost of the project. Therefore, with a change in the duration of activities in each solution and according to the relationships among the activities, the total time and cost of the project will change at each iteration. The duration of 9 activities (defined variables) changed from normal into a crashed mode in each applied strategy, and the project time and total cost in each solution will undergo a change in amount. The critical path and free float of the activities changed by implementation of each strategy.

Various solutions have been proposed by each simulator repetition, which includes the duration of activities in defined range and different directions based on the executive limitations. The relations and dependencies between activities together with the defined lag between them is constant and unchanging in the responses provided by the algorithm. Therefore, the changing of activities duration not only change the direct costs of the activities, but also lead to a change in the scheduling of the total project as well as in the indirect costs of the project.

Each scheduling solution has the specified time as well as the calculated cost, and the number of workspace conflicts were calculated from 5D visual simulation model and transmitted to the algorithm. The scheduling solution provided by the algorithm was implemented in the scheduling software (Microsoft Project) manually, then the new schedule was updated in the 5D visual simulation system (Navisworks Manage), in which the number of conflicts was identified. This number of conflicts for the original solution was entered into the algorithm so that it presented the next solution for the model based on its own process. This algorithm used Formula (1) to achieve the optimal or minimal response. In this formula, each particle updated its position relative to the best search agent, where \( t \) represents the number of repetitions, \( \vec{A} \) and \( \vec{C} \) represent the vector coefficients and \( \vec{X}^* \) represents the location vector from the best solution obtained so far (Mirjalili and Lewis 2016).

\[
D = |\vec{C},\vec{X}^*(t) - \vec{X}(t)|
\]

\[
\vec{X}(t + 1) = \vec{X}(t) - \vec{A} \cdot \vec{B}
\]

The \( \vec{A} \) factor decreases randomly from the value 2 toward zero during each stage of repetition. This index at the range of \( 1 \leq |\vec{A}| \leq 2 \) is in search of a random point at the overall possible level of answers. However, this factor at the range of \( 0 \leq |\vec{A}| \leq 1 \) is in search of any point between the original position of the agent and the position of the best current agent. The main function of this research which was considered to minimize the cost and number of the workspace conflicts is as follows:

- Duration of activities as the main variables

Consider \( X_i = \{x_1, x_2, x_3, x_4, x_5, x_6, x_7, x_8, x_9, x_{10}, x_{11}\} \)

- The normal duration of the project (day)

\( PT_{\text{normal}} = 60 \)

- The average daily of overhead cost ($)

\( C_{\text{daily overhead}} = 3.5 \)
The main function (sum of costs)

\[ \text{Minimize } f(x) = \text{Sum} \left( \text{Cost}_i \right) + C_{0i} \]

- The direct costs of project

\[ \text{Cost}_i = C_{IN} + \left( (D_{i-normal} - D_{i-crashed}) \times C_{i-slop} \right) \]

- The indirect costs of project

\[ C_{0i} = (PT_i - FT_{\text{crashed}}) \times C_{\text{daily overhead}} \]

\[ ST_i = t \]

\[ FT_i = \max \left( t + D_i - 1, t \right) \]

\[ PT_i = \max \left( FT_i \right) \]

- Range of activities duration from the normal up to the crashed mode (integer)

Variable Range: (Integer)

\[ x_{1} = 0, 9 < x_{2} < 15, 6 < x_{4-6} < 12, 4 < x_{7} < 8, 13 < x_{8} < 25, x_{9} = 5, x_{10} = 3, 9 < x_{11} < 18. \]

- Defined relations among activities

- Constraint:

\[ ST_{3} = FT_{2}, ST_{4} = ST_{5} + 4. \]

\[ ST_{5} = FT_{6} - 2, ST_{6} = FT_{5} + 1. \]

\[ ST_{7} = FT_{6} - 1, ST_{8} = ST_{7} + 1. \]

\[ ST_{9} = FT_{10} + 1, ST_{10} = ST_{9} + 1, \]

\[ \text{Minimum } ST_{11} = FT_{6,10} + 1. \]

As mentioned before, any activity at the micro level was performed either on a rotating direction or toward the four main Cartesian directions depending on the nature of the activity. Defined directions were provided for activities randomly and considering the constraints at each step in order to come to the optimal answer which is done by the main function and algorithm. Activities 3, 4 and 6 which were perimeter activities by nature can be clockwise or Counter Clock, while the other activities can have west-east or east-west direction. In the initial solution of the schedule, rotation activities were defined as clockwise, whereas other activities were defined as East to West by default. The brick-laying activity (3) and the installation of windows frames (4) as well as the flooring (7) and ceramic tiling activities (8) which were performed on a same surface and also have time overlapping must use the same direction of progress. This limitation should be applied to the schedule network as a constraint.

A solution with duration of 47 days and the total cost of 190760$ and 12 spatial conflicts was recorded as the best solution after repetition of 101 solutions. The total cost of the project as well as the total number of the workspace conflicts of the project decreased and the project cost reduced to 570.3$. All of the scheduling had conflicts and no solution without spatial conflict was found. In addition, the smallest number of conflicts among the answers was 10, while the lowest cost was recorded as 190556.1$. The two-dimensional coordinates of these points based on the number of conflicts and the total cost of the project are shown in Figure (4). The trend line of the coordinates shows that the number of the workspace conflicts decreases as the project cost increases.
The minimal solution selected in terms of time, cost and number of recorded conflicts of the entire project is better than the initial point of the schedule, and this system helps planners to move towards better planning. The movement and scheduling conditions for the obtained schedule are displayed in Table (2).

Table 2. Characteristics of the minimal point of the project

<table>
<thead>
<tr>
<th>Activity</th>
<th>duration</th>
<th>Direction of progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. the total project</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>2. Structure completion</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>3. exterior wall (CMU)</td>
<td>12</td>
<td>counter-clock</td>
</tr>
<tr>
<td>4. implementing window’s framing</td>
<td>11</td>
<td>counter-clock</td>
</tr>
<tr>
<td>5. interior wall (drywall)</td>
<td>9</td>
<td>East-west</td>
</tr>
<tr>
<td>6. gypsum-plastering</td>
<td>11</td>
<td>counter-clock</td>
</tr>
<tr>
<td>7. flooring of Lightweight Aggregate</td>
<td>7</td>
<td>East-west</td>
</tr>
<tr>
<td>8. installing ceramic floor tiles</td>
<td>19</td>
<td>East-west</td>
</tr>
<tr>
<td>9. piping and installing fan coils</td>
<td>5</td>
<td>East-west</td>
</tr>
<tr>
<td>10. installing the cable tray</td>
<td>3</td>
<td>West-East</td>
</tr>
<tr>
<td>11. installing the false ceiling panel</td>
<td>18</td>
<td>West-East</td>
</tr>
</tbody>
</table>

Investigation of the numerical Spearman correlation between the cost and the number of spatial conflicts variables shows a negative correlation (-0.468) which is consistent with the trend line of results. It’s worth mentioning that 32% of the workspace conflicts were predictable based on the project time and cost and has a specific regression. The number of the workspaces conflicts cannot be precise and the response of visual simulation was needed for the final calculation due to the geometric position of the workspaces. Therefore, the interaction between WOA and visual simulation was needed for covering the three variable such as time, cost and spatial conflict. For example, the outputs of the visual simulations show that the number of spatial conflicts in the numerical range of 12 and 42 changes under the scheduling conditions of 47 days for the project and with different directions of progress, and the geometric conflict detector of
the visual simulation model is the only reliable source for the number of conflicts. All results of running WOA iterations and visual simulation models in regarding three variable of projects cost, time and spatial conflicts are presented in Appendix (II).

CONCLUSIONS

The project time, cost and workspace were regarded as three main factors of construction planning, and the relationship among them was based on the conditions of the construction resources. It’s possible to examine these three variables simultaneously and measure their impact on each other so that reach the best construction strategies through a correct quantitative and volumetric definition of resources needed for construction activities. In this regard, multi-dimensional models and optimization algorithm provided the planners with a proper tool by combining the visual simulations of the time-based workspaces and finding the minimum answers.

In the presented research, the 5D CAD model was created based on the numerical and volumetric of construction resources and the workspace conflicts of the initial schedule in a time interval and in the form of geometric clashes were identified and listed. Subsequently, the total project cost function was defined in whale optimization algorithm based on direct and indirect costs of project. The two modification strategies of progress direction and start date of activities were developed based on the scheduling and constraints of construction in each solution so that the algorithm can reach its minimum costs. In fact, the number of conflicts corresponding with each solution and the relevant strategies were extracted from the visual simulation system and implemented in optimization algorithm to find the best answer.

REFERENCES


### APPENDIX I

Normal and initial schedule of project based on the resource analysis

<table>
<thead>
<tr>
<th>Activity name and number</th>
<th>Start-date</th>
<th>End-date</th>
<th>Prerequisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. the total project</td>
<td>2015/08/11</td>
<td>2016/06/01</td>
<td></td>
</tr>
<tr>
<td>2. Structure completion</td>
<td>2015/08/11</td>
<td>2015/08/11</td>
<td></td>
</tr>
<tr>
<td>3. exterior wall (CMU)</td>
<td>2015/08/11</td>
<td>2015/22/11</td>
<td>2</td>
</tr>
<tr>
<td>4. implementing window's framing</td>
<td>2015/12/11</td>
<td>2015/23/11</td>
<td>3SS+4</td>
</tr>
<tr>
<td>5. interior wall (drywall)</td>
<td>2015/20/11</td>
<td>2015/01/12</td>
<td>3FS-3</td>
</tr>
<tr>
<td>6. gypsum-plastering</td>
<td>2015/02/12</td>
<td>2015/13/12</td>
<td>5</td>
</tr>
<tr>
<td>7. flooring of Lightweight Aggregate Concrete</td>
<td>2015/12/12</td>
<td>2015/19/12</td>
<td>6FS-2</td>
</tr>
<tr>
<td>8. installing ceramic floor tiles</td>
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<td>1/6/2016</td>
<td>7SS+1</td>
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<tr>
<td>9. piping and installing fan coils</td>
<td>12/2/2015</td>
<td>12/6/2015</td>
<td>5</td>
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<tr>
<td>10. substructuring and installing the cable tray</td>
<td>12/2/2015</td>
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APPENDIX II. Iteration properties of running WOA algorithm
CONCEPTUAL APPROACHES TO CHOREOGRAPHIC PRACTICE OF 
THE LATE 19TH AND THE 20TH CENTURY (A CASE STUDY OF 
CREATIVE WORKS BY MICHEL FOKINE)

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ABSTRACT
The paper dwells on the aspects of creative work of the famous ballet master Michel Fokine that concern 
the plastic arts and have not been studied before: graphics, painting and sculpture which have had a sound 
influence on his choreography. The author analyses the function of the ballet master’s works such as 
explications, drawings, costume sketches and sculptures. The author also studies new conceptual 
approaches based on the visual characteristics of Fokine’s creative work and his ability to think in abstract 
and real categories. The use of Russian and international museum collections and private collections, as 
well as archives emphasise a synthesizing role of choreography in the arts of the late 19th and the 20th 
century.

Keywords: plastic arts, synthesis of arts, ballet master’s mind-set, creative method, analytical concept, 
graphic sources, production image.

The figure of the Russian ballet master Michel Fokine is of considerable interest for modern art history. 
His creative work is an outstanding and memorable landmark not only in the history of choreography, but 
also in the whole cultural heritage of the late 19th and the 20th century. A ballet master and reformer of 
great intelligence and bright imagination, Fokine always aspired to master new ballet forms and new 
conceptual approaches to staging that gave rein to imagination and presented an idea as fully as possible. 
He firmly rejected ballet-staging patterns and put a great deal of effort into the development of his own 
system of images. Here lay his constant striving for creative perfection and discovery of himself and the 
world around him. The steady deepening of analytical and creative thought combined with its growing 
power, the scale of historic confluence and the resulting interconnections is one of the most important 
tendencies in the arts of the late 19th and the 20th century. It was clearly seen in Sergei Diaghilev’s 
Ballets Russes (1909 to 1929) that presented all types of choreography on all kinds of subjects [1]. 
Naturally, Fokine’s versatile talent, the diversity of his ideas and forms, and the impressive grace of his 
choreography have provoked a profound response in the sphere of art, while the fine art portfolio of 
Fokine himself is so remarkable that it deserves special attention. Despite the fact that the 
choreographer’s fine art works are less known and hardly studied, they are valuable for us as they show 
the depth and originality of thought, the constant quest for ideas and the inspired artistry of the author [2]. 
Archival documents, sketches from museums and private collections abroad, paintings and sculptures by 
Fokine were created not for the sake of common cultural heritage but as a reflection of his personality and 
choreography [3]. Visual imagery is expressed in many different ways: through the inner interconnections 
of ideas and the complementarity of artistic forms. Therefore, the fundamental point of this paper is that 
we not only study the above-mentioned issues using objects of fine arts (which is logical, but insufficient), 
but also emphasise the synthesizing role of choreography in the creative process. Therefore, 
the mutual influence of different art forms in Fokine’s work is analysed in an integrated way, in all their 
diversity.

There are four main directions in Fokine’s fine art: ballet-master sketches and production explications, 
graphics for particular choreographic pieces, sculptural and painted self-portraits, and costume sketches. 
It is worth noting that for the ballet master, there was no line to separate his work from his life: making a
certain piece was itself a moment of creative vision and a moment of experience involving different impressions, observations and reflections.

The fine art works by Fokine present a counterpoint of his choreographic solutions, their conceptual and artistic essence that form the foundation for interesting reflections and observations, sometimes scattered around and sometimes connected together as an “algorithm” of an image.

Fokine thought and expressed his thoughts using not only words (verbally), but also abstract pictures. He thought within the framework of visual imagery where every movement had its own outline and a drawing induced visual images.

This function was fulfilled by the explications of the ballets such as Le Rêve de la Marquise, The Firebird, Le Dieu Bleu, and Egyptian Nights. The ballet master found it crucial to create the composition of new pieces in every detail, even if they were not going to be implemented in reality. In his work, Fokine concentrated not on the brightness of artistic form, but on the multitude of figures that he lined up diagonally, in pairs or in symmetrical rows with ordinal numbers. This was a way to solve one of the main problems of choreography – the problem of rhythm. We emphasise that it is the problem of rhythm, not tempo. These phenomena often get confused. Although, the problem of tempo (increasing, strengthening and decreasing tempo) can be seen in individual drawings.

Drawings, the ballet master’s expositions, can be divided into two groups. The first group of drawings is plans (top views) of choreographic scores. They depict compound compositional structures. A sheet is divided into four parts (small formats) like a ballet production is divided into acts and scenes. The scores of choreography for groups are numbered in consecutive order (1, 2, 3) and show the distribution of dancers in space, for example, in lines, circles, ovals or diagonals, together or separately from each other. Such an explication was used for the ballet The Firebird (1910, SPMTM).

Sketches of compositions that are formed by one, two or three figures comprise the second group of pictures. These drawings are quite concrete: each picture defines a certain movement for a dynamic or static pose. It is not only a scheme, but also an image of movement, which can be seen in sketches for Le Dieu Bleu (1914, SPMTM) and Egyptian Nights (1908, SPMTM). The chronology of sketches for Le Dieu Bleu shows the evolution of movement from singular figures to compositions including two or three figures. The character of movement developed from dynamic one to static one. As a real artist, Fokine managed to get the right proportions and gestures of male and female figures. Among the scores for groups in Egyptian Nights, there is a central female figure, which attracts particular attention, looking like a sculpture from the Hermitage or the Egyptian Museum.

Schematically, this is how Fokine tried to organise the structure of a new piece. Like an architect, he created constructions from different figures pursuing his goal. For him, abstraction was not a lifeless scheme, but an active, efficient and transforming force. Therefore, taking into account graphical means, the author deemed it possible to analyse the role of fine arts at the early stages of work on a choreographic piece.

The image of pompous Baroque dance is reflected in Fokine’s drawings for the ballet Le Rêve de la Marquise to music by Mozart (1921, SPMTM). The figures of the King, the Queen and the Little Page, who holds the train of the Queen’s dress, vary the direction of a round dance that has a linear structure and moves frontally, towards the audience. These drawings, done masterfully with black ink, create an image of the pompous and epic Baroque style, which is presented so brightly in the costumes of the 18th century. Heavy crinoline skirts, tight bodices, high pompadours, powdered wigs, ceremonial gestures and pretentiously slow movements – all this can be seen in small but highly expressive choreographic
sketches by Fokine. They have a certain narrative and combine the features of ballet-master expositions and easel paintings.

One of the characteristics of Fokine’s personality was his determination in learning and constant aspiration for self-improvement. With great tenacity, he tried to study new spheres of human life, explore new spaces and comprehend the complexity of existence.

According to documentary sources, Fokine was also a painter and a sculptor. Since his adolescence, he had gravitated to fine arts. He created paintings and sculptures in his own, original manner and, without any conscious effort, gained recognition among professionals in the art industry. Fokine studied art closely, although he did not have formal education in this sphere. The works of his favourite artists had a sound influence on his own style [4].

A separate group of Fokine’s fine art works is formed by his self-portraits. The subject of a picture is a mirror-like reflection of the author’s state of mind. So, the distance between the author and the subject plays an important role, providing an aesthetic experience. There are two sculptured Self-portraits (tinted plaster – SCTM, plaster – f.c.) modelled by Fokine in an abstract and expressive manner. They accurately convey not only the look of the author, but also his typically intensive thought and inner concentration. Creating these portraits, Fokine considered not only himself, but also his contemporaries. This was his intimate and autobiographical contact with time itself. In each of the two painted portraits (both portraits – f.c.), Fokine found a special keynote. In his early full-length portrait, Fokine depicted himself in a stage costume as if perceived by the audience. The portrait contained an element of posturing, even adornment, and an interest in his own personality as an actor and as a dancer. Another, a half-figure portrait, which was created during his late period in New York in 1926, is similar to a sculptured self-portrait. The ballet master’s image is self-sufficient due to his magnitude, composure and the richness of his personality. This portrait is deep and multidimensional, filled with romantic emotions and an inclination towards introspection. Each portrait of Fokine gives us the ingenuousness and freshness of artistic experience, and the joy of getting to know such a changeable and, at the same time, eternal image of the choreographer.

Apart from Self-portraits, there is another living and highly expressive lead pencil drawing Portrait of Igor Stravinsky (SMFA DPC), depicting the author of music to many ballets by Fokine [5].

Fokine sets a completely different challenge in his work on a series of choreographic performances. His artistic approach is already familiar, but its connection with reality is completely new; it is the first point to consider when analysing the stylistic expression of Fokine’s choreography. The drawings for Harlequin and Two Ladies and The Adventures of Harlequin are full of grotesque Italian comedy, which emphasises the atmosphere of that epoch. The pictures for The Sorcerer's Apprentice to music by Paul Dukas, The Firebird and Russian Fantasy (all – f.c.) are characterised by lubok elements typical for the works by Natalya Goncharova and Mikhail Larionov with their intentionally simplified style of drawing. This material is real-life and inevitably emerges in the course of rehearsals and performances. It attracts the attention of the audience to the stage and the development of events. The plot acts as a conceptual, dramaturgic and emotional engine of the image. On the one hand, the plot of these easel drawings is based on a quite widespread artistic approach. Looking at them evokes living associations with Russian folk tales, magic, fantasy and miracles. On the other hand, such traditional plots show the novelty of the author’s view. For instance, the drawing Russian Fantasy presents a village house with a gable roof, a magical forest and the dark sky with glittering stars. The plot of this drawing is not individual objects, but the whole atmosphere and the feeling of life. In this paper, we are not touching upon the innovations in stylistics or the original use of traditional expressive means, which can be seen in other works by Fokine. It is a separate problem, which played a crucial role in the development of choreography in the late 19th and early 20th century. To sum up the discussion of folk tale drawings, we emphasise the importance of expressiveness, spectacularity and clarity of artistic images.
An important period of Fokine’s development as an artist was his work on the ballet *Egyptian Nights*. In this piece, the ballet master demonstrated his skills as a scene painter and a costume designer. It was his vision of costume images that had formed the base of contemporary ballet vocabulary. Their attractiveness is in the fact that the ballet master tried to use them to convey the essence of the ancient Oriental dance and breathe life into the characters. His costumes lined up as friezes in old cathedrals embody famous faces in profile poses that rhythmically move one after another. The clothes outline the figures, hiding the contours and showing only their silhouettes with the help of wide tucks. The artistic language is concise, modest and delicate: bright colours are not in abundance. Each costume is of ochreous grey colour, which corresponds to the idea of the piece. Wigs, shoes and make-up (accentuated eyes, dark eyebrows, bright lips) are characterised by a new style – a polychrome Egyptian sculpture. Sandals have replaced ballet shoes.

The visual stylistics, which originated from ancient Egyptian monuments in terms of the “canonical” development of artistic thought, has created an ideal image model thereby acting as the dynamic spring and the conceptual core of the piece. Meanwhile, the ballet based on real sources is unlikely to be a historical chronicle. It is more like an iconic symbol of Egypt, a poetical portrayal, where photographic accuracy is less important than an artistic image and a complete picture puzzle made of pieces of reality.

The possibilities of stylisation were not comprehended enough in the ballet world. At the turn of 20th century, Fokine tried to solve this issue along with the representatives of the artistic movement “Mir iskusstva” (World of art), namely Alexandre Benois, Léon Bakst, Boris Anisfeld, Nicholas Roerich, Alexander Golovin and Mstislav Dobuzhinsky. Léon Bakst played a particularly important role in Fokine’s artistic development. He was the chief scenic designer of almost all the ballets made by Fokine for Ballets Russes. His experiments were noteworthy not only in the context of the ballet master’s biography, but also in the prospect of the development of Russian ballet as a whole. Costume sketches for *Cleopatra* illustrate the line of Fokine’s thought from the idea of a plot to its realisation on the stage. It is clearly demonstrated by the author’s focus not on the atmosphere and the treatment of light and shade in certain scenes, but on the graphical expression of dance gestures, poses and movements. The audience does not experience any insufficiency, because the verbal expression of thought of the choreographer is in line with the requirements of modern fine arts, primarily of visual narrative.

This stylistic approach leads to unexpected and unique transformations of classical forms of fine arts in ballet productions by Fokine. His creative work can be considered as a result of his self-determination, which reflects his artistic taste and world view in the late 19th and the 20th century. His admiration and thorough study of wood sculpture and painting had a sound impact on the visual style of his ballets. Lifar claimed: “It is hardly possible to dispute the common view that the greatest strength of Fokine is stylisation and stylised ballets are his best works, for example, *Scheherazade* (the Orient), *Cleopatra* (Egypt) and *Daphnis et Chloe* (ancient Greece). In these pieces, Fokine demonstrates such a deep knowledge of style of different epochs and nations and such erudition which no other choreographer in Russia (or even in the world) has.” The ballet master was inspired by the expositions at famous museums in Saint Petersburg, as confirmed by Ivanov: “Since the very childhood he had demonstrated a natural affinity with drawing. He was a regular visitor of the Hermitage and the painting exhibitions at the Russian Museum, where he mastered his skills by copying the paintings of Russian and foreign artists. Later, his choreographic works were marked by that promising artistic tone, which had been formed by his various aesthetic inclinations” [7]. His encyclopaedic knowledge of arts and culture and the use of real historical sources guaranteed the authenticity of visual imagery.

What makes these ballets attractive to viewers is the author’s ability to find graphic and scenic equivalents for cultural monuments (reliefs, murals, easel works, etc.) and make the process of comprehension of an idea exciting not only for the mind, but also for the soul. He perceived working on each choreographic piece like a wonderful life full of meaning. In every production, Fokine set
increasingly challenging creative goals climbing yet another step towards mastery. The bright artistic personality of Fokine was formed by a unique combination of dance, graphics, painting and sculpture. Each of these complex elements was fully expressed in all his works. The scope and concentration of original ideas and opinions, the clarity of thought, the vividness and freshness of associations define the uniqueness of Fokine’s choreographic works and make them an important part of the cultural heritage of the late 19th and the 20th century.

ABBREVIATIONS

SCTM – Bakhrushin State Central Theatre Museum.

SPMTM – Saint Petersburg State Museum of Theatre and Music.

f.c. – foreign collection.

SMFA DPC – The Pushkin State Museum of Fine Arts, Department of Private Collections.

REFERENCES

ASSESSMENT OF MANAGEMENT EFFECTIVENESS OF INVESTMENT IN INNOVATION IN SMALL ENTERPRISES

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ABSTRACT
In this article the analysis of methodological approaches to the assessment of management effectiveness of investment in innovation in small businesses, as well as the most important ways to optimize the management of innovative-investment activity of small enterprises, including through the use of balanced sources of funding. We identified the most significant business risks affecting the operations of small businesses. The article also analyzes the principles of constructing a model of organizing a set of objects in the research process, the indicators are quantitative indicators, which involves the compilation of a rating of development of innovative potential of regions of the Russian Federation. Small businesses make a significant contribution to innovative development of the region, whereby it may also be applied to the considered methodological approach. At the same time to achieve the high growth rates of investment in innovation development of national economy achieved largely due to effective management of innovative-investment activity of small businesses.

Keywords: Investment, innovation, efficiency, management, small businesses.

INTRODUCTION
In modern economics the notion of "entrepreneurship" is defined as an independent way of economic activity, the most important characteristics of which are mandatory conditions of risk and elements of innovation. Despite the fact that large and medium-sized enterprises make the most significant contribution to the development of the national economy, due to the scale of their activities, the composition of the business still secrete small businesses [1].

Small businesses are to a greater extent flexible than the subjects of large and medium-sized businesses. In their work it is much easier to implement innovative solutions of various origins, both productive and organizational, respectively, they are more exposed to risk. So, J. Schumpeter is the founder of innovation as a science, in his writings noted that risk and innovation are interrelated.

Small business entities allocate small enterprise. A small business based on private ownership, is based on the use of the limited size of own capital and borrowed sources of financing of innovation in order to produce innovative products and provide innovative services [2].

Note that the major focus of business activity is investment in entrepreneurial activity. Investment process in small enterprises, modern scientists define as the process of investment activities, organized and managed by small businesses using risky innovation investments, the limited value of non-current assets innovative aggressive and moderate short-term nature and extensive in the initial stage of investment [3].
Since the development of innovation activities and stimulation of innovative activity of subjects of economic relations at various levels and organizational forms is a prerogative of public policy, evaluation of management effectiveness of investment in innovation of both the region and small businesses, as part of its innovation system is an important task.

METHODIC

The main methodological approaches used in the assessment of the effectiveness of management investments, including in innovation processes were identified and described in the works of foreign authors P. Drucker, R. Cantillon, A. Marshall and others, as well as Russian scientists, I. G. Andreeva, A. I. Bazilevich, V. L. Gorbunov, V. YaGorfinkel, V. V. Zabolotskaya, N. A. Kazakova, M. G. Lapusta etc.

The main principles of investment science, including in relation to small enterprises, were highlighted in the works of well-known foreign researchers G. Markowitz, M. Miller, F. Modigliani, S. Ross, B. Terborgh. Russian scientists these principles are elaborated on, namely, V. V. Bocharov, Yu. A. Doroshenko, D. A. Yendovitsky, I. V. Somina, A. G. Ivasenko, N. V. Kiselev, A. A. Rudychev, P. P., Taborsak etc.

While investment activity is regulated by norms of various branches of law: corporate, civil, private, budget, tax, administrative, customs, international.

The main laws regulating investment activity in the Russian Federation are:


Legal regulation of state participation in investment activity is carried out, in particular, by the decree of the President of the Russian Federation “On private investments in the Russian Federation”, as well as numerous Government resolutions adopted in this field [4].

We are convinced that existing in modern economic science methodological and practical approaches to the solution of problems of management of innovative-investment activity of small businesses are relevant and important, but we need further development to ensure that in the future the process of financing both traditional and innovative investment sources was more effective.

THE MAIN PART

In the economic literature investment and innovation projects were sufficiently developed by domestic and foreign authors. However, in a rapidly changing geopolitical conditions, the problem of increase of efficiency of innovative-investment activity of small businesses is very important. In the course of solution of this problem it is important to identify business risks and to find ways to neutralize them or minimize the resulting negative consequences.

In the scientific literature and domestic and foreign scientists are the following types of business risk [5].
1. Production risk is directly related to the economic activity of enterprises oriented to gain maximum profits by satisfying the needs and demands of customers according to the requirements of the market.

2. Commercial risk: this is linked to commercial activities.


However, many scientists believe that the greatest risks are concentrated within a source of investment financing in the framework of the investee, that is innovation [1]. In other words, business risk occurs in all types of economic activity of the entrepreneur in the first place, innovation.

Thus, it is necessary to create a system of management of innovative and investment processes in small business, which will give the possibility of predicting the effectiveness of management of investment in innovation. The researchers determined the efficiency of investments as a result of the investment to some investment costs or changes possible investment result in relation to the possible change of the investment costs [3, 6]. Thus the semantic value of a concept of investment efficiency and effectiveness of the investment management equation.

In the evaluation of management effectiveness of investment in innovation in the segment of small business we believe that small businesses are part of the innovation system of the region, making a significant contribution to the development of innovative potential of subjects of the Russian Federation. So, we believe it possible to consider this aspect of overall integrative assessment of development of innovative potential of regions of the Russian Federation [7].

We analyze methodological approaches to rating formation of innovative potential development of the regions of the Russian Federation, which is a compilation of a list of leading and lagging regions on the basis of careful study of the characteristics of each indicator included in the innovation indicator proposed by such scientists of the Higher school of Economics L. M. Gokhberg, S. Y. Fridlyanov etc. [8]. In this methodology, a low value of the indicator on one indicator (set of indicators) is compensate by sufficient magnitude different, that is able to take into account the maximum number of options of subjects across the set of selected indicators (ranking system). Under the "rating" scientists understand a model for organizing a list of objects on the basis of indicators quantitative indicators or estimates of rating. The rating is used in the form of a instruments for the evaluation of one object against another [8].

The process of creation of a rating by analogy with structured methodology is the following sequence of steps. During the first stage, the analysis of the indicators that are proposed to be included in specific clusters [9]. The qualitative content of the indicator should reflect the positive processes or phenomena, that is, the higher the indicators should reflect a positive process momentum and increase the ratio.

If this condition is not satisfied and the indicator shows a negative process or phenomenon, its interpretation changes and therefore used a re-calculation of its values [8]. The increase of the indicator should reflect the improvement in condition reflects the process or phenomenon.

In the second stage for each section are calculation values of the four sub-indices. The comparability and homogeneity of the selected indicators was achieved through a transition from absolute values to normalized, i.e., weighted.

In respect of indicators, which are not specifically allocated spectra (for example, from 0 to 100%), before carrying out the process of normalization involves the estimation of the level of asymmetry of a distribution relative to the averaged indicator.
Based on the findings of the study conducted by L. M. Gokhberg, S. Y. Fridlyadnova etc. [8], the asymmetry of the distribution in order to smooth the impact of extreme values on the final result of ranking, the indicator can be converted by using the following formula:

\[
\tilde{F}^n_j = R \sqrt{F^n_j}, \text{ where } \quad (1)
\]

\[
\tilde{F}^n_j - \text{converted value of } j\text{-figure in } n \text{ region;}
\]

\[
F^n_j - \text{initial value of } j\text{-figure in } n \text{ region;}
\]

\[
R - \text{degree of transformation, which values are in the interval } [2;4], \text{ depending on the magnitude of the coefficient of asymmetry.}
\]

This formula, modifying accordingly, can justly be applied when rating small businesses based on the evaluation of the effectiveness of investments in innovation.

\[
\tilde{G}^k_i = \sqrt{G^k_i}, \text{ where } \quad (2)
\]

\[
\tilde{G}^k_i - \text{converted value of } i\text{-indicator of } k\text{-enterprise;}
\]

\[
F^n_j - \text{initial value of } i\text{-indicator of } k\text{-enterprise;}
\]

\[
G - \text{degree of transformation, which values are in the interval } [2;4], \text{ depending on the magnitude of the coefficient of asymmetry.}
\]

With symmetric differentiation rate of asymmetry below 0.5, the conversion indicator is not performed (R=1).

The implementation of rationing of indicators for each region is produced as the ratio of the difference between the value of the indicator in the region and the minimum indicator for all subjects to the difference between the highest and lowest figures of this indicator for all subjects. The range of indices of the normalized indicators is limited from 0 to 1. The indices of the coefficients of the subjects for each thematic section, costs are calculated as the arithmetic average of the normalized indicators. All indicators have the same importance [8].

The degree of development of small innovative entrepreneurship in the region's economy depends, firstly, from being implemented at different levels of the policy of innovative development, and includes the analysis of the susceptibility of small businesses to innovation and the successful creation of such [10]. Secondly, it is from the development and application of methods of optimization of management of innovative-investment activity of small enterprises [11].

This optimization process is possible, based on the implementation of two approaches: reform of organizational structures of management; ensure sufficient funding based on the balance between traditional and innovative sources of investment [12].

SUMMARY
Difficult geopolitical conditions in which Russia finds itself today, of course, have a negative impact on economic growth, quality of life, the pace of development of entrepreneurship, small special. In the circumstances, the scientists find only one way out of the crisis – the transition to a new type of economy that will be based on new knowledge, technology, innovation. An innovative path of development involves the activation of scientific and innovation activities in scientific institutions and high schools, as well as restoring vital sectors of the economy (industry, agriculture, pharmaceuticals, etc.) in modern ways, one of which is the application of innovations, both productive and organizational.

The need to create high-tech innovative economy require businesses, in particular small high-growth investments in innovation create the foundation for sustainable economic development, as the world practice has convincingly shown that entrepreneurship and innovations are interrelated and interdependent.

We believe that the problem of insufficient development of small businesses should be addressed by improving the management of their innovation and investment processes.

CONCLUSIONS

In conclusion, we will summaries the main results:

1. The main feature of adaptation to changing external factors of a small business is the innovation of its projects.
2. One of the directions of optimization of management of innovation and investment processes in the activities of small businesses is to reform their organizational structures.
3. The use of traditional and innovative investment resources is key to a balanced financing of small businesses to encourage innovation and investment activities.
4. Diversification of sources of investment financing is an effective mechanism of management of innovative-investment risk of small company.
5. Management innovations are key to the management of investments in innovation.
6. The optimization process of management of innovative and investment processes in a small business has to rely on public support.

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THE FORMATION OF THE UNIFIED LEGAL FRAMEWORK IN THE RUSSIAN STATE AT THE END OF THE XV - XVI CENTURIES

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ABSTRACT
Using a wide range of modern historical literature and materials of the Russian legislation of the XV - XVI centuries, the author offers a new original approach to the problem of forming the unified legal framework in the Russian State at the end of the XV-XVI centuries. Applying the concept of the so-called “composite state”, the author assumes that despite the seemingly strong supreme authority, neither in the XV century, nor in most part of the XVI century, was there any unified legal framework throughout the territory controlled by the Grand Prince of Moscow. This process began to pick up speed only in the last quarter of the XVI century. The author explains this situation by the forced cooperation of supreme authority with land self-government, with the latter basing its activity on local legal customs and traditions, which prevented the establishment of the unified legal framework for the whole country.

Keywords: the Russian state at the end of XV-XVI centuries, power and the land self-government, legislation

1. INTRODUCTION

Describing the system, established in the Russian State by Tsar Ivan the Terrible, a German adventurer Heinrich von Staden wrote that “the current Grand Prince has managed to make it, as throughout the entire Russian land, that is under his power, there is a single faith, a single weight, a single measure, that he is the only ruler, and whatever he orders must be done, and whatever he forbids should be abandoned” [1. 203, 205]. According to H. von Staden, it was under Ivan the Terrible, when in Russia, almost one hundred years after Ivan III, the grandfather of the first Russian Tsar, had started the completion of an ambitious project to create a unified Russian state, a unified legal and judicial framework was formed. The statement of the German adventurer in this case can be paraphrased as “one faith, one measure, and one law.”

This bold statement should remain on the conscience of Staden, since his notes were extremely subjective and biased. Yet his comment on the absolute power of the Grand Prince is worth dwelling upon, for he was not the only one to write about it. Almost half a century earlier, an imperial ambassador and memoirist, Baron S. von Herberstein in his memoirs about his stay in Muscovy also emphasized the omnipotence of the Moscow Sovereign (Ivan IV’s father - Vasily III - A.P.), describing it in the following way: "By the authority which he has over his subjects, he surpasses all the monarchs of the whole world ... Everybody is equally oppressed by his [cruel] slavery” [2. 89].

A logical question arises - so when did the Moscow Tsar obtain such excessive unmatched power, or when did his state really enter the era of “one measure” as a one-for-all law expressed in the will of the Grand Prince? Was it under Ivan the Terrible or under his father? Or even earlier, under Ivan III? Or, did it happen much later, in the XVII century? And was a historian A. Smirnov right in this case, when two decades ago he noted that in the Russian State of the late XV-XVI centuries “the military centralization was achieved much earlier than the political (and, therefore, legal – A.P.) or economic centralization” [3. 35]?
Let us try to formulate an answer to this question, basing not on the evidence of the contemporaries, however valuable they might have been, but on a new perusal of the documents available to us, and, first of all, the laws.

2. METHODS

In our work, we acted on the premises that the problems associated with the formation of a unified Russian state, in spite of the centuries-old tradition of studying them, are far from being solved, especially if we take into account the new politogenesis concept at the turn of the late Middle Ages - Early Modern Age. And it is time to touch on the problem, which has received virtually no coverage in the national historical and legal literature on the problems of the formation of a unified Russian state and its inherent political and legal institutions in the late Middle Ages - Early Modern Age. We mean the so-called concept of “the composite state” [4. 48-71; 5. 191-217].

3. THE PROBLEM OF FORMING A UNIFIED LEGAL FRAMEWORK IN THE RUSSIAN STATE IN THE LATE XV-XVI CENTURIES.

To begin with, here is the classic formula: “The foundation of a centralized state includes two interrelated processes: the formation of a single national territory through the unification of Russian lands and the establishment of the real authority of a single monarch over the whole territory (emphasis added – A.P.) ...” [6. 8]. We deliberately emphasize these words in the quotation. It is the real authority exercised by a state or a person embodying it that can turn a law into a rule of life and support the functioning of the thin and seemingly intangible, but at the same time quite material, fabric consisting of a range of legal norms and forming a unified legal framework of the state. Formally, looking from the outside, who could challenge the authority of the Grand Prince and the Sovereign of All Russia after the territory of the Russian State had been shaped under Ivan III? Does it mean that a unified legal framework was established under Ivan III?

One can answer affirmatively if one hardly understands the mechanisms of power in that distant era and automatically projects the realities of the present time to five hundred years ago. But if you look deeper, then these perceptions will be gone like the morning mist. And this is the reason why: we have already quoted the statement of A. Smirnov. His remark concerned the times of Ivan III. So, if the state was not fully centralized under Ivan III, does it mean that a unified legal framework was not formed either?

Indeed, the remnants of the period of appanage principalities could be felt for a long time. For comparison, we take two contract letters between Grand Princes of Moscow and their brothers, appanage princes, separated by half a century (one was prepared in 1481, the other - in 1531). In general, the forms of the letters as well as the phrases or the basic legal language remained almost unchanged over that time. The Grand Prince and his counterpart mutually undertake to stay within (“not to interfere”) their jurisdictional boundaries that coincide with the boundaries of the territories under their control, inherited from their father, and not to violate the order established by their posthumous parent’s will [See, for example. 7. 269, 416]. The old order, according to which the prince was the rightful owner in his independent principality, having the right to judge and to act as a legislator, was preserved and recognized by the both parties as inviolable. Naturally, in this case, one cannot talk about the establishment of a unified legal framework.

So does it mean then that it is safe to say that with the elimination of independent principalities, one can talk about the termination of some sort of legal fragmentation and the establishment of a unified legal framework throughout the territory of the Russian state? And can we really date this new order to the 70s of the XVI century?
This statement is also difficult to accept. The reason for this, as we assume, is that the elimination of independent principalities was just another step towards real centralization, both political and legal. And that step was probably not the most important.

Let us now turn to the concept of a “composite state”. Without going deep in its analysis, we note one point which seems extremely interesting to us. The thing is that in Western European countries of the late Middle Ages–early Modern Age the royal power, when annexing new territories, faced a problem of how to establish a more or less effective governance of those lands. And, while maintaining a permanent military control over them (it is a military centralization), the crown was adding (emphasis added – A.P.) new power structures to the remaining old and familiar ones, simultaneously using the institution of patronage in order to achieve and maintain the loyalty of old administrative and political elites [5. 55; 8. 191-216]. Any attempts to replace the old structures by the new ones, as a rule, were the result of an acute social and political crisis and the disrupted interaction between the center and the provinces, and were certainly not welcome [9. 21].

However, it was difficult to expect them to behave differently, for to some degree both the authorities in the center and in independent principalities acted on the principle that Grand Princes of Lithuania formulated as follows: “We neither break the old orders nor introduce the new ones.” In the same way, Ivan III in his letter to the people of Novgorod wrote that he, the Grand Prince, in his claims to them, the people of Novgorod, did not go beyond those legal frameworks that had been outlined in previous agreements concluded between his ancestors, the Grand Princes, and Novgorod. At the same time Ivan reminded the people of Novgorod, that according to that old order, he had the right to punish them if they tried to break that “old order” [10. 285].

In brief, in those days the mentality was based on the assumption that best was the enemy of good, and good was firmly associated with the “old order”, with the tradition, and with the custom. The essence, as pointed out by a British historian N. Henshall, was that “like most European monarchs, the French kings did not rule a nation-state, nor was nation feeling a significant force in it. A ‘nation’ in the political, racial or linguistic sense was too nebulous to command loyalty - a key determinant in this period. Men were loyal to their family, their lord, their town, their province, their class, their religion or their king. Rarely were they loyal to their country ... Without the bonding agent of significant national feeling, administrative and legal unity was absent (emphasis added – A.P.) ...” [11. 8]. If we replace France by Russia in this statement, will there be many differences found in relation to the times of Ivan III and Ivan IV?

So, the focus on the preservation and maintenance of “the old order” would automatically entail the preservation of the old legal fragmentation and particularism “at the bottom”, and the visible unity was ensured by adding new power structures to the old ones. Can any confirmation of this simple formula of power be found? We assume yes. Let us try to analyze the letters – statutory letters, complaints, fiefdom letters and others - which were issued by Moscow Grand Princes at the end of XV - XVI centuries. What did they say about it? And if we analyze all such legal acts available to us, which were the ones that created a legal framework of the Russian state, it is easy to note a number of specific features. First of all, let us pay attention to the form of the letters, which regularly included the formula “And you, boyar children, and servants, and all the people of the volost (a territory ruled by a prince, with varying degree of autonomy from the Grand Prince), honor him (fief-tenant – A.P.) and listen, and he rules over you, and judges you according to the old custom as it was before that (emphasis added – A.P.) ..”[12. 40-41].

This formula (with minor variations) was also used under Ivan III [13. 110], Vasily III [12. 42, 48, 108], and under Ivan IV [12. 43, 49, 106, 110]. It follows from this that vicegerents and volost rulers assigned by the center to the principalities while ruling over “the land” were to be guided primarily by the local customs and laws.
But then another question arises – how could the vicegerent, volost ruler, or any other fief-tenant “manage, observe and take care according to the old order” of those whom the sovereign had entrusted him with, if he used to come to a fiefdom for one year, leaving it for goods afterwards? In The White Lake Charter, for example, there is an explicit instruction concerning this: “And our vicegerent and their assistants are not to deliver justice without an elected steward and the good (emphasis added – A.P.) ...” [14. 195].

So, it means that the sovereign’s representative in his governance activities had to rely on the already established local administrative apparatus, territorial self-government (stewards, bailiffs, which had properly functioned well before he arrived [13 133 135]). This local self-government (“zemstvo”) felt quite confident - to such an extent that at times the holders of charters from the sovereign had to go cap in hand to the Grand Duke, complaining of arbitrariness of “the bailiff and all the parish people (“volost people”) who, in spite of the grand-ducal charter would levy various duties (“protory and rozmetry”) [15. 116-117]. It is quite understandable why bailiffs and parish people thought they were entitled to continue charging duties. In their view, the charter from the sovereign violated the old order. However, while stopping arbitrariness (from the perspective of the central government) of the “parish people”, the Grand Duke definitely took them under his protection against excessive exactions and claims from governors and volost heads. And here is another formula which is quite common in charters: "But my, tsar’s and Grand Prince’s, villagers and our governors’ and volost heads’ people must not attend feasts and pot luck parties held by those monastery people, if they are not invited. And if somebody uninvited comes to their feast and pot luck party, they have the right to turn them away without any compensation. Should somebody try to take part in the feast by force, and should there happen a murder for this reason, that person must pay for the murder a double price without trial and without delay”[16. 319].

However, might it have been otherwise? Could the central authority do without self-government at that time? M.M.Krom, studying the peculiarities of the emerging departmental apparatus in the center in the 30s - 40s of the XVI century, noted that it was quite ineffective and could obviously not cope with the growing bureaucratic correspondence; this is why, according to the historian, “they used various ways to lift the burden off the central administrative apparatus and to transfer some functions to local government structures (emphasis added – A.P.) ... “[17. 374-375]. But such a transfer would automatically enhance the position of territorial self-government and made it a partner of the central government (which could actually not do without it in running a huge country). And, in our view, there is every reason to agree with the opinion of V.V. Bovykin, who noted that “the supreme authority represented by the Grand Prince and his judges, volost peasants with their organizational and representational structure, and monastic authorities recognized one another, in modern language, as subjects of law” [18. 93].

4 .CONCLUSION

From the above-stated, it can be assumed that the traditional “patchwork” of the legal framework of the Russian state, following the “old order” (despite the best efforts of the central government), was not only preserved, but reproduced every hour and every day. So when Ivan III in his Sudebnik (a collection of laws) wrote that “without a bailiff, a village elder and the best people, no trial can be conducted by vicegerents and volost rulers”, and his grandson in his Sudebnik confirmed this norm [6. 59, 108-109], it indirectly proves our hypothesis.

In this case, the reforms of the 40s - 50s of the XVI century should be viewed as a process of gradual harmonization and, to a certain degree, unification of administrative structures in the center and at the local level; according to V.A. Arakcheev, “in the course of reform in the 1550s, the process of self-governance in volosts and suburbs was bureaucratized and documented, which gave evidence of the beginning of the transition to a modern governance system (emphasis added – A.P.) ... “[19. 395]. According to V.A. Arakcheev, during this process of “the state apparatus’s penetrating into the self-
government”, which gathered momentum at the end of the reign of Ivan the Terrible, there also accelerated the process of gradual unification of law and building uniform legal institutions for the territory of the whole country. This work was not completed as in the Time of Troubles there was a certain setback (for the Troubles can be also viewed as an attempt made by the “lands” to return the rights which had been lost in the last quarter of the XVI century), and after that period and the accession of a new dynasty, the process of creating a unified legal framework was resumed.

5. RESULTS

The findings we have obtained in this study suggest that, firstly, the process of forming a unified legal framework on the territory of the Russian state is a far more complex and protracted process than it is shown in the existing literature; secondly, the formation of a unified legal framework is very closely connected with the transformation of the administrative, bureaucratic, and government structures at all levels - from the central to the local; thirdly, the reforms in the area of governance during the reign of Ivan the Terrible resulted in some “unification” of administrative structures, and the tumultuous events of that era led to mass migrations and mixing of the population, thereby destroying the “old order” and promoting the processes associated with the formation of a unified legal framework.

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THE ROLE OF SOCIAL ENVIRONMENT FACTORS IN THE DEVELOPMENT OF SOLIDARITY ATTITUDES WITHIN LOCAL COMMUNITY

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ABSTRACT
The article analyzes the conditions and social environment factors which develop the relations of solidarity, good neighborliness, a favorable social and psychological climate in a local community on the basis of the expert survey results among the representatives of the Belgorod region public associations. The obtained data allowed to define the conditional hierarchy of social environment elements, which have the potential impact on the development of solidary relations in the social area of local communities. The head of these factors and conditions hierarchy is represented by the efficient functioning of the authorities, a prosperous criminal situation, a stable economic situation, a well-developed transport infrastructure, a developed territory in urban and rural settlements, a qualitative health care and the legal security of citizens. These factors have the most significant impact on social environment security, and provides the community members with the sense of confidence in the strength of their own place in society and social relations stability. Such structural factors as a low level of social polarization and ethnic and cultural homogeneity are not among the top ones. The importance of citizen opportunities in the participation of a local community control appeared to be a moderate one, as well as a high level of piety.

Keywords: solidarity, social environment, local community, solidarity micropractices, civic participation, civic initiatives.

1. INTRODUCTION

A man has contact with a natural, a man-made (technical) and, most importantly, with a social environment - with other people, groups, organizations, and social institutions throughout his life. First of all the specificity of social environment in modern society is that it mediates contacts considerably with a natural and a man-made environment. Technology surrounds a man, but actually the degree of its comfort and life quality depends only on social institutions and technologies. For example, a high-tech prison does not cease to be a prison. And, secondly, the social environment should be considered as a casual and a natural one for an individual in a much greater extent than a natural and a man-made one. The success of social contacts, the volume of social capital largely determines the psychological state of a man, his social
status and, more generally, the quality of his life. But more importantly, they form an individual and a collective identity, a social integration and solidarity in the course of everyday social communications.

The quality of social environment forms the complex of its conditions, factors, elements, some of which are quite objective and even tangible and are directly related to such life quality components as the level of population income, its purchasing power, housing, nutrition, the state of education and healthcare systems, the environment, the improvement of living areas, demographic characteristics (life expectancy, mortality, fertility), a criminal situation, etc. But some of these factors and conditions are derived from purely intangible phenomena and are related to the features of people experiences concerning their place in the system of economic, social, environmental and other relations. As a rule, they are mediated by culture, religion, tradition. And not always the material factors and environmental conditions are the key ones in the social well-being of a man. In each case, one or another group of factors may be of a paramount importance. According to the Public Opinion Foundation (2013), the regions with the happiest population are not only prosperous Moscow and Yamal-Nenets autonomous region (81% and 85% of happy people, respectively), but also Dagestan, Adygea, and Tuva (85%, 85% and 86%) (2013). "As the quality of life depends both on being and consciousness, so far the public policy will inevitably be focused not only on economic interests, but also on spiritual ones, developing a commitment to justice, mutual aid, freedom, order, social support, etc" (Gundarov et al., 2008). The social organizations and associations play an important role in this, although "civil initiative as a whole function in a rather complex institutional environment within the Russian society" (Reutov et al., 2015).

2. LITERATURE REVIEW

A considerable amount of studies is devoted to the problems of collective actions and group solidarity in foreign and domestic sociology. Thus, the network concept, founded by M. Moss, J. Homans and P. Blau, continues to remain a relevant one in the theoretical and applied terms. Domestic and foreign science, including the writings by S.Y. Barsukova (2003), G.V. Gradoselskaya (2001), M. Granovetter (1973), M. Castells (2000), M.I. Novinskaya (1998), I.R. Prigogine (2008) develop the various aspects of social networks - from methodology to specific empirical analysis of the network relations development and operation in various local groups.

A significant methodological value for social network study is provided by the social capital concept, developed by J. Coleman (2001), R.D. Putnam (1993), V.V. Radaev (1993), T.Y. Sidorina (2007) and F. Fukuyama (2002). From the perspective of J. Coleman and R.D. Putnam, social capital facilitates certain actions of actors within a social structure, contributes to the achievement of certain goals the attaining of which is impossible at its absence. It contributes to the growth of a man's capital, as well as to the changes of social and political institutions.

The concept of social practices by Bourdieu (1995) is important for the understanding of social practice phenomenon, including solidarity micropractices and their role in local community integration. Thus P. Bourdieu describes the practices as the systems of individual and collective actions, which are aimed objectively at a specific result, which does not always have a reflexive feature. The practices are developed under the influence of life conditions and mental (cultural) dispositions (habitus). Accordingly, the examination of practices and, especially, the tries to change them, must be take into account their non-random and multifactorial nature.

The theoretical foundations of social self-organization were developed by N. Smelser (1962) and P. Sztompka (2001) within the framework of social movements sociology.
The specificity of the population self-organization in Russian regions, including the form of territorial public self-control was analyzed in the research made by I.A. Batanina (2014), L.I. Rogacheva (2010), T.Y. Sidorina (2010), E.V. Fomina (2012) et al.

The large number of theoretical and empirical research contributes to the conceptual definition of a number of social phenomena associated with collective practices, social solidarity, self-organization and social movements. However, the understanding of population self-organization mechanisms and the development of solidarity micropractices within the conditions of a sufficiently atomized Russian society with the dominance of power institutions in a public sphere and by paternalistic attitudes among a considerable part of the population are serious research problems.

3. RESEARCH METHODOLOGY

3.1. Participants

The empirical base of the study was the results of the expert survey "The role of public organizations in the development of regional solidarity society", conducted by the authors in May 2015. 30 experts were surveyed in order to solve the research problems. These experts are the representatives of Belgorod region public associations. Most of the respondents are the members of municipal formation public chambers in Belgorod region, the Public Chamber of the region and the Regional Trade Union Alliance. Most of experts are the people of mature age with sufficient life experience (43.33%); the fifth part is young people (20.0%). Basically, the respondent social activity experience makes more than three years, at that almost half (46.67%) have more than five year experience. Only 10% of respondents are engaged in social activities less than one year.

3.2. Instrument

An expert evaluation was given in points (from 1 to 5), and then an average score was calculated, according to which the activity trends were arranged hierarchically.

The processing of research results is carried out with the use of software "YES-System" (Determination analysis of data, version 5.0). The main mode of data processing was the acquisition and the visual analysis of the distribution tables. This mode is necessary for an overall situation assessment and the formulation of a more complex analysis tasks. "The designer of distribution tables" is used at this stage. "One-dimensional output tables" and "The output of two-dimensional tables" are the auxiliary program modes that were used during data processing and analysis. The methods of structural and comparative analysis, the methods of social variables grouping and typology were used during data analysis.

4. FINDINGS AND DISCUSSION

The results of the expert survey showed the leading role of such institutional factor as the efficiency of public administration. First of all, the average score assigned to such parameter of the social environment as the effective functioning of the government bodies was the highest one - 463 (hereinafter, refer to the Table 1). Secondly, two-thirds of respondents awarded the highest score to this parameter - 5. Thirdly, the experts determined the significance of this factor easily. It should be borne in mind that the selected experts represent the "third sector" and, thus, are not directly related to the administrative and bureaucratic subculture, albeit they are associated with it directly (most of the respondents are the members of the regional and municipal public chamber. It is difficult to get there without the authority permission).
The distribution of answers to the question "What role is played by the following elements of the social environment and social relations in the development of solidary, good-neighborly relations between people in the "softening" of manners and in a positive development of public morality? Give an assessment to each line in points - from 1 to 5 (where 1 - very low importance, 5 - very high importance)

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Average score</th>
</tr>
</thead>
<tbody>
<tr>
<td>The effective functioning of government bodies</td>
<td>4.63</td>
</tr>
<tr>
<td>Safe criminal situation</td>
<td>4.37</td>
</tr>
<tr>
<td>Stable economic environment, low unemployment</td>
<td>4.23</td>
</tr>
<tr>
<td>The condition of roads and public transport</td>
<td>4.20</td>
</tr>
<tr>
<td>Landscaped area of urban and rural settlements</td>
<td>4.17</td>
</tr>
<tr>
<td>Qualitative health care</td>
<td>4.13</td>
</tr>
<tr>
<td>The legal protection of citizens</td>
<td>4.07</td>
</tr>
<tr>
<td>Developed infrastructure of trade and service organizations</td>
<td>3.97</td>
</tr>
<tr>
<td>Absence of drinking, alcoholism</td>
<td>3.97</td>
</tr>
<tr>
<td>The ability of citizens to participate in the management of their city (a district, a town, a village)</td>
<td>3.90</td>
</tr>
<tr>
<td>The absence of a big difference in people's income</td>
<td>3.87</td>
</tr>
<tr>
<td>A high level of religiosity</td>
<td>3.80</td>
</tr>
<tr>
<td>The absence or paucity of other peoples and cultures</td>
<td>2.90</td>
</tr>
<tr>
<td>Civil-patriotic education (this option is specified by the experts on their own)</td>
<td>1.73</td>
</tr>
</tbody>
</table>

Thus, an expert evaluation indicates the leading role of the government in social relation structuring within Russian society - including the local level - in local communities. At that, in this context, the authorities are obliged most likely not only to develop the process of state and municipal service provision, but to take on also a regulatory function. Moreover, the latter should be implemented not only through the adoption of formal standards in the form of regulations, decrees and laws as via the presentation of practices and standards of conduct in a community that have ethical value. This is apparently one of the most serious impediments to a social cohesion. Some degradation of Russian society moral and ethical spheres as a whole is complicated by the negative selection effect at different trajectories of social mobility. Career in the state and municipal management system is not an exception. The loyalty to management as the dominant value and a clear predominance of funds over objectives in the management process does not contribute to the preservation of authority activity ethical base. Thus anti-values are translated mainly in the community. According to a reference group these anti-values actually mark a social success, gradually acquiring the status of values.

According to experts a safe criminal situation is the second largest factor contributing to the development of solidary, good-neighborly relations between people, "mitigation" of morals and the positive development of social morality. This figure was estimated at 4.37 points. Obviously, the uncertainty of people in their own safety, the safety of their loved ones, their property, a large number of crimes related to fraud. - Fraud, etc., lead to the degradation of trust relations in society and to the development of mental and behavioral patterns among its participants, aimed at "atomization". The analysis of sociological data and the departmental statistics of Internal Affairs Ministry (with all the limitations of the latter) suggests the existence of an inverse relationship between the level of crime and the confidence in law enforcement agencies, and to other public institutions indirectly. So, since 2009, there is the decrease in registered crime - in 2014 the number of reported crimes was reduced by a third as compared to 2008. But at the same time the number of complaints about the incidents (mvd.ru, 2015) increased significantly. And the latter just shows the growth of confidence in law enforcement agencies.
A stable economic environment, a low unemployment is regarded by experts as one of the key conditions for solidarity among people (4.23 points). Unfortunately, Russian society largely lost its compensatory mechanisms such as collectivism, mutual aid, etc. They are kept, usually in a relatively closed community of a social ethnic type, in some rural communities. Therefore, any economic shocks turn into mass frustration, the rise of crime and the delegitimization of a social order.

The fact that a considerable part of Russian society has the problems with adaptation and is extremely critical of socio-economic policy, characterized by a series of data periodically received by various sociological services. Even at relative normalization of a situation in the country during the first half of 2000-s the percentage of citizens not satisfied with their life to some extent, makes about a quarter of the population (26% in January 2015 according to Levada Center data) (levada.ru, 2015). The share of respondents who believe that the country develops in a wrong direction rarely dropped below 35% during the period of 1993-2013 (Levada Center data). It reduced significantly since the beginning of 2014 due to the Ukrainian crisis and still remains at a quite low level (22% in June 2015) (levada.ru, 2015), causing thereby an occasional surprise of foreign experts. According to M.K. Gorshkov "there was a conscious transfer from the mass radical mindset in the society, the movement towards common sense "core" was observed» (isras.ru, 2015). Nevertheless, the absence or lack of prospects clarity for the improvement of a socio-economic situation will inevitably lead to the deterioration of the population social well-being and, anyway, to the search for the guilty ones in this. The amount of external actors - such as the US, the EU and the Ukraine, or internal one - the Russian government, regional and local authorities, oligarchs, just rich people, etc. depends on many factors, including the information policy of the state. However, it should be noted that the negative mobilization opportunities are not unlimited. And if there is an external pressure on Russia will weaken, the mass consciousness will switch to the internal sources of the problems, which will undoubtedly affect the legitimacy of a social order.

According to experts the condition of roads and public transport is a significant factor in the development of good-neighborly, solidarity relations among people (4.20 points). The importance of this factor is conditioned, primarily, by the communication function of the transport infrastructure. The quality of the latter determines largely the availability of social benefits and the possibility of interpersonal communication beyond a family circle and a neighborhood community. A normal operation of public transport is one of the most important factors of a social wellbeing as it has a direct impact on the emotional and psychological state of citizens who regularly use them.

Of course, nowadays the electronic communication media, including the Internet assumed a substantial share of interpersonal and institutional interactions. However, the transport infrastructure is one of the backbone elements of society. This is evidenced by the following fact (among other things): according to the Levada Center (May 2015), the construction/repair of roads is included in the list of priority sectors for budgetary financing. This was mentioned by 22% of respondents and this is quite a lot, because the upgrade and the modernization of the army as such was noted only by 12% (levada.ru, 2015).

According to expert opinion a landscaped area of urban and rural settlements is the fifth most important factor of the social environment, contributing to the development of solidarity, good-neighborly relations (4.17 points). A certain level of social comfort, comfortable life infrastructure, which has, some aesthetic properties, may influence the social well-being of people to a large extent. Thus, "the dissatisfaction by environmental characteristics of the city and the stresses associated with the negative impact of an urban lifestyle on the mental, physical health and emotional well-being of a man are in the genesis of an urban stress" (Barkovskaya, M.P. Nazarova, 2014). An unconditional dependence on these relation factors between people, the nature of social contacts, the level of aggression, crime, or, on the contrary, mutual aid should be added to it.
Currently a qualitative health care is one of the most important and at the same time inaccessible social resources in Russian society. According to the Levada Center (January 2015), the quality of hospital clinics operation disturbed "very much" or "rather severely" 63% of Russians, and the rating of problems it took the third place - after the rise of prices and ruble decrease (levada.ru 2015). And given the situational nature of depreciation problem concerning the national currency, the healthcare problem may well be put to the second place by public consciousness. Of course, the impact of healthcare status and the access to healthcare services on the relationship between people is rather indirect one. However, the most significant impact of this factor on the mass consciousness is that it greatly contributes (or does not contribute) to the development of confidence in their own safety and the safety of their loved ones. The presence of such confidence increases the feeling of stability significantly and, indirectly - the strength of social ties and relationships. Thus, a sufficiently high expert evaluation of healthcare quality (4.13 points) looks quite reasonable.

A similar situation is with the legal protection of citizens. The experts estimated its importance in the solidarity of the local community as 4.07 points. Of course, the importance of different human and civil rights is highly differentiated for the public awareness of Russians. If the right to medical care, social security, the living standards is considered as the most significant one by 68% of Russians (Levada Center data, December 2014), then the right for the participation in public and political life is considered by only 17% (levada.ru, 2015). At the same time 47% of citizens do not feel protected by law (Levada Center data, March 2015). And the main reason of this are the belief in total corruption (45% of those who do not consider themselves protected), the position of many social groups "above the law" (44%) and the free interpretation of the laws by power (37%) (levada.ru, 2015). Accordingly, this factor should be recognized as one of the main barriers for the Russian society solidarity.

The development of trade and service infrastructure and the absence of alcohol abuse and alcoholism was estimated by experts at 3.97 points. The possibility of citizens to participate in the management of their city (a district, a town, a village) was evaluated even lower (3.90 points). This is perfectly correlated with the above-noted estimate of an effective government functioning importance, which was put by the experts in the first place. Certainly, an expert review in this case is very debatable. However, it demonstrates the reflection of descriptive practices, which are characterized by the disengagement of citizens from public administration and the transfer of public functions to authorities (see the above mentioned data about the importance of the right of Russians to participate in public and political life).

It is significant that the absence of big difference in people's incomes received a worse score - 3.87 points, although it is still quite high in general. According to VTsIOM (July 2015) currently, 77% of Russians, consider the distribution of income and wealth is unjust among the people in our society. At that the basic dissatisfaction among the respondents is caused by the presence of groups of people with extremely high income (40% said about it) (wciom.ru, 2015). However, in local communities these differences are expressed not strictly as at the macro-level. The relative tolerance of experts to social polarization factor is explained by this. A high level of population religiosity was not attributed by the experts to the high importance factors (3.80 points). Russian society is mainly secular one still. According to VTsIOM (June 2015), 34% of respondents would like to live in a country where religious values play an important role in society. On the contrary - 57%, where the issue of the relation to religion is a private matter and does not influence the social life (wciom.ru, 2015). Nevertheless, it is quite a high value, and it is consistent with the essential role of the Russian Orthodox Church in the social processes of the region.

The presence of foreign ethic and cultural elements within the community was not noted by the experts as a significant obstacle for solidarity development - they awarded 2.90 points to such a factor as the absence or a small number of representatives of other nations and cultures.
Finally, it should be noted that a number of experts (43.3% of the total sample) noted independently the civil-patriotic education as a significant factor of local community solidarity and the creation of a favorable social and psychological climate. Despite a relatively low weight of this factor in comparison with the rest ones (1.73), the fact that it was specified by the experts without the orientation on available response options increases its weight, of course.

5. CONCLUDING REMARKS

Thus, according to an expert review, the effective functioning of public bodies, a safe criminal situation, a stable economic situation, the presence of well-developed transport infrastructure, a landscaped area of urban and rural settlements, a qualitative health care and the legal security of citizens are among the social environment factors and conditions that contribute to the development of solidary, good-neighborly relations, a favorable social and psychological climate in society.

The resulting data allowed to define the conditional hierarchy of the social environment elements, which have the potential impact on the development of solidary relations in the social space of local communities. Of course, this list of factors and conditions can not be exhaustive, because it simplifies the view on social reality to some extent. Thus, the experts were responsible not only for hierarchy, but also for the additions of options available to them. The mechanism for an expert opinion articulation was the evaluation by 5-point scale. During the processing an average score was calculated for each position.

The factors and conditions of the social environment that contribute the most to the development of solidary, good-neighborly relations, a favorable social and psychological climate in the society are the following ones: an effective functioning of public bodies, a safe criminal situation, a stable economic situation, a well-developed transport infrastructure, a landscaped territory of urban and rural settlements, a qualitative health care and a legal security of citizens. These factors appear to have the most significant impact on the security of the social environment, and develop a sense of confidence in the strength of their own place in society and the stability of social relations among community members. Such structural factors as a low level of social polarization and ethnic and cultural homogeneity are against expectations and are not among the top ones. The importance of citizen opportunities to participate in local community management, as well as a high level of religiosity proved to be a moderate one.

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REFERENCES

STIMULATION ACTIVITIES IN THE AREA OF INNOVATION ON THE BASIS OF RUSSIAN UNIVERSITIES

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ABSTRACT
The article deals with current issues of innovative activity on the basis of higher educational institutions in Russia. The paper studies the strategy of innovative development of the Russian Federation for the period up to 2020 considers the objective of enhanced research and innovation on the basis of universities, features of an innovative society, objects of infrastructure support of innovation activity, active involvements of the university in the formation of university-based innovative infrastructure. The paper analyzes positive experience of Belgorod State Technological University named after V.G. Shukhov, where an effective model of educational research and innovation complex is dynamically developing, providing incentives for innovation activities of young scientists and commercialization of university intellectual property. Results of the study the organization of youth innovative activities may be of interest to both Russian and foreign entities and partners.

Keywords: innovative activity, educational research and innovation complex, Innovation and Technology Center, a business incubator, small innovative companies, innovation zone, higher educational institutions, young scientists, prototype model, technology, international technology park.

INTRODUCTION
The task of forming and actualization the preconditions for innovative development of the Russian regions belongs to the category of strategic importance because of the increasing role of innovation as a key factor in modern socio-economic development. As economists point out, among the causes of the economic growth of developed countries of the world today, the share of scientific and technical progress has to 80-85%.

The problem of providing the high innovation activity and innovative technological breakthrough in the Russian economy are largely objective and caused serious structural imbalances of the soviet economy, the complexity and duration of the formation of a new institutional environment. To ensure the same high rates of growth and stability necessary to carry out innovative renewal of obsolete fixed assets and products, improve the competitiveness of domestic goods and services in the domestic and foreign markets, the transition to the innovative development of the country, as envisaged in the strategy of innovative development of the Russian Federation for the period up 2020. The document specified that one of the main factors of the strategy is the development of innovative infrastructure for transfer of the
results of research and development sector in the Russian and global economies, especially by encouraging the creation of small and medium-sized technology innovation companies [1].

The economic recovery and positive changes in the economic structure of a state is primarily associated with the large scale use of achievements of scientific and technological progress [2,3,4].

Today, Russia is experiencing an important stage in its economic, political and social development. The Russian youth should be and, actually, is becoming the main participant in this process [5]. This is the youth, which represents the most active part of a civil society: the young are better adapted to the implementation of innovative projects and technologies in various fields, they are concentrating fundamentally new knowledge and ideas, and they are mobile and full of energy to arrange their life. By their self-assessment, the younger generation positions itself as the main factor in the stability of development in Russia and most of them - as the driving force for fundamental changes in the society. The Russian youth is the main ordering party for the future they deserve, the main strategic resource of the country [6].

Today more and more young scientists are involved in innovate activities carried out on the basis of higher educational institutions. Thus, on the basis of Belgorod State Technological University (BSTU) named after V.G. Shukhov more than 100 small innovative enterprises with the participation of young people have been registered. At the same time, in Russia, there are a significant number of higher education institutions, which have not established any small innovative enterprises on their basis.

Timeliness of the research is that in order to enhance research and innovation activity on the basis of higher education and research institutions within the education system of the Russian Federation it is necessary to improve the state regulation in the field of innovative activity and implementation mechanisms.

Achieving sustainable economic growth and improving national competitiveness is a complex task, the success of which is determined by the development of economic institutions and creation of new competitive advantages. In the new century, sustained economic growth depends on the development and implementation of strategies for the active use of knowledge as a basis for the development process. The most competitive economy is the economy in which the knowledge and innovation are created, distributed and used in an efficient way.

The strategy of innovative development of the Russian Federation for the period up to 2020 puts forward the following goals: to provide a high level of human well-being, strengthening the country's geopolitical role as one of the global leaders in defining the global political agenda. The only possible way to achieve these goals is to move the economy towards an innovative socially-oriented model of development [6].

In developed countries, the small business sector plays an important role in the social and economic development and improving the well-being of the population, provides a considerable proportion of gross domestic product and employment of population. Small innovative business in advanced foreign countries has become the main object of investment. Consuming 2 to 5% of the total funding in scientific and technological activities, small knowledge consumptive businesses create 50% of the major innovations and licensors are almost 50% of innovation in the global market. In most developing sectors (information technology, electronics, and others.) Of the total number of firms operating small businesses of up to 100 people make up over 80% [7].

It should be noted that the amendment of the Federal Law of July 21, 2011 #254-FL "About introduction of amendments to Federal Law "On science and national scientific-technical policy" these concepts
introduced in regulatory. By reference to the Federal Law, innovation is understood to introduce into practice a new or significantly improved product (goods and services) or process, a new sales method or a new organizational method in business practices, workplace organization or external relations. Innovation activity - activity (including scientific, technological, organizational, financial and commercial activities), aimed at the implementation of innovative projects, as well as the creation of an innovative infrastructure and maintenance of its activities.

The Russian legislation is meant for small business be understood entrepreneurial activity by subjects of small businesses in accordance with the criteria of the Federal Law #209-FL dated 24 July 2007:

- Legal entities whose authorized capital share of the Russian Federation, territorial entity of the Russian Federation, municipal formation, foreign juridical person, foreign citizens, social and religious organizations, charitable and other funds does not exceed 25%; share belonging to one or more legal entities which are not small businesses, does not exceed 25%; average number of employees per year - less than 100 people; Revenue from sale of goods (services) for the year - 400 million rubles;

- Individuals engaged in entrepreneurial activities without a legal entity and observe the criteria of size and revenue.

The modern world socio-economic situation is characterized by: the globalization of production and markets, high rates of technological development and modernization, increased requirements to the quality of goods and services, the introduction of unified international standards of quality. But small businesses en masse is not able to realize the full administrative functions. These is especially true of resource support at the start of business and minimize the cost of service management functions, such as market research, search for partners and orders, information and legal support, etc. Therefore, small businesses need stimulation and support from the state and public structures [8].

Effective means in reducing failures in business, increasing the proportion of surviving new businesses are incubators - a type of specialized infrastructure to provide support of small business along with technology parks, foundations, business centers, educational, informational and other service agencies.

Today more and more young scientists are carrying out innovate activities on the basis of higher educational institutions. Among the main features of an innovative society occupies a special position is given to higher education. In the unity of the state, universities and business the higher education is given the decisive role in conditions of knowledge economy: generation, storage and dissemination of new knowledge, research and development in the interests of business and the transfer of new technologies, establishing innovation networks of small science-intensive firms and their systematic reproduction within the university environment; specialists training best meeting the needs of a new and dynamic economy, formation of Creative youth environment; active international cooperation in education and science. That is an incomplete view of universities as the main factors of development.

The recent studies of foreign and Russian scientists conducted during the last years, have shown that the management of public and private higher educational institutions consider infrastructure support of youth innovative activities, as a means of stimulating regional economic development [9, 10,11].

Thus, university facilities for infrastructure support of innovative activities perform a wide range of functions, the most important of which are the development of various forms of cooperation between universities, research laboratories, industry and business, as well as assistance to firms in bringing new ideas to commercialization.
In Russia university-based seed stage entities tend to occur in order to commercialize innovative technologies developed in universities. Institutions of higher learning are legal owners of the results of intellectual activity (RIA). For educational institutions conducting research in many respects with the state budget support, the legal environment of commercialization RIA is of critical importance. It should be noted that the Federal Law #217-FL of August 2, 2009 "Concerning Amendments to Certain Legislative Acts of the Russian Federation on establishing business entities with a view to practical application (implementation) of the results of intellectual activity in state-funded educational and research institutions" and #209 - Federal Law of 24 July 2007 "Concerning development of small and medium-sized enterprises in the Russian Federation" have actively promoted the growth of small innovative enterprises. The main purpose of these laws is to promote the real implementation of RIA created in the production sphere, exclusive rights for which are owned by state-funded institutions of science and education.

At present, Russia there is a number of universities, successfully developing innovative activity and implementing various incentive mechanisms for innovation. Among them is BSTU named after V.G. Shukhov, which occupies a leading position in terms of innovation activities of young scientists.

The University is actively involved in the formation of the university-based innovative infrastructure. The purpose of the implementation of this concept is the creation of a unified educational scientific and innovative space aiming at involving young people into innovative activities [11]. Thus, a rapidly developing efficient model for educational research and innovation complex has been formed, resulting in significant intensification in undergraduates’, graduates’ and research staff activities.

As a result, research and educational innovation platforms, including a department, research laboratories and small innovative enterprises, established with the participation of scientists, as well as graduate and doctoral students become the basic university element. Therefore, research and education innovation platform provides a full cycle of training highly-qualified specialists, generates new knowledge, innovation, release of innovative products (Figure 1).

**Figure 1.** Mechanism of implementing research and innovative activity at BSTU named after V.G. Shukhov
The major role in implementing pattern of research and innovative activity at the university is performed by two innovation zones, actively interacting between each other, which allowed to successfully fulfilling the goals and objectives set forth.

**The first innovation zone represents** scientific and educational innovation platforms (20 such platforms have been set up at the University), it serves as a site for infrastructure support to small, innovative companies in the early stages of their development - innovation and technology center. The latter carries out a set of projects: "Innovative Business Incubator", "Business Center", and «School of entrepreneurship education in the field of high technology."

"Innovative Business Incubator" performs the following functions:

- Leasing of premises and providing office services (office space, support and manufacturing facilities, exhibition areas, ensuring the functioning of different kinds of communication, availability and office equipment for communities; the provision of postal and secretarial services);

- Comprehensive and competent consulting service for small businesses at different stages of development;

- Providing advice to budding small firms on economic, legal and technological issues;

- Providing targeted methodological and educational support to small businesses and creation of conditions for the expansion of inter-regional cooperation of small enterprises.

One of the most important advantages of the activities of business incubators - the formation of professional standards among business entrepreneurs. Instill entrepreneurs to adopt a habit; initially mainly struggling for survival, to highest professional standards of doing business is not easy. Business incubators are designed to teach entrepreneurs and management staff of small businesses to a certain standard paperwork, the preparation of promotional and advertising materials, to negotiate with partners and customer service at the highest professional level. Turning growing small business of domestic craft industry in a professional, business-incubator provides the basis of formation of the civilized class of entrepreneurs.

In the creation of business incubators interested universities, as well as bodies of the central governmental authorities, regional and local governments, which are usually the initiators of projects or actively support them in the development of regional innovation systems. Universities receive an effective mechanism for the transfer of technology from science to industry. Incubator - a place of realization of the idea of scientists, teachers and students, engineers and innovators and entrepreneurs. Part of me, and the educational process, it becomes a market-oriented, aimed at training not just engineers, entrepreneurs and engineers.

Priority organizations to provide full support in the business incubator based BSTU named after V.G. Shukhov are budding small businesses working in the field of high technologies.
Staying in an innovative business incubator, small businesses have an opportunity to innovate using innovative platforms on preferential terms. The company is located in the innovative business incubator for 3 years and use scientific and consulting services on favorable terms. At the end of 3 years - unproven companies leave innovation business incubator. The number of small innovative enterprises at the University concluded license contracts these companies and their earnings are presented in figures 2 and 3.

**Figure 2.** The number of small innovative enterprises at the University

**Figure 3.** The number of license agreements and income of small innovative enterprises

Today, participants in the innovation business incubator are 105 small enterprises. These companies operate in the field of energy efficiency, nanotechnologies, IT and information technology, new materials and equipment, "Center of energy-saving technologies and systems", "BetonProekt", "Innovative technologies and equipment engineering", "Rostekheram", "NPP Analitsistem", "Recycle-Intech", "SEC Modern integrated automation techniques", "FIT-Intellect", "BelSilika" and others. According to the Russian Ministry of Education in terms of the development of small innovative enterprises BSTU named after V.G. Shukhov took third place in the Russian Federation. The authorized capital of these companies made of the right to use the intellectual property of the university: inventions, utility models, computer programs.

So in a small enterprise "Center of energy-saving technologies and systems", is working on the creation of the design milling complex, carrying the feed direction of the crushed material and a force on it in the direction of the smallest pieces of anisotropic strength, which in turn makes it possible to reduce the specific energy consumption for grinding of anisotropic materials by 25-40% [12].

In 2012 “Innovative Entrepreneurship", the author's course was first introduced for all fourth and fifth year students, which culminates in the preparation and protection of a business plan for an innovative idea. The best students projects selected have received financial and scientific consulting support from the university in establishing youth innovative enterprises. Thus, the students who have completed the above author’s course established the first 58 small innovative enterprises in the framework of 217 - FL, which received funding from the university in the amount of 25 thousand rubles for the reimbursement of costs related to the organization of enterprises. The project can be called a pilot project in Russia by its integrity, set of goals, problems to be solved and the efficiency.

**The second innovation zone** is represented by BSTU named after V.G. Shukhov International Technology Park, bringing together about 200 leading manufacturing companies and business in Russia.
and abroad. It provides support for scientists in introducing innovations in the industry, facilitates the transfer of technology from the university science into the industrial sector.

As a result of active implementation of the mechanism of development of educational research and innovation complex in 2012 the University implemented 84 projects through innovative structures, 498 students were involved in innovative projects, 67 licensing agreements were concluded with enterprises, 350 university-based jobs for young scientists and students have been created.

**CONCLUSION**

Thus BSTU named after V.G. Shukhov has become a basic element of regional and international innovation system. According to the rating of Russian Ministry of education and science over the years BSTU is strongly holding the top position among architectural and construction universities in Russia. According to the results of an independent monitoring institution the University is in the top sixteen best Russian universities by the quality of training, the demand for graduates and their career development.

**FINDINGS**

Under current conditions support to scientific and technical creativity of the youth, creating the conditions for new ideas and, most importantly, their subsequent practical application, that is, for commercialization has become particularly urgent. This paper presents a positive experience, successfully implementing the incentives pattern for innovation activities of young scientists and commercialization of university intellectual property.

In our view, the experience BSTU named after V.G. Shukhov, one of the leading universities of the Russian Federation, may be of interest to both Russian and foreign organizations and partners.

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TO THE PROBLEM OF MAN - MATERIAL - HABITAT SYSTEM COMFORT INCREASE

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ABSTRACT
The development of building material science in the light of such flows as green building, architectural geonics, the concept of sustainable development poses new challenges for researchers, one of which is the human environment comfort improvement. Comfort is closely related to a premise microclimate, which is formed as the result of heating and ventilation system interaction with the building materials of wall structures. Traditionally, the role of building materials in this interaction is a passive one and is characterized by two properties: thermal conductivity and vapor permeability. A further increase in the efficiency of engineering systems is not possible without the inclusion of building materials in this process as an active component. It is known that the radiation heat exchange plays an important role in the distribution of energy indoors. This heat exchange takes place between the surfaces in the infrared range. Moreover, the work of radiant heating systems is based on this principle. It has significant advantages as compared with traditional ones and has great prospects concerning the energy consumption reduction for heating. In this regard, they studied the issues of composite development which have a particular interaction character with a particular spectrum of infrared light.

Keywords: human comfort, radiant heat exchange, radiant heating systems, composite materials.

INTRODUCTION

The post-industrial society, to which most economically developed countries referred (or are in the process of transformation) as is commonly believed, gave rise to new values, the most important of which is human capital [1]. The issues related to construction appeared in new light. In particular, a special attention is paid to comfort now [2].

The notion of "comfort" is interpreted by the dictionary in two main ways. First of all, comfort is a set of amenities. The other value implies a state of inner satisfaction which arises under the influence of any favorable conditions, circumstances, etc. With regard to the human habitat conditions, these interpretations should be considered only integrally.

According to the concepts of building thermal physics, the comfort of a premise thermal environment has an important value to maintain good health, efficiency and a man's health, since most people spend more than 85% of their lives in premises. In its turn, the temperature of walling structure inner surface plays an important role in the formation of the indoor environment [3, 4].
A significant drawback of the traditional approach is that when you choose some material for walls and ceilings, only two properties are taken into account which directly characterize its ability to participate in the heat exchange processes - thermal conductivity and heat capacity. The ability of building materials (except for transparent ones) to participate in the radiant heat transfer, applied to the targeted formation of indoor climate, is not considered as a rule. In standard calculation methods the accounting of this factor is performed by the use of averaged coefficients.

The convection and radiation processes are studied thoroughly by physics that enables a conscious approach to the development issue of building materials with necessary qualities. In its turn, this will allow to provide an additional tool of a man's environment comfort improvement and to reduce the energy consumption through their more efficient distribution. For this reason, and within the framework of the green building concept element implementation in practice the systems of premise radiant heating provide an increased interest [5, 6].

For a broad practical introduction of premise IR heating one should seek to minimize the flux density in the area of a man possible location without the reduction of its total power [7]. This is possible due to its redistribution by multiple reflection and by surfaces with a flow direction change. I.e. in order to create safe and comfortable environment IR rays should extend not only in the direction of an emitter - a man, but also in the planes perpendicular to this direction. At that, in order to preserve the aesthetic performances, the redistribution function of IR radiation should be provided by the building materials used indoors.

This method of control by the distribution of energy flows suggests new possibilities for microclimate development in a premise, in particular:

- The regulation of exterior wall humidity at the expense of the required temperature maintaining of their surface;
- The supply of additional quantities of energy to the coldest parts of premise surfaces;
- The microclimatic zoning of premises;
- The return of the heated air energy share of a premise top part to a man's habitation area.

The solution of these problems is possible at the expense of building material properties study concerning the cooperation with IR radiation, the principles of building composite development with the desired properties.

**METHODS**

A large amount of primary information on the interaction of various substances, rocks and minerals with monochromatic radiation of different wavelengths is provided by infrared spectroscopy which is a widely accepted method of material composition determination. Using the materials of U.S. Geological Survey (USGS) [8] the primary selection of minerals was performed, whose spectra were used for further analysis. The reflection spectrum of monochromatic radiation was overlaid by a primary radiator laboratory device (Figure 1 a), on the basis of which the curves of radiation reflection of different wavelengths were developed and the degree of blackness was calculated.

The study of radiative heat transfer process was carried out using a developed laboratory device the diagram of which is shown on Figure 1 b.
The device consists of a flat radiator, heated to a desired temperature and a measuring cell for the studied materials, equipped with the measuring thermocouples. In order to reduce the energy loss the measuring cell is equipped with an efficient thermal insulation, and the top is covered with a thin plastic film that is transparent to infrared radiation. The radiator surface temperature adopted in operation made 300 °C. The registration of heating and cooling process of the studied materials was carried out using a computer through the converter.

The assessment of blackness degree concerning studied powder materials was carried out by drawing the energy balance at the radiant heat transfer between them and a radiator. The amount of energy per unit of time absorbed, reflected and emitted by the material must comply with its quantity brought to the sample. The amount of energy flow supplied to the material was determined by analyzing the curve of water heating. Taking into account the blackness degree of water 0.95 (according to reference data), and the time for heating from 30 to 40 °C - the energy flow made 463.5 J/s per 1 m2 of surface.

**MAIN PART**

The ability of the materials to interact somehow with infrared radiation depends on several factors:

1. Radiation source features: the radiation spectrum for heat sources or a wavelength during monochromatic radiation.

2. The chemical and mineral composition.

3. The material temperature.

4. The features of a surface structure and material layer thickness.

5. The angle of absorbing surface inclination with respect to the main direction of infrared rays distribution.
6. The material humidity.

These factors influence on the development of such material characteristics as the reflection, absorption and transmission ratio, the blackness degree of a surface and a heat flux density.

One should keep in mind that most of these factors are interrelated and are formed by the interaction of internal and external aspects, therefore, the analysis of certain phenomena must take into account the test performance conditions. During the development of building composites the factors # 2, 4, 6 are of practical importance.

In order to predict the effect of mineral composition on the ability of building materials to interact with infrared radiation, on the reflection spectrum of a mineral the spectrum of the source radiation was applied. The value of blackness degree was calculated according to these data. Among the analyzed minerals that make up the majority of building materials, the lowest value of blackness degree was showed by calcite (0.77) and the largest value was showed by gypsum (selenite, 0.94). Quartz took an intermediate position (0.84) according to this indicator.

Despite the close values of calcite and quartz blackness degree, the latter has a high degree of reflection in the wavelength range of 8 ... 10 mcm. This area accounts for a maximum intensity of the secondary radiation, i.e. the radiation which is produced by all of the surfaces of a premise. Due to this, the materials containing large amounts of silica will be well-heated under the influence of IR emitters (during the cold season) and will be cooler during a warm season, when the heaters are not working.

The reflection region (4 ... 5.5 microns) of radiation by calcite almost coincides with the maximum intensity of the primary radiation source. Due to this reason the materials saturated with calcite will reflect its substantial part, and therefore they will be less heated during the heating operation period, redirecting the radiation to other surfaces. At that an intensive secondary heat exchange with the surrounding surfaces will take place.
Selenite has a very low degree of reflection throughout the considered range of wavelengths. This creates the prerequisites for its active interaction with primary and secondary sources of radiation.

In order to assess the influence of material surface structure on the nature of interaction with infrared radiation, using the developed device the process of radiative heat exchange with the original source was studied. Calcium containing bulk materials - chalk and limestone - were used for the analysis; quartz - quartz sand, crushed silicate and ceramic brick [9]. Gypsum was studied as the most suitable material for interior operations of decoration composite matrix. The indicators of radiative heat exchange of materials are presented in Table 1.

**Table 1. Parameters of material radiant heat exchange**

<table>
<thead>
<tr>
<th>№</th>
<th>Material</th>
<th>Main mineral (its share, % wt)</th>
<th>The amount of energy flows per 1 m² of surface, J/s</th>
<th>Blackness degree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Emitted Consumed (spent on heating) Reflected Estimated Other data</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Limestone</td>
<td>CaCO₃ (&gt;90%)</td>
<td>144 164 155</td>
<td>0,67</td>
</tr>
<tr>
<td>2</td>
<td>Chalk</td>
<td>CaCO₃ (&gt;97%)</td>
<td>78 63 323</td>
<td>0,30</td>
</tr>
<tr>
<td>3</td>
<td>Quartz sand</td>
<td>SiO₂ (&gt;96%)</td>
<td>197 222 44</td>
<td>0,9 0,932*</td>
</tr>
<tr>
<td>4</td>
<td>WMS waste</td>
<td>SiO₂ (&gt;75%)</td>
<td>168 182 114</td>
<td>0,75</td>
</tr>
<tr>
<td>5</td>
<td>Crushed ceramic brick</td>
<td>SiO₂ (&gt;70%)</td>
<td>138 170 156</td>
<td>0,67 0,93*</td>
</tr>
<tr>
<td>6</td>
<td>Crushed silicate brick</td>
<td>SiO₂ (&gt;85%)</td>
<td>153 255 55</td>
<td>0,88 –</td>
</tr>
<tr>
<td>7</td>
<td>Salt**</td>
<td>NaCl (&gt;97%)</td>
<td>106 125 232</td>
<td>0,5</td>
</tr>
<tr>
<td>8</td>
<td>Water**</td>
<td>-</td>
<td>312 128 23</td>
<td>0,95 0,98*</td>
</tr>
<tr>
<td>9</td>
<td>V/G=0,35</td>
<td>CaSO₄×2H₂O</td>
<td>177 224,3 62,2</td>
<td>0,87 0,903…0,94*</td>
</tr>
<tr>
<td>10</td>
<td>V/G =0,5</td>
<td></td>
<td>177,5 206,3 79,7</td>
<td>0,83</td>
</tr>
<tr>
<td>11</td>
<td>V/G =0,65</td>
<td></td>
<td>157,1 216,5 89,8</td>
<td>0,81</td>
</tr>
</tbody>
</table>

*on the basis of literary data
**presented for comparison

In general, a clear link between the absorption of infrared radiation by the layer of a bulk material and the same indicator of a predominant mineral is not traced. A probable cause is a great influence on the interaction with the radiation of structural factors - a high emptiness of a system, an irregular shape of grains and the surface formed by a break.
Figure 3 - The microstructure of the particle surface with the increase of:

a) chalk (x20k); b) crushed silicate brick (x25k); c) crushed ceramic brick (x25k)

For example, crushed limestone has the blackness degree (0.67) close to calcite (0.77). At the same time this figure of chalk with a similar mineral content is significantly lower (0.3). The probable cause is a smooth surface of chalk particle structural elements representing their spatial units (Figure 3 a).

The materials based on quartz, the particles of which are coated with a build-up of other minerals consume the energy of source radiation spectrum best of all among the considered ones. For example, a crushed sand-lime brick is largely composed of quartz sand particles the surface of which has calcium hydrosilicates (Figure 3b). Crushed ceramic brick - quartz particles, the surface of which has fused clay minerals (Figure 3).

With the increase of V/G ratio of gypsum from 0.5 to 0.65 the radiated energy flow quantity decreases. This is probably due to the increase of a surface layer porosity and the size of its pores, reducing the radiating surface area. At that such a phenomenon is not observed during the transition from water-gypsum ratio of 0.35 / 0.5, which suggests the existence of a critical pore size at which the radiation of their walls can not get out of the material replacing by multiple internal repeated reflection.

The increase of gypsum matrix humidity to the level of 15% or higher leads to the material blackness degree increase.

On the basis of the studied filler and gypsum matrix and the samples of 1:1 composition were prepared by weight. The indicators of their heating by a primary radiation source are shown in Table 2.

Table 2. Parameters of radiant heat exchange among gypsum-based composites

<table>
<thead>
<tr>
<th>№</th>
<th>Composite</th>
<th>Average density, kg/m²</th>
<th>The amount of energy flows per 1 m² of surface, J/s</th>
<th>Estimated blackness degree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Emitted</td>
<td>Consumed (spent on heating)</td>
</tr>
<tr>
<td>1</td>
<td>Gypsum – Limestone</td>
<td>1542</td>
<td>189,8</td>
<td>233</td>
</tr>
<tr>
<td>2</td>
<td>Gypsum – Chalk</td>
<td>1259</td>
<td>17,6</td>
<td>141,7</td>
</tr>
<tr>
<td>3</td>
<td>Gypsum – Quartz sand</td>
<td>1584</td>
<td>194,5</td>
<td>214</td>
</tr>
</tbody>
</table>
As can be seen from the presented data, the value of the filler blackness indicator is reflected in the corresponding index of composites with their application.

**SUMMARY**

According to the obtained data, the considered finishing composite materials can be divided into three types:

Type 1. Highly reflective ones concerning the energy of primary source of radiation - the composition with chalk as a filler. The finishing composite of this composition reflects more than 60% of incoming emitter energy. Such properties can be used to redistribute the infrared radiation of heaters particularly in the horizontal plane, while lowering the flux density to improve the comfort of their operation. The finishing of surfaces by such compounds will reduce the number of used heaters without loss for the uniformity of a premise radiation. At that, due to decreased density and heat capacity, a surface finished by these compositions will have a comfortable temperature. The own radiation will be a decreased one.

Type 2. This is the type with a high degree of spectrum energy absorption. They include the compounds with a filler made of splintered autoclave materials - gas silicate and silicate bricks. The blackness degree of a surface with respect to an emitter range exceeds 0.98. These materials almost do not reflect the primary source radiation, but they actively absorb and emit it in the spectrum corresponding to the temperature of their surface. Such composites may be used as original spectrum transformers which transform the shorter wavelength radiation into the long wave one with a lower intensity but radiated from a higher surface. Their effective use for such purposes requires their application on a substrate made of an effective insulation. Otherwise a considerable part of the energy received by them will be spent for structure heating used as their substrate.

On the other hand, the use of such compositions on the inner surface of outer walls without a separating insulation layer will allow to increase the wall temperature due to the use of heater infrared energy situation and will allow to control a dew point in an outer wall. A dew point offset to the outer surface will provide a structure moisture reduction and will improve its insulating performance [10]. Due to this, it is possible to justify the expenditure of energy for a wall heating.

Type 3. The compounds demonstrating the intermediate values of blackness degree at 0.85 ... 0.95. The most typical representatives of this group are the compounds with the use of limestone, crushed ceramic brick and quartz sand as the fillers. The use of such materials provides the redistribution of the primary transmitter energy and its efficient uptake with the repeated emission in a long wavelength spectrum.

**CONCLUSIONS**

According to the presented results, the following conclusions may be made:

1. Nowadays the world is in the formation of postindustrial society, the main accepted value of which are human resources. This requires the review of the requirements for building materials, the introduction of such an additional criterion as a comfort for a man. The practical realization of this thesis is possible due to the inclusion of building structures in the active creation of a favorable microclimate for a person.
2. One of the promising heating methods is the use of infrared systems. The key ensuring the effectiveness of their work is the account of not only the emitter parameters, but also the properties of materials, perceiving a radiation flux. Thus, the impact of building materials on the process of active microclimate control is almost carried out.

3. The development of surface properties concerning their interaction with infrared radiation is advisable to carry out due to the creation of finishing layers with a certain value of blackness degree in relation to the spectrum of applied heaters, since the interaction with radiation is mostly superficial one, and has a superficial character (to the depth of a few millimeters).

4. The material properties for the cooperation with IR radiation, are based on mineralogical composition, but are greatly influenced by the structure of particles and their surface during the transition to bulk materials, and are largely inherited by the composites on their basis, combining with the properties of the used matrix.

5. Depending on the structure of particles the blackness degree of materials with the same mineralogical composition can vary widely, as can be seen according to the example of chalk-limestone pair.

6. Granular materials have the best ability to absorb infrared radiation, the particles of which have a build-up on their surface from other entities: microcrystalline product of binder hydration or glass crystalline formations of baked clay. The new formations of autoclave materials, probably because of their introduction of quartz particles into a surface layer, are the best modifiers in performed experiments.

REFERENCES


REVISITING ASSESSMENT OF THE COMPETITIVE OPPORTUNITIES OF THE ENTERPRISE

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ABSTRACT
The formation of the enterprise’s effective competitiveness management system is an urgent problem of the modern economics. A key element of the system’s infrastructure is assessment of the competitive potential of the enterprise. The aim of this study was development of methods to assess the overall strategic competitive potential. The developed tools allow calculating and justifying the assessment of both overall and individual competitive potential. In the comparative analysis, which will allow more efficient use of existing resources and reserves for future planning, and as a result improving the competitive potential. It stressed that an essential element of the implementation of the strategy is to monitor and analyze the effectiveness of the targets, namely, management of resources. Taking into account the estimated value of the overall competitive potential of the enterprise it is possible to elaborate a development strategy for competitive potential.

Keywords: Competitiveness, competitive potential, multi-criteria analysis, competitive potential development strategy.

INTRODUCTION
The modern development of economic relations between entities at all levels is characterized by significant toughening of competition. Competition remains the main attribute of the market economy and it exists in both the manufacturing and commercial activities. Until now, the most urgent problem of the Russian economy is ensuring a high level of competitiveness of the country, its enterprises, as well as manufactured products.

High scientific and technological progress, inflow of investments directed to the development of production for the purpose of development and improvement of manufacturing processes leading to increased labor productivity, decrease in costs, increase of turnover and liquidity, implementation of innovations, development of automated information technologies - are just some of the processes which enhance competition between manufacturers in the market. In this situation, the management of any enterprise for the successful development must be able not only to catch the trends of development of the target market, but also respond adequately to changes in the market situation. Therefore, the competitiveness management system, which clearly reacts to emerging tendencies in the economy, should be currently developed at the enterprise [1].
When developing any competitiveness assessment methodology in the management system one must take into account the crucial points and basic requirements for competitiveness assessment [2]:

- the results of assessment of enterprise competitiveness are largely determined by the clarity with which that assessment results can be expressed and explained;
- the reliability of final conclusions about the level of competitiveness of the enterprise depends not only on the type of function binding individual indicators, but also on the quality of the initial information.

We would like to note that for efficient management of competitiveness assessment system one first need to design a system infrastructure. The composition of the main elements making up the system infrastructure and assessment indicators is presented in Figure 1 [3, p. 329].

Development of the full range of elements forming the infrastructure of the enterprise competitiveness assessment system will provide not only scientifically and methodologically grounded development plan for the enterprise, but also will create conditions for sustainable development.

The figure presents the individual competitive potentials which are the backbone for integrated competitiveness potential of the enterprise. Table 1 shows major groups of indicators that provide assessment of each of the individual potentials.

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**Figure 1.** Infrastructure of enterprise competitive system

**Table 1.** List of indicators for assessment of the competitive potential

<table>
<thead>
<tr>
<th>Potential</th>
<th>Description</th>
<th>Keyindicators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

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<table>
<thead>
<tr>
<th>Potential</th>
<th>Description</th>
<th>Keyindicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management potential</td>
<td>Assessment of efficiency of enterprise management designed for the strategic development purposes</td>
<td>Efficiency of the attracted investments use</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of equity capital use</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of production space use</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of working time use</td>
</tr>
<tr>
<td>Resources potential</td>
<td>Assessment of the efficiency of use of different types of resources by the enterprise</td>
<td>Efficiency of use of business assets</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of use of the enterprise human resources</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of use of material resources</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of use of financial resources</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of use of intellectual resources and R&amp;D resources</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of use of information resources, etc.</td>
</tr>
<tr>
<td>Marketing potential</td>
<td>Assessment of methodology, human, material and information resources for marketing activities</td>
<td>Efficiency of advertising campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of work with clients</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of work with suppliers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of pricing policy of the enterprise</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of marketing research ensuring the growth of the occupied share of the market</td>
</tr>
<tr>
<td>Sale potential</td>
<td>Assessment of the possibility of sale of the manufactured products in all markets</td>
<td>Efficiency of the manufactured products sale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of work of the distribution network</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of work of the dealer network</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of work with product stock</td>
</tr>
<tr>
<td>Potential of supplier</td>
<td>Assessment of possibility of efficient material support</td>
<td>Efficient inventory management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficient pricing of supplied products</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficient management of supply quality</td>
</tr>
<tr>
<td>Financial potential</td>
<td>Assessment of the end results of using the enterprise finances</td>
<td>Assessment of financial condition of the enterprise reflecting the value of the resulting net income, liquidity of the enterprise, its</td>
</tr>
<tr>
<td>Potential</td>
<td>Description</td>
<td>Keyindicators</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Enterprise life-cycle potential</td>
<td>Assessment of the objective prerequisites for the successful development</td>
<td>Solvency assessment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Liquidity assessment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assessment of financial stability</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assessment of profitability</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assessment of business activity</td>
</tr>
<tr>
<td>Innovation potential</td>
<td>Possibility of solution of problems of scientific and technological development</td>
<td>Efficiency of use of investments for the implementation of innovative projects</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assessment of innovative solutions efficiency</td>
</tr>
<tr>
<td>Production potential</td>
<td>Assessment of use of funds, human resources and raw materials to ensure high volumes of output capacity</td>
<td>Efficiency of use of production capacity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assessment of the volume of production</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of the formed stock of orders</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assessment of the quality of products</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assessment of material consumption</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficient use of working capital</td>
</tr>
<tr>
<td>Logistic potential</td>
<td>Assessment of the enterprise's ability to implement the logistic functions</td>
<td>Efficient Inventory Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assessment of the efficiency of the delivery of supplied products, materials and raw materials</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ability to deliver over and above the plan</td>
</tr>
<tr>
<td>Growth potential of business value</td>
<td>Assessment of ability to attract investment resources and use them effectively</td>
<td>Assessment of the value of borrowed funds</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Efficiency of the use of borrowed funds</td>
</tr>
</tbody>
</table>

Quantitative assessment of individual competitive potentials allows characterizing the overall strategic competitive potential of the enterprise \( \Pi_{\text{overall}} \), which can be expressed as the following function:

\[ \Pi_{\text{overall}} = f(\Pi_j), \]

where \( j \) is a type of individual competitive potential, \( \Pi_j \) is numerical assessment of competitive individual potential. Dependence form, its unknowns define the methods for assessment of the strategic potential.
− Development of methodology to impartially and reliably perform not only numerical estimate of individual competitive potential, but reliably estimate the overall strategic competitive potential is impossible without the use of optimization techniques.

− The general scheme for the assessment methodology of strategic competitive potential of the enterprise is shown in Figure 2.

− Let’s consider the key points of the proposed methodology.

There are many approaches to the development of indicators determining the value of the competitive potential. Formation of competitive potential is intended to cover all the basic in-house processes occurring in the various functional areas of its internal environment. The result is a systematic view of the enterprise, which allows you to identify the strengths and weaknesses, and develop on this basis a comprehensive methodology for assessment of possibilities of the long-term promising development of the company [4].

In this situation, the following points [5] must be taken into account. First, the competitive potential is not constant, since it depends on not only many factors affecting it, but also depends on the market conditions. Second, the competitive potential reflects the enterprise’s ability to respond quickly to rapidly changing external conditions. Third, the concept of competitive potential is considered in the conditions of crisis-free operation of the business. Fourth, in practice, a set of indicators required for calculation not only differs in the larger number, but it remains unstructured. Also, in addition to quantitative indicators the qualitative indicators are used quite often. Therefore this stage on assessment of the competitive potential is the most time-consuming and creative. As the result of monitoring the data are generated in table 2.

− Due to the large number and quality variety of indicators studied for each group on the assessment of the individual potential one cannot do without methods of multi-criteria optimization, for successful implementation of which it is necessary to solve the following problems.
Task definition to assess the overall competitiveness potential

Preparation of information provision for calculation of the required indicators

Calculation of statistic indicators of the generated information base

Selection of normalization method depending on the objectives of competitiveness assessment

Vector normalization
Normalization of averaging
Linear transformation
Spline transformation
Use of linguistic intervals

Calculation of criteria by the selected normalization method

Normalization is adequate

Yes

No

Selection of criteria verification method

Linear convolution
Convolution on minimum (maximum) value
Multiplicative convolution
Nonlinear convolution
Combinatorial convolution

Verification of criteria

Normalization of indicators
Figure 2. The general scheme of the calculation methodology of strategic competitive potential

Table 2. Information support of calculations

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Individual competitive potential</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CP 1</td>
</tr>
<tr>
<td>Indicator1</td>
<td></td>
</tr>
<tr>
<td>Indicator2</td>
<td></td>
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<td>…</td>
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<td>Indicatork</td>
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<td>…</td>
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<tr>
<td>IndicatorR</td>
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</table>


The first problem to solve is the choice of the normalization method of assessment alternatives for each criterion. Each indicator reflecting the value of the individual competitive potential is characterized by different economic values, different measure units, and different ranges of possible values. This problem is solved by bringing them to a dimensionless form and representation of them in relative units, i.e. their normalization.

Let’s dwell on the basic ratios used for each normalization method and reveal them in more detail. [6]

Vector normalization. Advantages of the method are the dimensionless nature of local criteria, the ranges depend on the functions change ranges; the values of criteria can be both positive and negative.
\[ f_k(X | K_p) = \frac{f_k(X | K_p)}{\sqrt{\sum_{p=1}^{m} f_k(X | K_p)^2}}, \]  

(1)

where \( p \) – is the number of indicators \((p = 1, \ldots, m)\), \( f_k(X) \) – is a local optimization criterion for individual potential assessment \((k = 1, \ldots, R)\), \( K_p \) – is indicator of individual potential assessment (alternative).

**Normalization of average.** The values of the criteria can be either positive or negative, but the method is applicable if the average value of the individual criterion is not equal to zero.

\[ f_k(X | K_p) = \frac{f_k(X | K_p)}{f_k(X | K_p)_{\text{average}}}, \]  

(2)

where \( f_k(X | K_p)_{\text{average}} \) – is the average value for each optimization criterion.

**Linear transformation.** The values of the criteria can be only of one sign, maximizing and minimizing transformation is distinguished.

\[ f_k(X | K_p) = \frac{f_k(X | K_p)}{\max_{1 \leq p \leq m} f_k(X | K_p)} \text{ or } f_k(X | K_p) = \frac{f_k(X | K_p)}{\min_{1 \leq p \leq m} f_k(X | K_p)}, \]  

(3)

where \( \max_{1 \leq p \leq m} f_k(X | K_p) \) – is the maximum criterion value for the alternative, \( \min_{1 \leq p \leq m} f_k(X | K_p) \) – is the minimum criterion value for the alternative.

There are also alternative methods of linear transformation applied subject to the objective of normalization.

**Spline transformation.** Transformation using different proportionality factors.

For example, proportionality factors \( E^1_k = \min_{1 \leq p \leq m} f_k(X | K_p) \), \( E^2_k = \max_{1 \leq p \leq m} f_k(X | K_p) \),

\[ E^3_k = \frac{1}{2} (E^1_k + E^2_k), \]  

and

\[ E^4_k = \frac{1}{m} \sum_{p=1}^{m} f_k(X | K_p), \text{ тогда} \]

\[ f_k(X | K_p) = \begin{cases} 
\frac{f_k(X | K_p) - E^3_k}{E^3_k - E^1_k}, & \text{if } f_k(X | K_p) \leq E^3_k; \\
\frac{E^3_k - f_k(X | K_p)}{E^2_k - E^3_k}, & \text{if } f_k(X | K_p) > E^3_k.
\end{cases} \]  

(4)
The result of minimization criteria not always belongs to Pareto set. The worst
importance of the individual criteria

Where applied if, under certain conditions, any set of solutions chosen is subset of the peak points set of not
linear convolution of the criteria \[6\].

Let’s consider various schemes of secularization for the assessment of individual competitive potentials
\{the original local criteria
function for assessment of the generated group of individual competitive potential is some combination of
the value of the individual competitive potential to the one
the introduction of the utility function, which provides reduction of the multi-

The second problem is the choice of method of criteria convolution. That is selection of method based on
the introduction of the utility function, which provides reduction of the multi-criteria problem of finding
the value of the individual competitive potential to the one-criterion problem. After all, the objective
function for assessment of the generated group of individual competitive potential is some combination of
the original local criteria \(\Phi(X) = \{f_1(X), \ldots, f_a(X), \ldots, f_d(X)\}\) is its transformation into a scalar component \(F_{ph}(X)\).

Let’s consider various schemes of secularization for the assessment of individual competitive potentials
\([6]\).

Linear convolution of the criteria. It is the most common method of convolution. This method is lawfully
applied if, under certain conditions, any set of solutions chosen is subset of the peak points set of not
some non-negative coefficients.

\[
F^1(\bar{X}) = \max \left\{ \sum_{k,r+1}^R w_k \tilde{f}_k(X) - \sum_{k=1}^r w_k \bar{f}_k(X) \right\}, \quad (6)
\]

where \(\bar{f}_k(X)\) - is normalized value of indicators, \(w_k\) - weight indices that determine the relative degree of
importance of the individual criteria \((\sum_{k=1}^R w_k = 1)\).

Methods of maximum (minimum) convolution. Minimum indicator provides the best deviation of
the worst-case local optimality criteria from its optimum value. The disadvantage of this method is that
the result of minimization criteria not always belongs to Pareto set.

\[
F^2(\bar{X}) = \min \left\{ \max_{X \in \mathcal{D}} w_k \left[ \tilde{f}_k(X) - \bar{f}_k(X) \right] \right\} \max_{r+1 \leq k \leq R} w_k \left[ \tilde{f}_k^+ (\bar{X}) - \bar{f}_k(X) \right]; \quad (7)
\]

\[
F^3(\bar{X}) = \min \left\{ \max_{1 \leq k \leq r} w_k \left[ \tilde{f}_k(X) - \bar{f}_k(X) \right] ; \max_{r+1 \leq k \leq R} w_k \left[ \tilde{f}_k^+ (\bar{X}) - \bar{f}_k(X) \right] \right\}; \quad (8)
\]
where \( f_k^-(X_k) \) is the minimum value of the target indicator, \( f_k^+(X_k) \) is the maximum value of the target indicator.

Methods of multiplicative convolution. Multiplicative indicator is based on the principle of a fair relative concession, i.e. the total level of the relative decline of one or several indicators does not exceed the total level of increase of other indicators. The disadvantage of this method is multiextremality that involves computational difficulties.

\[
F^4(X^*) = \min_{X \in G} \left[ \prod_{k=1}^{r} w_k \frac{f_k(X)}{f_k^+(X)} \right] \left[ \prod_{k=r+1}^{R} w_k \frac{1}{f_k^-(X)} \right]; \\
F^5(X^*) = \min_{X \in G} \prod_{k=1}^{R} \left[ f_k(X) \right]^\lambda; \\
F^6(X^*) = \min_{X \in G} \sum_{k=1}^{R} \lambda_k \cdot \ln[f_k(X)]
\]

(9) (10) (11)

Non-linear criteria convolution. This is the addition to the methods of maximum (minimum) convolution and multiplicative convolution. It is also multiextremality task.

\[
F^7(X^*) = \min_{X \in G} \sum_{k=1}^{R} w_k \left[ f_k(X) - f_k^+(X_k) \right]^\beta; \\
F^8(X^*) = \min_{X \in G} \sqrt[\alpha]{\sum_{k=1}^{R} \left( w_k f_k(X) - f_k^+(X_k) \right)^\alpha}
\]

(12) (13)

Combinatorial convolution is the simultaneous use of multiple trade-off schemes with different weighting factors.

After calculating the scalar indicators of individual competitive potential in order to analyze and compare them the radar chart is built. Figure 3 shows a general example of chart.

Figure 3. Example of individual competitive potentials analysis chart
The chart not only reflects the quantitative values obtained by calculations, but also provides a comparative assessment of the factors for each selected competitive potential. Graphical representation of scalar values will allow selecting competitive potential having a larger reserve for the formation of competitive strategy. You can also determine the potential which value should be increased to enhance the competitiveness of enterprise.

The third problem is the selection of the type of function to calculate the overall strategic potential. In our view, it is possible to use a geometric average value of single scalar indicators, the geometric average provides the most correct in content averaging result. The overall competitive potential calculation can be performed using the formula:

\[ \Pi_{\text{overall}} = \sqrt[n]{\prod_{j=1}^{n} \Pi_j}, \]

(14)

where \( \Pi_j \) – is individual competitive potential.

In order to assess the estimated overall strategic potential, the authors propose to use a scale which determines the development strategy of the competitive potential of the enterprise (Table 3).

Subject to the estimated value of the overall competitive potential the enterprise management shall develop a strategy of competitive potential development.

<table>
<thead>
<tr>
<th>Ranges of values ( \Pi_{\text{overall}} )</th>
<th>Position of enterprise</th>
<th>Development Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>( 0 \leq \Pi_{\text{overall}} \leq 0.35 )</td>
<td>Weak</td>
<td>Search for internal reserves of development at the expense of favorable external conditions or due to more efficient use of internal resources</td>
</tr>
<tr>
<td>( 0.35 &lt; \Pi_{\text{overall}} \leq 0.65 )</td>
<td>Average</td>
<td>Identifying of external threats and strengthening of the internal capabilities</td>
</tr>
<tr>
<td>( 0.65 &lt; \Pi_{\text{overall}} \leq 1 )</td>
<td>High</td>
<td>Securing of positions occupied on the market</td>
</tr>
</tbody>
</table>

Figure 4 shows the scheme of formation of strategy of competitive potential development [4].
The study of the external environment is necessary to identify trends and circumstances impacting the main activities of the enterprise. Of course, it is necessary to analyze the market segment occupied by the enterprise, competitors’ behavior, explore the technological area, and thus if possible identify future threats to the business.

The study of the internal environment will provide the strengths and weaknesses of the enterprise activities. Particular attention should be paid to the enterprise financial resources, staffing, and structure of process engineering and other.

**CONCLUSION**

Then it is necessary to assess the numerical value of the overall strategic potential, according to the methodology proposed above. Thus, one should perform a comparative analysis on each individual competitive potential both in dynamics and subject to competitors. These results will increase the efficiency of use of existing resources and reserves for future planning. An essential element is the monitoring and analysis of the efficiency of target performance, resource management, as well as provision of the necessary information for further research.

**CONCLUSIONS**

It should be noted that an adequate assessment of the overall competitive potential, formation of individual competitive potentials affects all activities of the enterprise.

Assessment of individual competitive potential allows to analyze all aspects of the enterprise activities and identify trends which help to detect future threats, secure position in the market, investigate the technological area.

A reasonable approach to management of all elements of competitiveness management system will allow to elaborate a strategy for development of the enterprise in the long-term period.

**GRATITUDE**

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**REFERENCES**


ASSESSMENT OF QUALITY OF ADAPTIVE MANAGEMENT OF INDUSTRIAL CORPORATION IN THE COMPETITIVE ENVIRONMENT

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ABSTRACT
In this article the existing contradictions in modern ideas of adaptive management of industrial corporations are considered. Differences of adaptive management from other approaches to business administration in the conditions of instability and unpredictability of external environment are identified. The relational concept of adaptive management is offered. Sravnenivayutsya approaches to the management of industrial corporations in terms of mobility and unpredictability of the environment. Formulated a consistent methodology of analysis and measurement of the level of turbulence of the environment. The analysis of the activity of development of JSC "Belogorie". After testing method results were obtained, which objectively show the perspective changes of product portfolio management to enhance action on adaptation of the enterprise to changing environmental conditions. The tools of an assessment of quality of adaptive management of industrial corporation, allowing to differentiate competitors on degree of flexibility of their market policy are described.

Keywords: Adaptive management, adaptability, industrial corporation, external environment, turbulence of the environment, development intrastability.

INTRODUCTION
Adaptive management arose in the 1970th as the approach to resources management which appeared to replace of traditional environmental management with his installation on planning and approving inevitability of uncertainty of live systems and need of training as a main goal and experiment as the main methodology. "Adaptive management and an assessment of environment" of K.S. Hollinga is considered the classical work which has laid the foundation of science [1]. It is focused on the quantitative analysis of results of experiments in the sphere of fishery and the wild nature.

In the 1990th the concept of adaptive management began to be applied in social and political sciences. K.N. Li investigated influence of social and political problems on management of stability of development and has pointed to communication between the contradictions arising in society and instability of development [2]. At the present time the adaptive management is a set of the concepts and methodologies presented in different scientific disciplines: systems of adaptive control in mechanical engineering, general quality management (TQM), research of operations and methods of optimization, the theory of organizational training, the system analysis in ecology, etc.

The analysis of the existing researches in the field of adaptive management has allowed to identify the incoordination of views on many positions.
First, different opinions concerning object of adaptive management have developed. In the western tradition adaptive management is still better known as adaptive resource management (ARM, Adaptive Resource Management) and more often researchers refer his content and methods to research of problems of environment, ecobalance, using of natural resources. Adaptive management, according to B. Williams, is aimed to reduce uncertainty which imposes restrictions for management of natural resources [3, page 1352]. At the same time, the methods developed for natural ecosystems, algorithms and tools can't be postponed with the same ease for the enterprises. Therefore adaptive management in a business environment is the separate scientific direction demanding development.

We will note that along with the idea of biospheric orientation of adaptive management which is definitely accurately existing in foreign scientific works in relation to a business environment adaptability of the companies quite often is studied. Adaptability of the enterprise as the concept was approved in the 1970th, designating ability of the company to adapt to changes in external environment for ensuring the viability [4]. The researches of organizational adaptability which have gained development in the 1960th were guided by the contingency theory and studied the relations between the enterprise and its environment [5]. In the Russian tradition questions of adaptability are traditionally taken up mainly in the field of biology, medicine, psychology, and adaptive management – in information systems of management and in mechanical engineering. At the same time, the Russian scientists quite actively develop methodology of adaptive management of the commercial enterprises, acknowledging the objective possibility of application for their characteristic of property of adaptability and flexibility. At the same time often adaptability is treated through characteristics of preservation of stability in market conditions [6, 7].

Secondly, use of two terms ("adaptive management" and "adaptation") for reflection of administrative process of adaptation to changes is noted. Adaptation is most often presented as process of adaptation, reorientation, ensuring viability, change of properties of the organization in response to change of operating conditions [8].

The adaptive management (adaptive management) of the enterprise is defined as:

- realization of expedient options of acceptance and implementation of the balanced administrative decisions which are intended for creation of the mechanism of adaptation of the enterprises to the competitive environment;

- systematic interaction with external environment for identification and extraordinary response to atypical, uncharacteristic operating conditions.

In our opinion, process of adaptive management includes adaptation as a key resultant stage to which forecasting and the analysis of a situation precedes. It is possible to determine adaptive management as activities of the subject for monitoring, fixing of deviations in dynamics of development of external environment and in own functioning, and also by regulation (adaptation), control of efficiency of the taken measures.

Thirdly, in a number of foreign sources the emphasis in definition of adaptive management is placed that it is the process which is based on training: knowledge improves administrative decisions [9, 10, 11]. In other words, the purpose of adaptive management is not only achievement of the corporate purposes, but also training and as operating, and the operated systems.

Fourthly, there is no consensus concerning a source of changes. In economic science often adaptability is understood as reaction of the organization both on external, and on internal "irritants". Allowing similar treatment, all of us incline to idea about origin of the majority of the reasons of internal changes in
external environment. Need of qualitatively new relation of industrial corporation to a surrounding situation, in our opinion, is caused by the fact that adaptive approach in management, being borrowed from biology, has to change idea of external environment, including her "ecosystem" of the company and, therefore, declaring transparency of the relations, trust in interaction as the basic principles of coexistence in the market. From here, not traditional business unit or the company, and all business "ecosystem" of corporation becomes unit of the strategic analysis. The relationship developing in her exerts critically significant impact on adaptability of corporation.

Fifthly, researchers of problems of adaptation of the enterprises treat it as reaction to already happened change of external environment. Need of modification of a trajectory of activity of industrial corporation according to the changing operating conditions is proved by many researchers. In particular, it is proved that the lag effect of behavior at a high variety and small predictability of an external situation becomes an obstacle to high-quality growth and fast adaptation [12].

Meanwhile, we considered necessary to allocate in the course of adaptive management also the actions directed to realization of the pro-active measures of adaptation connected with formation of stable economic relations. As justification serves, on the one hand, the fact of importance of processes of integration for the modern industry [13], and on the other hand, need of the account not only commercial, but also social aspects of activity of the enterprises [14].

Sixthly, it is necessary to specify critical differences of adaptive approach from the existing similar concepts. It is at first sight possible to track a certain similarity between adaptive and situational management. The law of a situation formulated in the 1920th says that different situations demand different knowledge therefore heads become the best because of compliance to requirements of the moment [15]. In the 1970th situational approach has received more accurate registration, having absorbed the principles of the theory of open systems, and explained properties of organizational structure with specifics of her adaptation by external and internal environment. Researchers have proved a number of the factors defining character of organizational structure. J. Vudvord [16] has described influence of technology on system of relationship "subordinate-head". T. Burn and J. Stalker [17] have allocated the organic and mechanical type of organizational structure applied depending on degree of stability of environment. P. Lawrence and J. Lorsh [18] have found out that in the large organizations each division has the environment that separates them even more and hinders the achievement of common goals. Later a follower of this approach accent a situatedness of the choice not only organizational structure, but also like the organization of production, leadership models.

The revealed distinctions in the administrative approaches actual in the conditions of uncertainty of functioning of industrial corporation, are systematized in table 1.

Table 1. Comparison of approaches to management of industrial corporation in the conditions of mobility and unpredictability of development of external environment

<table>
<thead>
<tr>
<th>Criterion of difference</th>
<th>Situation management</th>
<th>Marketing management</th>
<th>Adaptive management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of formalizability of an</td>
<td>High</td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td>industrial corporation’s reaction to</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>external irritants</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pertaining of an adaptive correction</td>
<td>Internal environment</td>
<td>Internal environment</td>
<td>Internal and external</td>
</tr>
<tr>
<td>object</td>
<td></td>
<td></td>
<td>environment</td>
</tr>
<tr>
<td>The prevailing character of management</td>
<td>Operational</td>
<td>Strategic</td>
<td>Strategic</td>
</tr>
<tr>
<td>decisions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approach to the account of</td>
<td>Pinpoint</td>
<td>Segmental</td>
<td>Complex</td>
</tr>
</tbody>
</table>
changing factors (system)

In the conditions of growth of unpredictability of the environment of a distant environment of the enterprise, increase in number of protointegrative associations when the importance of preventive measures of increase of stability of industrial corporations increases, we consider expedient specification and deepening of adaptive management on the basis of development of the relational concept assuming formation of theoretical and methodological approaches to creation of system of the effective business interactions providing stability of corporation and its business "ecosystem" in the conditions of high turbulence of external environment. In this regard we consider that:

1) it is necessary to consider adaptive management not only through a prism of the solution of operational tasks, but also, mainly, as a kind of strategic management in the conditions of uncertainty and mobility of environment;

2) it is expedient to allocate in adaptive management, along with jet mechanisms, pro-active responses to potential transformations of the business environment of corporation, basic of which we consider the measures directed to formation of the loyal partner environment;

3) formation and development of techniques of preventive adaptive management of the industrial enterprise are objectively significant, first, expansion of tools of jet adaptive management of corporation, including due to development of a technique of an assessment of quality of management in the conditions of unpredictability of development of the situation in external environment, secondly.

The relational concept of corporate management doesn't contradict preached in the west of an ecological orientation of adaptive management but only strengthens it. Considering that the ecology is a science about interactions of live organisms among themselves and with environment, we consider that the offered concept opens the new direction in ecology and economy which it is possible to call business ecology or relational ecology. The last as it is represented, has to deal not with the traditional resources limited in the nature, and with spiritual, partner resources which deficiency as we see, is shown in the world community.

In the developed of relational concept adaptive management of industrial corporation is a set of administrative impacts on its internal and external environment for the purpose of reduction of deviations from the planned functioning, on the one hand, and preventive increase of adaptability to external transformations on the basis of creation of effective interactions with subjects of external environment, on the other hand.

TECHNIQUE

The traditional model of adaptive management assumes development of administrative decisions on the basis of the accounting only of mismatches between expected model of development of object of management and its actual functioning. Insufficiency of such approach is connected with need not only to provide adaptation of industrial corporation to the changing operating conditions, but also to use such control lever as change of the environment of functioning. In this regard at an assessment of quality of adaptive management at the enterprise the approach considering not only ability of corporation to keep stability of performance of planned targets, but also a condition of external environment (figure 1) is offered.
On the basis of the offered methodology it is possible to claim that quality of adaptive management of industrial corporation is defined:

− adaptation ability to external transformations, so, stability of functioning and preservation of dynamics of development;

− the competence of management which is expressed, in particular, in anticipation of development of the situation in external environment and directed by the achievable, coordinated, realistic purposes;

− degree of turbulence of external environment of industrial corporation which can be used, in our opinion, as the correcting size: if during the estimated period external environment was mobile, then insufficiently balanced development of industrial corporation can be caused not by quality of adaptive management, but factors of a surrounding situation.

Figure 1. Scheme of jet adaptive management of industrial corporation

- Determining the main indicators of the plan
- Monitoring the industrial corporation’s internal environment
  - Fixation of a targeted object
- Monitoring the industrial corporation’s external environment
  - Fixation of departures from the planned development
  - Monitoring the industrial corporation’s internal environment
- Fixation of departures from the planned development

- Regulating
- Adjustment of plans concerning means to achieve goals or goal indices
- Developing measures for improving the functioning environment

- Evaluation of a corporation’s adaptive management quality
- Evaluation of the intrastability of a corporation development quality
- Evaluation of the external environment turbulency

- Retention of the adaptation experience in the learning base
- Developing measures to improve management
These arguments are adduced to need to estimate two components of quality of adaptive management: Intrastability of development.

**MAIN PART**

The offered scheme of an assessment of an intrastability of the corporation development is based on measurement of a divergence between the planned and achieved results on indicators, critically significant for key grocery groups of corporation. The assessment is made on the following stages:

1. Choice of general indicators of development of industrial corporation. As those we offer natural and cost the output and indicators have arrived.

2. Fixed of planned (Pij) and actual values (Fij) of general indicators according to j the grocery directions. The matrixes are as a result formed:

   \[
   \begin{pmatrix}
   P_{1i} & \cdots & P_{ij} \\
   \vdots & \ddots & \vdots \\
   P_{ji} & \cdots & P_{jj}
   \end{pmatrix}
   \begin{pmatrix}
   F_{1i} & \cdots & F_{ij} \\
   \vdots & \ddots & \vdots \\
   F_{ji} & \cdots & F_{jj}
   \end{pmatrix}
   \]

3. Measurement of a relative (percentage) deviation of the actual values from planned (dij)

   \[d_{ij} = \left(\frac{F_{ij} - P_{ij}}{P_{ij}}\right) \cdot 100\]

   The choice of relative, but not absolute deviations is caused by distinction of units of measure of general indicators.

   The matrix of relative deviations is as a result formed:

   \[
   \begin{pmatrix}
   d_{1i} & \cdots & d_{1j} \\
   \vdots & \ddots & \vdots \\
   d_{ji} & \cdots & d_{jj}
   \end{pmatrix}
   \]

4. An assessment of an intrastability of development of corporation on the basis of averaging of relative deviations on j to the grocery directions:

   \[\bar{d}_{j} = \sqrt{\frac{\sum_{i=1}^{n} d_{ij}^2}{n}}\]

   quantity of general indicators of an assessment of stability of development.

   The choice of average quadratic deviations as the generalizing indicator of an intrastability of development is connected with the fact that values dij can be both positive, and negative.
5. Calculation of an indicator of an intrastability of development of industrial corporation (B) on the basis of weighing of the indicators characterizing the grocery directions (\( \bar{d}_j \))

\[
B = \sum_{j=1}^{m} \bar{d}_j \cdot w_j
\]

\[
w_j = \frac{V_j}{\sum_{j=1}^{m} V_j}
\]

\( w_j \) – the importance coefficient (weight) of a relative deviation of development showing extent of influence of the grocery direction on all-corporate development, \( j = 1, \ldots, m; V_j \) – revenues from \( j \) the grocery directions; \( m \) – quantity of the grocery directions in corporation.

6. An assessment of an intrastability of development of industrial corporation in dynamics (\( B_{dynamic} \)):

\[
B_{dynamic} = \frac{\sum_{t=1}^{k} B_t}{k}
\]

\( B_t \) – an indicator of stability of development of corporation in a year of \( t, t= 1, \ldots, k; k \) – number of years in the research period.

This indicator is measured as a percentage as, in fact, is an average on all industrial corporation a relative divergence of set of the actual estimates of indicators of activity and their planned values.

7. An assessment of quality of adaptive management of industrial corporation on the basis of an adaptability indicator (A):

\[
A = \frac{B_{dynamic}}{I_{turb}}
\]

The assessment of turbulence of external environment is based on measurement of extent of change of the key macroeconomic, branch and regional parameters. At the same time we understand a randomness of fluctuation of parameters of external environment of the organization, irregular on time, as turbulence. The methodical device of research of turbulence is given in figure 2.

Approbation of a technique in the industrial corporation operating in food branch of the Belgorod region has allowed to receive estimates of stability of development in the grocery directions (table 2).

**CONCLUSION**

Level of adaptive management of JSC “Belogorie” Confectionery make up:
For an interpretation of results of an assessment we have developed a scale (table 3).

Figure 2. Sequence of the analysis and measurement of level of turbulence of external environment

<table>
<thead>
<tr>
<th>Factors</th>
<th>Intra stability of development, % variation</th>
<th>Weight (share of consolidated revenues)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butter biscuit</td>
<td>37,94</td>
<td>21,52</td>
</tr>
<tr>
<td>Glazed cookies</td>
<td>4,49</td>
<td>8,12</td>
</tr>
<tr>
<td>Cracker</td>
<td>33,68</td>
<td>23,20</td>
</tr>
<tr>
<td>Prolongcookie</td>
<td>9,45</td>
<td>20,75</td>
</tr>
<tr>
<td>Sugar cookie</td>
<td>17,53</td>
<td>13,02</td>
</tr>
<tr>
<td>Sandwiched wafers</td>
<td>1,96</td>
<td>10,73</td>
</tr>
<tr>
<td>Complex cookie</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Mineral water 5,0 л.</td>
<td>3,61</td>
<td>8,00</td>
</tr>
<tr>
<td>Mineral water 18,9 л.</td>
<td>44,40</td>
<td>19,71</td>
</tr>
<tr>
<td>Mineral water bottling</td>
<td>19,52</td>
<td>22,30</td>
</tr>
<tr>
<td>Quass</td>
<td>8,65</td>
<td>46,22</td>
</tr>
<tr>
<td>Intrastability of the corporation development</td>
<td>16,50</td>
<td>16,17</td>
</tr>
<tr>
<td>Intrastability of the corporation development in follow-up</td>
<td>15,52</td>
<td></td>
</tr>
</tbody>
</table>

Table 3. A scale of levels of adaptive business management, % variation (by results of pinquiry of experts)

<table>
<thead>
<tr>
<th>Normal, natural</th>
<th>Acceptable, maintaining control of corporation</th>
<th>Problem, confirming insufficient adaptation to changes of external environment</th>
<th>Critical, caused by significant gaps between internal and external environment of corporation</th>
<th>Inadmissible</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>15</td>
<td>22</td>
<td>31</td>
<td>40</td>
</tr>
</tbody>
</table>

In general for the four-year period the level of adaptive management made up: \( A_{2012-2015} = \frac{15,52}{1,138} = 13,6\% \), that testifies to the level of adaptive management accepted, keeping a coordinability of the studied industrial corporation and compliance to development of external environment.

CONCLUSIONS

1. From the moment of the emergence in the last third of the 20th century adaptive management has turned from approach to management of limited natural resources into the concept of management of any social and economic systems in the conditions of inconsistent and unstable development. A frame of reference, making the theory of adaptive management, it is impossible to consider settled. The conclusion is drawn that adaptive management of industrial corporation is activities of the subject for monitoring, fixings of deviations in dynamics of development of her external environment and in functioning of the internal environment, to regulation (adaptation), control of efficiency of the taken measures. In this sense adaptation is considered as one of processes of adaptive management designating actions for change of parameters of an economic entity.

2. Unlike the traditional view of adaptive management assuming reaction to already happened change of external environment we believe that it is objectively necessary to allocate the actions...
directed to implementation of pro-active measures of adaptation. High uncertainty, complication and instability of external environment lead to the fact that the traditional methods of formation of strategy developed for more predictable conditions of an external environment stop being successful. Against the opinions which are claimed in ecology concerning unsuccessfulness of forecasting of natural processes methods of intuitive planning in adaptive management of corporation aren't accepted. And uncertainty increase only emphasizes importance of development of preventive mechanisms of adaptive management, one of which is formation of effective business interactions.

3. Adaptability of industrial corporation in the market environment is caused both by efficiency of administrative decisions, and a state and variability of external environment. It is offered to unite numerous characteristics of external environment (dynamism, speed, complexity, uncertainty, heterogeneity, an orientation of changes) concept of turbulence which is treated as a randomness of fluctuation of parameters of external environment, irregular on time.

4. At an assessment of quality of adaptive management of industrial corporation degree of turbulence of external environment is used as the correcting size. The logic of this conclusion is connected with the assumption that if during the estimated period external environment was mobile, then insufficiently stable development of the organization can be caused not by quality of adaptive management, but factors of a surrounding situation.

5. The technique of an assessment of an intrastability of industrial corporation development is based on measurement of divergence between the planned and achieved results on indicators, critically significant for key grocery groups of corporation (natural and cost output, profit). Approbation of a technique in the industrial corporation operating in food branch Belgorod, area, has allowed to receive estimates of balance of development in the grocery directions and to formulate offers on increase in its intrastability.

6. The assessment of quality of adaptive management of corporation is made on the basis of correlation of an intrastability of development of corporation in dynamics and an index of turbulence of external environment. For determination of standard values of level of adaptive management (A) survey of experts is conducted and it is established that at value $A > 15$ points, the level of adaptive management has to be recognized as problem. Approbation of a technique has shown an objective opportunity to draw conclusions concerning prospects of change of a product portfolio and efficiency of administrative actions in the field of adaptation of activity of the enterprise to the changing environmental conditions.

GRATITUDE

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ABSTRACT
In this paper, for the first time the authors examined comprehensively the influence of the political parties and public movements on the formation of internal and foreign policy of Abkhazia beginning of the XXI century. To this end are analyzed the historical events that have received the most wide resonance in the society in the research period based on the legislative acts, treaties and agreements, as well as the statements and speeches of leaders of social and political organizations in the country, messages in the periodical press and other sources. Brief descriptions are provided in respect of the problem of passportization the population of Abkhazia of Georgian nationality, of the issue of production and processing of hydrocarbons in the territory of the sea shelf, and of the process of reconstruction of the Abkhazian Railway. During the analysis of the activities of the political organizations of the Republic an attempt was made identify the reasons and likely consequences of investigated processes. Separately, the degree impact of the civil society institutes on the result of political life in the Abkhazia was determined. The examination of the close Abkhazian society development prospects allowed identifying a number of political, socio-economic and ecologic causes, with influence on the development of modern socio-political and ethno-cultural landscape of the Republic of Abkhazia.

Keywords: XXI century, political parties, social movements, passportization, refugees, oil production, ecology, railway, Abkhazia, Russia, Georgia.

1. INTRODUCTION
Modernization and the subsequent transformation of the state system of the USSR, which were implemented in the 80-90-years of the twentieth century, became the basis of global geopolitical changes in the world. They have prompted the formation of new states and, as a consequence, the emergence in them of the foundations of civil society. The peoples of the Republic of Abkhazia were not exception in this process. At this time been formed several of national, public and political organizations, activities of which was aimed at solving strategic and tactical goals of existence of Abkhazian society. In researched period, among the most active organizations were political parties, such as the «United Abkhazia», «Amtsakhara», «Forum of national unity of Abkhazia», as well as the Republican public organization of veterans of the Patriotic war of people of Abkhazia «Aruaa» and the Fund of expert assistance «Ainar». They were involved to solve the problems of external and internal political development of Abkhazia. Also, these organizations were «cemented in the national identity of the Abkhaz people of the integral assessment the political significance of state sovereignty, as a factor of preservation and development of ethnos» [1]. They contributed to the formation the new statehood of Abkhazia and to consolidation, its political status in the international arena. The process of becoming independent State was a caused many difficulties and problems, some of which were somehow resolved, and the part was not resolved to this day. In this paper were investigated briefly the problems, that require the attention of all members of the Abkhazian society.

2.THE INTRODUCTION OF NEW PASSPORTS FOR THE INHABITANTS OF EASTERN ABKHAZIA: CITIZENS OR FOREIGNERS?

In 1993, the Government of the newly formed State of Abkhazia has proposed one of the first to resolve the issue of the introduction of new passports (hereinafter Passportization) for the population. The greatest difficulties originated during the period of the Passportization in border districts with Georgia, namely Gali, Tkuarchal and Ochamchira. The issuance of passports was hampered at the beginning because of the emigration the inhabitants (Georgians by nationality) from the areas of Abkhazia, where the military operations were taking place, into the ethnic Metropolis, afterwards due to the remigration of Abkhazian refugees in 1993 and 1998 to the places of their residence. 11 November 1993, for the accounting this population, the Presidium of the Supreme Soviet of the RA issued the Decree «On measures to return to places of permanent residence for refugees from the Gali district»[2]. Six months later, with the active assistance of the Russian side, in Moscow was signed the Quadripartite Agreement «On the voluntary return of refugees and displaced persons» between representatives of Abkhazia and Georgia.[3] The Russia and the UN was acted as guarantors of this Agreement. In Soviet passport of citizens, who have returned to Abkhazia, were pressed stamp «Registered SSS of the RA». «But the people, who had no passports, the Departments of the Interior were provided a one the official document, which replaces the passports – the Form number 9 or the Soviet foreign passport a series of 41or 42 or so-called «Ajarian» passport» [2]. In this way by 2005 in Abkhazia was documented more than 13 thousand Person of Georgian nationality.

On the eve of new elections, the Republican Leadership has realized need for a speedy introduction of the civilian Abkhazian passports order to attract more Electorate. For this purpose, the Government issued the Decree № 354 from August 26, 2004 «On the introduction of simplified procedure for obtaining the civilian passports of the Republic of Abkhazia». The Result of this Decree was the passportization of 16 thousand Georgians in these districts from 2008 to 2013. The basis for this was the law «On citizenship of the Republic of Abkhazia», which was enacted on 10 December 1993. The Citizens of the Republic of Abkhazia were recognized in this Law «Persons permanently residents in the territory of the Country from 12 October 1994 to 12 October 1999»[2]. It was emphasized that «the acquisition by the citizen of the Republic of Abkhazia of another nationality in accordance with this Law shall not entail the termination of citizenship of the Republic of Abkhazia»[4].
According from the 2011 census, the passportization of the Abkhazia have led to the inclusion in the number of inhabitants of the Country a little more than 43 thousand Georgians (about 1/5 of the population), 40 thousand of whom lived in the Eastern districts[5]. Thus the Georgian Diaspora in the Republic of Abkhazia is gradually acquires the value, that could not be an ignored into the socio-political life of the country. Increase the number of representatives of Georgian nationality aroused anxiety and concern among local residents.

The catalyst for rising tensions in the socio-political situation in the country was the Resolution of the UN General Assembly, which was adopted at the 97th plenary meeting, on 15 May 2008, on the basis of draft, sponsored by Georgia. In the text of the Resolution was underlines as the urgent «need for the rapid development of a timetable to ensure the prompt voluntary return of all refugees and internally displaced persons to their homes in Abkhazia, Georgia»[6]. The Minister of Foreign Affairs of the Russia, that has voted against the adoption this document, has declared: «We regard the introduction of Georgia the given draft on consideration by Member States, as a counterproductive step, fraught with additional complications for Georgian-Abkhaz settlement... project actually «separates» the issue of return refugees from the complex tasks to achieve peace in the region»[7].

The Government of the RA was forces to make changes to the Law «On the Citizenship of the Republic of Abkhazia», in order to bring Legislation in line with international Requirements. These changes were reflected in the recognition the refugees, who have returned to «the Gali district until 2005, in the places of their former permanent residence, in the result of a unilateral decision of the Republic of Abkhazia on returning», as a Citizens of the country [8].

It is noteworthy that these activities were carried on the eve of new presidential elections. At the same time, the incumbent President of Abkhazia was expressed the postulate that all inhabitants of the Republic should participate in the political life of the State. «At someone has a passport, to someone managed to exchange them for new ones, and to someone is failed. Who has not managed to exchanged his passport, will be uses the form number 9 for the voting, this is generally accepted»[9] - he has declared by defining the status of Georgians in Abkhazia.

Of course, the opposition political parties and public Organizations were could not stay away. The uncontrolled Passportization of the refugees were criticized the representatives of republic political parties «Forum of national unity of Abkhazia» and «Amtsakhara», as well as the members of the public organizations «Aruaa» and «Akh'atsa». In their speeches, they were stressed «the vast majority of residents of the Gali district have Georgian citizenship, here have recognized by citizens of Abkhazia without the renunciation of citizenship of Georgia – the hostile us state». [8] Most of the opposition was focused on the fact that Abkhaz passports, which were a printed at that time in Turkey, were not protected from counterfeiting.

In order to legitimize the stay of their citizens on the territory of other States, the Abkhaz leadership in October 2009, appealed to Russia with a request to start production of the Abkhazian foreign passports of new generation. S. Bagapsh was stressed during their characterization: «the Abkhazian passport will meet all international standards on the protection, on the content, on the parameters»[10]. Initially, the new passports have issued only to students going to study in Russia, but in subsequent years some of them have been received the residents of Abkhazia of Georgian nationality. Accordingly, the Abkhaz opposition was continued to achieve for tougher Laws and for the ban to the issuance of passports to residents of Eastern regions of the country to use.

In 2013, their efforts were crowned with success. Considering that earlier the Abkhazian passports were issued the refugees without conducting of procedures for grant of Citizenship of the Republic, members
of the political parties and public movements were launched a broad discussion this situation in the mass media. They have raised the question of the legality of obtaining these passports for ex refugees.

For solutions this question, on may 13, 2013 the group of deputies was held by parliamentary inquiry «to verify the legality of the obtaining of civilian passports of the Republic of Abkhazia to persons, residing in Gal, Tkuarchal and Ochamchira districts»[11]. According to its results parliamentary Commission in the person of deputies: A. A. Kobakhia, Barcie B. K., Gurgulia A. A., Bzhania, A., Chamagua Jl. M., Gunba D. G., Pachulia A. G. – came to the conclusion about the mismatch of previously issued passports to the current Legislation of Abkhazians. As well as this Commission was suggested that: «to cancel illegally issued passports in the Gali, Tkuarchal, Ochamchira districts to use... replaced the existing sample of blank of the passport of the citizen of the Republic of Abkhazia on new, ones that would meet contemporary requirements of protection». And to accelerate the adoption of the draft Law «On legal status of foreign citizens in the Republic of Abkhazia»[11]. Expressing people's concerns, the opposition leader, the Secretary of security Council of Abkhazia Stanislav Lakoba stressed that by may 2013: «the 10 586 man (in Gali district) have obtained the passports of the RA, with which can cross the State border on the river Psou and for 90 days can to stay on the territory of the Russian Federation. This category of people may pose a threat to the national security of the Russian Federation».[12].

Under pressure from the opposition on 18 September 2013, the RA President signed a Decree according to, which were made the changes the Law «On citizenship of the Republic of Abkhazia». In this Law was to clearly regulated the condition on the presence of the second citizenship for the country's citizens. Solely possible was recognized for citizens of the Republic the dual citizenship of Abkhazia and Russia. In all other cases was provided for making procedure of the Abkhazian citizenship. In addition, in the amended law was stipulated that «the presence for citizen of the Republic of Abkhazia to foreign citizenship, acquired in violation of the provisions of this Law, shall entail the termination of citizenship of the Republic of Abkhazia»[13]. The incumbent RA President A. Z. Ankvab not wanting to rising tensions disposes to inspect the passports of Georgians on their compliance with the adopted amendments to the law «On citizenship of the Republic of Abkhazia.»

Toward the beginning 2014, on April 4, the meeting of Parliament, the Deputy Prosecutor General of Abkhazia Damir Kvitsinia in his report on the work said that «the 1188 passports were illegally issued by the residents of three districts to use and in the Ministry of interior Affairs of RA was sent the relevant idea about their annihilation and withdrawal. ...a final conclusion on the legality of other passports can be done only after will be exhausted all possibilities, including processual». However, the Parliamentarians into account did not take the results of the work of the RA General Prosecutor’s office. They were voted unanimously for the recognition that «passports issued in Gali, Ochamchira and Tkuarchal districts to use were unable t...»[15]. In accordance with this decree, public-political organizations of the Republic demanded that the President was immediately responded and punished the perpetrators.

The refusal of Alexander Ankvab from actions has led to the crisis in the Government, the resignation of the President, the announcement of early presidential elections in Abkhazia and the recognition of inhabitants of the Eastern regions of the country as the foreign citizens.

Realizing the acute need for passports, which would meet modern requirements, the temporary Leadership of the Republic was negotiated on production of the blanks of the Abkhazian passports a new generation with biometric data in the Russian company «Gosznak». All passports that were previously issued, supposed to exchange for the new ones. For the Georgians who lived in Abkhazia at this time, was allowed to issue only a residence permit.
The result of the Passportization in the Eastern border areas of Abkhazia, has become the unprecedented situation with inhabitants of country in the world practice. More than 22 years, these inhabitants (about 26 thousand people) were recognized by the citizens of the Abkhazian state and were participated in all its political events. Now they, a matter of fact, were named residents of another state, who are subject to repatriation.

3. DEVELOPMENT & RECYCLING OF HYDROCARBONS IN THE REPUBLIC OF ABKHAZIA: THE ECONOMY OR THE POLITICS.

No less active manifested themselves Public and Political organizations of Abkhazia in resolving issues of foreign policy the country. One such issue became Russian-Abkhazian agreement on oil extraction on the shelf of the Black sea in the area of Ochamchira and Gudauta. At research period the basis to this agreement was the need of replenishment the country's budget, as well is the lack of the oil Companies in the industrial sector of Abkhazia, which had reserves of hydrocarbons. Given to these facts, on may 26, 2009 during the visit of Russian President Vladimir Putin between Ministry of economy of the RA and Public Joint Stock Company «The Oil Company «Rosneft» (hereinafter OC «RN») was signed an agreement on cooperation. The main directions of this cooperation were declared the exploration, mining, processing and sale of Abkhazian oil and natural gas.

The parties of agreement, as was said the Rosneft's President Sergei Bogdanchikov, have planned the creation of 2 companies - «the one – on exploration and development of oil and gas field, the second – jointly with the State company «Abkhaztop», which will be engaged in the construction and operation of filling stations on the territory of Abkhazia»[16]. All arrangements to the projects concerning hydrocarbons that were reached between Russia and Abkhazia during this period were designed for the long term. 21 Aug 2009 for implement agreement OC «RN» together with the Abkhaz side was established a subsidiary, Limited Liability Company «Rosneft - shelf of Abkhazia» (hereinafter «RN - shelf»)

In subsequent years, the specialists of the enterprise in the course of work on the development of the Gudauta license area on the shelf of the Black sea have conducted a number of geophysical and geochemical surveys, seismic exploration, and moved to the stage of preparation for exploratory drilling [17]. On August of 2010 for the control of operation by the Abkhazia the President of OC «RN» Sergei Bogdanchikov was visited on a working visit. According to his assurances, the company's activity in no way was impacted on the environmental situation in the Country. «Only for ecological monitoring was provided the significant investment of about 380 million rubles», - Bogdanchikov said in an interview with journalists in Sukhumi port after the inspection of the research vessel «Deneb»[18].

Three years later, Rosan Dbar, head of the state Committee for ecology and nature use of RA, was appreciated this activity and noted, which in the works had been complied with «all rules and on the LLC «Rosneft –Shelf of Abkhazia», in the part relating to environmental monitoring, was not the complaints» [19]. The activity of OC «RN» in Abkhazia was continued. Most fully, Beslan Ashby, Vice-Premier of the government of RA, can express the attitude of the Abkhazian society to the oil project in this period: «I have no objection in principle, and I support the issue of oil, but only if it is no damage the environment. After completion of the discovering deposits, must be submitters the project for environmental safety, and...if, avoiding risks, we can get additional incomes in the budget, then we are all agree.»[20].

2014 in Abkhazia was marked by not only the Government crisis, pre-term presidential election, the coming to power of leader the opposition party Raul Khajimba, but also the especially active participation of the public and political organizations in the definition of internal and external policy of the country. In this period also was widely discussed the issue of the exploration and production of
hydrocarbons of the Russian transnational company. In March of that year, the Coordinating Council of parties and public organizations of Abkhazia, which included 4 political parties («Forum of national unity of Abkhazia», the «United Abkhazia» Party of economic development of Abkhazia and the People's party of Abkhazia) and 5 non-governmental organizations («Akh'atsa», «Aruaa», «Abaash, the Union «For the legality, stability and democracy» and the movement «Young Abkhazia», expressing the Public opinion, was proposed a moratorium on the activity of «RN-Shelf .»

However, subsequent political events have left the proposal without a response from the authorities. After a year in Abkhazia was made public the report, which was prepared by the Fund of expert assistance «Ainar» together with the international environmental organization «Greenpeace-Russia» (Greenpeace-Russia) in cooperation with the world wildlife Fund (WWF).

In this report was substantiated the idea environmental, economic and social of project failure on oil production in Abkhazia. In addition, «Ainar» was prepared the draft Law «On a moratorium on the development (extraction) of hydrocarbons (oil, gas) in the Republic of Abkhazia», which was to discussed at the meeting of the Parliament of the Republic on July 8, 2015. The main requirement in this draft was «Impose a moratorium on the development (production) of hydrocarbons (oil and gas) in the subsoil and continental shelf of the Republic of Abkhazia for individuals and legal entities, including foreign States till January 1, 2045»[21]. However, MPs were postponed discussions on this project by July 30.

On 24 July, «Ainar» with the support of the People's party of Abkhazia, of the Congress of Russian Communities of Compatriots of Russia in Abkhazia, public organizations «Akh'atsa», the Kabardino-Balkarian regional public organization «Veterans of the Patriotic war of people of Abkhazia 1992-1993» and «The People's Control» disseminated an appeal to speak «toward the citizens, political parties, social organizations, socio-political movements of the country» in support of the bill «On a moratorium...». In this appeal was emphasized, «that oil production not only threatens to the unique ecosystem of the region, moreover in our country is accompanied both by economic, as well social risks, practically incompatible with an activity of independent state». [22] The part of political parties and public organizations of Abkhazia were aware that, the exacerbation of the «oil issue» could affect other agreements between Abkhazia and Russia. So they initiated the adoption of the «joint Treatment of all the leading political parties and public organizations to the country's leadership on creating the State Commission, with the involvement of prominent members of the community and the intellectuals for study the issue of conformity the documents on oil that were adopted previously to the national interests of the State»[23]. This political initiative has enabled parliamentarians of Abkhazia to come to a compromise and issued the Decree “On the establishment of a Commission to study the economic efficiency and environmental safety to exploration and production of oil in Abkhazia» [24].

As the result of the discussion of this problem, the Parliamentarians recommended that the Government suspend the license for carrying out works on the shelf, pending the outcome of the parliamentary Commission. The leadership of QC «RN» has declared its readiness to implement the recommendations of the National Assembly of Abkhazia, but warned about the possible negative consequences of this decision for both sides and the need to fixing the losses of company. It was also announced «in case of adoption of a negative decision QC «RNT» is ready to conduct of negotiations fair compensation on investment» [25].

A month later, August 28, 2015, R. Khadzhimba the President of Abkhazia during his speech at a meeting of party asset of FNUA, explaining the situation in the oil business, has requested by the social and political forces in the country not to exaggerate this issue. He stressed that «the government of Abkhazia the commitment have been made, from which it is impossible just to be freed. This will lead to serious negative political and economic consequences». The President also drew attention to the fact that «the question of profitability of oil production on our continental shelf is far from over, because need of the
serious long-term survey activity» [25]. According to this condition of the republic's leadership, the company «RN-shelf» has received a temporary extension of the license for carrying prospecting through 2018, and the Abkhaz society continues to expect the results of the parliamentary commission.

4. THE ABKHAZIAN RAILWAY: THE PATH OF THE TRANSCAUCAUSIAN HIGHWAY.

After the War in 1992-1993 in Abkhazia was the Railways Authority in the most difficult situation. By the beginning of XXI century, the state of the Railways in the country left much to have desired. Damaged during the events of the war the railroad bed has not actually restored, and existing working areas were mainly used for the transport of troops of the Russian peacekeeping contingent. The only directions of this type of transport have become the suburban routes from Sukhumi to Psou, Ochamchira and Tkuarchal. With the beginning of the new century, the situation in this sector began to improve. In 2002, due to Russian investments was a reopened train from Sukhumi in Sochi. Two years later, after completing a major overhaul part the railway of Psou-Sukhum, was launched movement of direct wagons on the route Moscow-Sukhum. For solve problems to the Abkhazian Railways Company (ARC), 2-4 may 2004, Moscow hosted the quadripartite discussion on establishing an international Consortium for the restoration of through railway communication on the route Vesyoloye-Ingiri. According to its results, all participants were signed «the Protocol of the meeting of the Working group» declaring the main function of the Consortium, as «centralization of management for trucking on the Caucasian Railways, security of movement of cargoes on Trunk Railways, as well as the introduction of new technologies on the Railways»[26].

Inclusion of Georgia in the number of shareholders of the Abkhazian Railways Company met with wide response in the Abkhazian society. Public-political parties and movements have opposed such a solution, as a united front. May 7 the same year the social-political movement «Aidgilara» was made a Statement, in which they urged the President «...to disavow Protocol from 3-4 may 2006 as contrary to the Constitution and the interests of the Republic of Abkhazia»[27]. In addition, the document contained principal the Abkhaz side's consent to the transfer of all of infrastructure the railway for use by the Consortium.

Not stopping on reached, the representatives of Abkhazian public organizations and political parties under the auspices of the Fund of development «The Caucasian Democracy Institute» was held a Round table discussion of the prospects of the International Consortium of the Black Sea Railways on June 28. Participants of the Meeting were emphasized, that «the resumption of the through railway communication (at this stage - ed.) is not so necessary to Abkhazia how much Georgia, Armenia and Russia. The Abkhazian railway must belong to the Abkhazia» [28].

Generally, maintaining the idea of a resumption of railways communication through the territory of Abkhazia as one of the forms of exploitation of the railway, they were offering to implement this project only with the participation of Russia, without the involvement of Georgia. The funds invested by outside investors in the reconstruction of the railway will may be recovery from the payments for the transit of Cargo through the territory of Abkhazia [29].

Faced with opposition, the parties, who participated in the discussion on the establishment of the Railway consortium, were come to the conclusion about inability of its creation at this stage. This solution did not solve the problem neither Abkhaz nor Russian side. In particular, for the Russia, the railway movement through Abkhazia will open opportunities for the terraneous ways to Armenia and via it with Turkey and Iran.

The urgency of work railway from Russia to Abkhazia has emerged during the construction of the Olympic objects in Sochi. For solution this issue, in May 2008, in the Republic of Abkhazia were
organized the works for the restoration of the roadway, which was attended «the divisions of Railway troops of the Russian Federation with the special machinery, necessary for restoration road» [30]. At the same time, a group of specialists from the Russian Railways was renovated of Kodori and Mokva railway bridges in the Ochamchira district that were in disrepair. On May 16, as the result of this work, the Republic of Abkhazia and The Krasnodar region conclude cooperation agreement providing for the supply of inert and construction materials from Abkhazia to Russia for construction Olympic facilities in Sochi. In 2009, in order to improve railway communication between the countries, S. Bagapsh the President of Abkhazia takes a decision on the transfer of the Abkhazian railway under the management of the Russia by 10 years. In response to his decision, the group of public-political organizations of Abkhazia, namely FNUA, SDPA, PPA, «Aruua» and «Akh'tsa», was sended an open letter to the President of the Russian Federation. In letter was criticized the decision of the republic's leadership concerning the Abkhazian railway and also the opinion was expressed that «Such unilateral decisions of the President are a danger not only to internal stability in our country, but also can harm of the lasting relationship Russia with Abkhazia, based on trust and mutual respect of national interests»[32].

Despite the concerns expressed by the opposition, in February 2011, according to the intergovernmental agreements the RF with the RA was launched of the project the Overhaul of Abkhazian railway infrastructure of on the section of the route from Vesolyoe to Sukhum, valued at 2 billion rubles (approximately 35 million dollars) [33].

Three months later the experts of the Railways was restored movement of suburban trains on a site Adler-Gagra, which in 2012 was extended to the Capital of the country. Since that time in the summer to service the flow of passengers that is increasing due to the tourists, at the route of Sukhumi-Psou began to run additional trains. On May 27, 2012 of Russian Railways, company was opened the international railway communication in Abkhazia on the route Moscow-Sukhumi. In March of the following year, an agreement was signed between JSC «RZD» and RUE «Abkhazian railway» on the procedure of mutual payments for works and services related to railway cargo transportation in international traffic.

The next stage in the development the Russian-Abkhazian of the Railways cooperation was signing the new Treaty of alliance and strategic partnership between the two countries on November 14 2014. During meeting, the President of the Russian Federation has proposed the provide of assistance to the Abkhazia for the repair of the railway at the route of Sukhum - Ingiri. Explaining the reasons for its proposal, Vladimir Putin said, «We consider possible to think together with other partners and by common agreement realize such a project, as to create the transit train lines towards of Sukhum, then to Tbilisi and further to the Armenia. We believe that implementing such projects will certainly contribute to the creation of conditions for development of cooperation between all stakeholders in the region»[34]. These propose was supported by the President of Abkhazia. In addition, he was stressing that «realization this project, and possible recognition of Abkhazia by Georgia, will allow receive additional profit into our budget [35]. As the result of this agreement, the Railway of Abkhazia has been restored in its entirety by the end of 2015.

5. **CONCLUSION**

Thus, the analysis of activity of socio-political organizations of Abkhazia in the beginning of the XXI century allows revealing their significant contribution to the process of formation and implementation of foreign and domestic policy of the country. Speaking as the representatives of the people, members of political parties and public movements of the Republic were been actively involved to solve important public issues in this period. It was helped to the formation of the main forms of civil society in the Abkhazia. Generally, their activities was expressed not only in advising the current government, but, in fact, they was performed the function of public control for compliance with the interests of the people and with the national security the state of decisions, taken by the leadership of their country.
SUMMARY

Of course, such a short coverage of the most important aspects the life of modern Abkhazian society: the problem of passportization the citizens of the Republic; the issues of production and processing of hydrocarbons; the difficulties of reconstruction of Railways cannot fully show the whole picture of happening in the country. But at the same time, the original research of the main trends of development of civilian society in Abkhazia and effects of the initiatives (in the formation of the external and internal political course the State, of the economic development of country and environmental security etc.) provides a unique foundation for further study of these and other aspects of life in Abkhazia. As well as the presented results can help the RA authorities, employees of ministries and departments in the development of plans to overcome the negative effects of the studied phenomena.

6. CONFLICT OF INTEREST

The authors suggest that the presented data do not contain any conflict of interest

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BRANDING IN ARCHITECTURE OF RECREATION

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ABSTRACT
The goal of this work of formation of architectural frame of recreation mechanisms analysis instrumentarium from positions of problems of brand's identification of created services and manufactured good, i.e. branding. At this stage the research anticipates:
- review of branding structural components;
- structuring of branding constituents in recreation.

"Brand" as an integral constituent of economic reality is in course of its growth, establishment and realization of need of its application by participants of economic activity. At present stage there is no unified approach in interpretation of "brand" and "trademark" definitions. In our and many other researchers' opinion, brand is a trademark with formed, real image, forming value indexes of economic structures activity. Many researchers agree in opinion that "brand" as economic definition, is a new paradigm in the development of contemporary management and marketing. The conception, initially created for promotion of FCG (fast moving consumer goods), consumer foods with high liquidity, today is successfully used in regard of corporate level of organization (we mean branding of companies, institutions, recreational complexes etc.) too. Process of formation and consequential intellectualization of human capital as the most important condition of economic transformation are obviously supposing the existence of reproduction factors system. One of the basics in such system, in our view, is recreation. Recreational sphere, being one of dynamically developing constituent of national economic s conditions of contemporary geopolitical realeas makes a multiplicative impact practically on all economic complex, acting in a range of cases as catalyst of the following development of its structural units. The key problem of recreational sphere, independently of level of its structure hierarchy, is the availability (in a wide sense) of its services consumption. Namely the availability has to become a major indicator of effectiveness and competitive ability of recreational destinations of RF regions. And the target landmark, forming major constituents of such availability, can be and has to be the brand.

Keywords: regional economic, brand, mark, vision, identity, comparison, positioning, recreation, competition, stable development
1. INTRODUCTION

Structural analysis of the most widespread conceptions of branding (J-N. Kapferer, P. Temporal, E. Rice, D. Traut, V. Pertsia, V. Domnin) allows to make a conclusion about the fact that researchers pay a significant attention to such its aspects as "the essence (core) of mark", "development of mark identity", "brand positioning", "brand extension", "sanitation / liquidation of brand". Some of them, J-M. Drew, J.-N. Kapferer, P. Temporal count necessary to consider in context of branding strategy one more element too - "mark vision". Analysis of diverse concepts of brands formation allowed us to structure major constituents of their architecture:

1. Mark vision.
2. Mark identity.
3. Mark's behavior.

In frames of this article the object of out research mostly would be problems of mark vision and, briefly, of mark identity.

2. MARK VISION

The basis of functioning of any active mark is its vision, forecast condition of achievement of maximum effect. Vision is "some guiding philosophy, grounding of mark's existence, not the goal itself but rather a sense of major goal" [1]. It determines the level of claims in course of strategic brand-planning and is an intuitive understanding of what be useful for mark and what would be harmful [2, 3].

Therefore, mark vision in branding conducts the following specific functions:

1. Identifies position of mark today.
2. Determines the vector of mark's development in future.
3. Forms understanding of mark's essence and defines the limits of mark extensions.

At this the mark vision should be clear, consequential and integral [4, 5].

The development of mark vision of recreational complex requires, first of all, the determination of competition area. Under the competition area we understand those markets and market niches that complex is serving now, and those that it would be able to effectively serve in future. It includes: positioning of brand, definition of brand's essence (core) and determination of brand's mission. In our view, methodologically correct and logical would be to forestall the creation of identity and the brand itself by the development of mark concept and its major composition elements: positioning, essence and mission of brand. In practice far from everyone business entity adheres this approach; moreover, branding theoretics has no unified point of view on this issue.

A range of foreign authors (G. Hamel and K. Prakhalad, K.A. Nordstrem and J. Ridderstrale) think that the selection of new competition fields is necessary to start from revision of major abilities and capabilities of the company [4]. Particularly, G. Hamel and K. Prakhalad introduce definitions "base functionalities of product" and "key competences of company". The first one means potential abilities of development and horizons of created product use, the second one – unique knowledge and abilities of people working in organization [6, 7].
Application of these two definitions to regional recreation complexes stipulates the need of analysis of region's recreational specialization. Basic functionalities of regional recreation complexes' product are continuously connected to tourist-recreational region's potential. Components of tourist-recreation product of region are based on ideas about elementary recreation activity, at this basic functionalities of tourist-recreational region product can be equaled to target types of recreational activities acting as basis for complementing of recreational activities cycles. For example, the recreational specialization of region of Caucasian Mineral Waters (CMW) is balneology, which is namely acts as basic functionality of tourist-recreational region's product. Specialization of region also determines the set of key competences necessary for most complete satisfaction of recreational needs of visitors. In our example it is a large experience of mineral waters and muds application in treatment of recreants in combination with general knowledge in field of medicine.

Dialectic of base functionalities of tourist-recreational product and key competences allows to make a decision about in what branches and spheres of economic recreational complexes would be able to decently compete, and, on the other side to designate branches and spheres, entrance in which would be a false diversification, ineffective action.

The competence field of recreational complex mark includes the issue of determination of subject of its economic activity, circle of customers and specificity of needs that it is striving to satisfy. The field of competence is a multi-dimensional concept. Horizontal (branch) direction is formed by aggregation of spheres and branches of recreational infrastructure, in which the mark of recreational complex is going to operate. Vertical direction establishes the degree of participation and responsibility of brand in production of initial recreational goods/services, possible complement and distribution of final product. Consumption direction of competition field determines the list of consumers groups that would be served by the brand. Finally, geographic direction gives the ability to make a conclusion of will the brand extend beyond the frames of its region/country, or would prefer to work in clearly outlines geographic niche [8, 9, 10]. The field of competition is not the position of mark today and those zones, in which the mark can extend in future. That's why the determination of competition field does not mean the immediate diversification. Understanding of competitions fields, in our view, is necessary for setting for mark a sufficient potential for extensions. At the same time, the proper selection of today and tomorrow fields of competition prevents from mistakes of excessive generalization. The mark should not try to be too wide, or else there is a probability of its blurring.

Acceptance of decision about specific directions of competition is necessary to be grounded by their accordance to basic functionalities of tourist-recreational product and key competencies of the complex. Horizontal direction of selection of competition fields for recreational complex is related to studying of forming industry of recreation in a wide sense. Extension of mark in branches, absolutely unrelated to recreation, is a false diversification, that's why here in focus of research have to be the additional and "near-border" industrial forms of recreation (see Table 1) [11].

It should be noted that the exit in any one of considered branches or spheres does not mean the creation of specialized business structure, we are speaking about extension of mark only. These goods or services can be provided by another entity on rights of sub-contractor, but recreational complex would offer all this under its brand. For stated above example with Caucasian Mineral Waters, the basic functionality and key competencies of which brand is balneotherapy, a completely justified can be the exit into related branches, pharmacy and cosmetology, sale of cosmetic and medicine preparations on basis of mineral waters and muds under the KMW mark and, to a lesser degree, in sphere of medical services. Unjustified would be, for example, an effort of exit into sphere of photo products or communication services sale. This situation is explained by absence of necessary competencies in recreational complex; from the point of view of both manufacturer and consumer the balneotherapy is simply too far from communications and photo products. However, in perspective, everything is possible.
Table 1
Directions of selection of competition field for tourist-recreational complexes ("horizontal")

<table>
<thead>
<tr>
<th>Business structures of tourist-recreational sphere</th>
<th>Accompanying branches of tourist-recreational sphere</th>
<th>&quot;Multiplicative&quot; branches of tourist-recreational sphere</th>
</tr>
</thead>
<tbody>
<tr>
<td>• operators, agencies</td>
<td>Goods:</td>
<td>Goods:</td>
</tr>
<tr>
<td>• accommodation structures</td>
<td>• souvenir production</td>
<td>• sport products</td>
</tr>
<tr>
<td>• food enterprises (dining facilities, restaurants, bars, cafes etc.)</td>
<td>• leisure products</td>
<td>• photo products</td>
</tr>
<tr>
<td>• transport (auto-, avia-, railway, sea)</td>
<td>• issuing of specialized literature on tourism: catalogues, maps, leaflets, magazines, newspapers etc.</td>
<td>• medicine preparations and cosmetic means</td>
</tr>
<tr>
<td>• excursion service, organization of entertainment</td>
<td>Services:</td>
<td>• exotic food products</td>
</tr>
<tr>
<td>• resorts</td>
<td>• services of financial-credit institutes (credit-exchange, plastic operations)</td>
<td></td>
</tr>
<tr>
<td>• unions, associations and state bodies on regulation of recreation development</td>
<td>• insurance companies' services</td>
<td></td>
</tr>
<tr>
<td>• structures organizing conduction of exhibitions, fairs, congresses</td>
<td>• lease and sale of tourist equipment, poma lifts, cable railways</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• services of educational institutions on preparation of staff for recreational structures</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• research services of institutional structures for recreation</td>
<td></td>
</tr>
</tbody>
</table>

Consideration of vertical direction of competition field for tourist-recreational destinations require the study of chain of "values in tourism" creation, or, in terms of manufacturer "tourist6 activity" in a narrow sense (Fig. 1).
Vertical direction of competition field to a lesser degree depends on basic functionalities of tourist-recreation product. Here at the front plan are advancing key competencies. For example, when recreational complex has a preferable competencies in field of sales, the possibility of creation of own agent network should be considered. On the other side, the brand of recreation complex can be extended by cost of vertical integration with other participants of the chain too, tour-operators, tour-agents. The result can be creation of integrated networks consisting of diverse-profile tour companies, which emergence is becoming the tendency on modern Russian tourist market [12, 13 14]. But in this case is economically irrational to promote tour-product of all network under the brand of recreational complex.

Consumer direction of competition fields is connected to formation of consumers groups, for which is needed a determination of those segments of market, at which the brand is intended to function. Here, in our view, is necessary a clear understanding of the fact if the brand of recreational complex will interact only with designated groups of consumers, extending tour-offer by cost of integrated solutions (for example, not only means of accommodations, but also transport, souvenirs etc. under the same mark for same groups of consumers) or is intended to occupy other adjacent market segments (for example, while previously serving only individual consumers, to develop tour-offers for families too). Finally, the complex can try to enter absolutely new market segments under its mark (for example, recreational complex, specializing in balneotherapy, can sell mineral water and mud to medical institutions under its mark).

One of the most important constituent of politics of customers' groups formations is a clear understanding of their priorities. Consumers have two types of needs: those they are speaking about and those they are not expressing in clear manner. Most branch participants are trying to satisfy the first type. It is much harder to detect and satisfy unexpressed, "silent" needs. One of the methods of more complete picture receiving is the analysis of system economics, allowing to present the general economic picture of particular product (in this case, tour-offers) by cost of modeling of all consumers costs and incomings related to it. Business is not completely effective in case when consumers are ready to pay costs made for creation of the product only. In this situation for question: "What specific benefits of complex tourist offers would made consumers to pay an additional price markup?", the answer should be convincing.
arguments in favor of the way in which the complex can satisfy priorities of consumers better than its competitors,

But at this should be taken into account that customers’ priorities are not remaining static. New needs are constantly emerging and, therefore, are emerging new abilities for brand in their satisfaction. Therefore is necessary to consider customers needs in dynamic and trace all changes emerging in selected segments. Understanding of the fact that customers priorities are dynamic value and should be operatively reacted for, can provide a significant money flows growth.

The last direction of competition field selection is geographical. The entrance at new geographical markets is usually related to depletion of growth resources or their over-saturation. At this, for recreational complex, due to its service specifics, there is no ability to open new structures in places of the maximum customers' localization. That's why the major way of impact at new geographic niches are marketing communications, conducted via mass-media, Internet and agents networks.

The next logical step in branding construction is the development of mark conception. The mark conception in major researchers is a rather laconic construction consisting of two elements: mark positioning and essence of brand. However, this construction plays the key role in brand's further development: determination of its identity, market launch and acceptance of tactical and strategic decisions related to development/liquidation of mark. The basic element of mark conception is positioning.

According to author's definition, under the positioning should be understood "the self-differentiation of mark in consciousness of the customer" [15, 16]. The development of mark positioning anticipates the study of target markets selected as competition fields for presence of "empty" niches. At this, the search for vacant niches should be conducted on the basis of segmentation by consumer priorities.

Mark positioning development is a rather standard procedure independently of market's type. The first step in determination of mark's position is a determination of competitors in selected market's segments. At this is important to understand that the mark has at least three other types of competitors beside the direct ones (fig. 2) [17].

![Figure 2. Matrix of competitors' types](image)

The second step in mark's positioning development is the detection of competitors' positions. The most accessible is the information about the price segment where they are positioning (economic, mass or premium). The further studying of competitors' positions require the conduction of consumers'
questioning. At this, in spite of the fact that owners are claiming their brand to be "very clearly" positioned, the situation when representatives of target auditorium are not able to tell, for which purpose is this mark intended and what is its difference from many similar ones, is rather frequent.

And finally, the last step is a selection of mark position of recreational complex itself and the development of positioning approval.

One of the authors of positioning conception, E. Rice, proposes not just search of vacant niches at the market, but also try to create new categories by means of more creative than traditional segmentation. In this case the brand becomes a leader in new category [17]. Consumers' segments or markets, where mark is intended to be positioned, have to meet a range of standard requirements. Selected segments have to be sufficiently large, available for service, measurable, have a distinctive characteristics, distinguishing them by comparison to other consumers, and finally they have to perceive diverse programs of manufacturer aimed at them with a certain degree of activity [18, 19].

The final stage of positioning is the development of positioning approval as some formal grounding of mark positioning strategy. The major function of this document is a clear structuring of mark position. It is necessary to assure that there will be no problem of wrong interpretation of ideas, distortion of strategy and unclear expression of key addressing of the Brand and, as consequence, a confusion in customers' consciousness.

The writing of positioning approval requires complete understanding of the following aspects of the brand's activity:

- Target auditorium.
- Position of competitors and their competitive advantages.
- Position of mark and its competitive advantages.
- Mark's key offer.

One of the most simple and understandable methods of positioning approval development is the "4B" method, based on consequential description of four blocks:

1. Business. In what business, from the consumer's point of view, the mark operates? Who are the major mark's competitors?
2. Benefit. What first-grade benefits, from the consumer's point of view, the mark provides?
3. Better. In which this mark is better in comparison to offers of competitors?
4. Brand. To what degree the mark's positioning accords to the mark's essence? [20]

The positioning approval, same as other brand's constituents should be stated in short and clear manner. At this is necessary to be involved in constant clarification (focusing) of mark's position.

The seconds element of brand's conception is the essence of mark or its core (in works of J-N. Kapferer and P. Doyl) or DNA (in works of J. Ellwood). While the positioning of brand determines the direction of all communications, issuing from mark, and also the selection of marketing tools and communication
channels, capable to complete this task, than the brand's essence is a sense core of all messages, the major idea that goes through all elements of brand's marketing mix as a red thread.

Under the brand's essence we understood "the major dominating characteristics determining the brand" [21]. At this, the brand's essence should be "the quintessence of all brand's characteristics that are determining unique differences of brand and can be communicates to consumer" [22].

Dependently of essence laid in the brand are distinguished 3 types of marks:

1. Mark-attribute (or mark-product) Marks-attributes instill confidence in functional properties (attributes) of product. Usually it is difficult for buyer to estimate quality and abilities of product objectively in massive of offers. That's why he chooses marks that, in his opinion, had already confirmed qualities claimed by the seller. All these are convictions in product's attributes. The problem of marks-attributes is in the fact that they are not connected to product, and modern technologies do not allow to maintain the uniqueness of properties and characteristics of products for long time. Besides, objective information sources (mass-media, Internet) frequently doubt the exclusiveness of product's functional properties claimed by the seller.

2. Mark-intention (or status mark). Many products are purchase not just for satisfaction of functional needs, but for acquisition of status, acknowledgment and respect. Marks-intentions carry in themselves the information not so much about products as about achievements desired by their buyers. Individuals that purchase them are thinking that they're buying no so much a product as a pass into the world of "reach and famous". In developed markets marks-intentions are threatened by the growth of population's well-being, decrease of social classes influence and growth of individualistic life style's popularity. In such markets consumers prefer to buy things that bring joy to them and not those things that impress neighbors, colleagues and relatives.

3. Mark-experience (mark-philosophy). Mark-experience concentrates in itself associations and emotions, stands higher than intentions and is rather related to some general philosophy. Successful marks express the individuality, orientations at personal growth and ideas, with which a man lives. Marks based on experience are not depending on product or image. Such marks are sufficiently easy expanding, because they are related to personal values. They can be extended for any product category in limits of individual philosophy of the consumer.

Selection of one or another mark type depends on tasks set for brand and market in which it operates or would be operating.

The second aspect of our research is the mark identity.

3. MARK IDENTITY

Mark identity, along with essence brand's characteristics is a basis aspect of mark. We are basing on definition of mark identity, given by D. Haaker: "Brand identity is a unique set of associations that point at the claim to brand's existence and includes a promise of manufacturer to consumer". In direct interpretations the identity of brand is not anything other than unique set of signs, by which the consumer detects (identifies) the mark [22]. V. Domnin divide this signs into two groups: to the first are related empiric properties of mark ("brand's attributes"), something that can be touches, see, hear (brand's name, it's logo, personages-symbols of brand, color combinations etc.) The other group of signs V. Domnin calls content "characteristics" of brand [19]. They belong, first of all, to consumer himself: to mark culture and interrelations between mark and consumer. These are joint experience and associations, senses and estimation opinions that both separate consumer and collective consumer consciousness are relating to the
mark. Mechanism of consumption starts from a man projecting his own content at external subject. Is the brand's content (promises, associations, opinions, deeds etc.) is reflecting the internal content of a man (needs, desires), the image of mark replaces (represents) these needs and desires in consumer's consciousness. The brand becomes a symbol designating these needs and desires.

Brand's identity represents the perfect content as which, from the point of view of brand's owner, has the brand's content to be perceived by consumers. That's why the target of brand's owner is an embodiment of mark in form of the perfect content that would be conveyed to potential consumers and accepted by them with minimal distortions. At the same time, the perception of these messages by consumers always differs from image developed by the company. Therefore, the major task of branding at this stage is to achieve a maximum shortening of the distance between planned and perceived.

All designated aspects is rather accurately illustrated by previously considered by us brand's models of J-N. Kapferer (fig. 3) [21]. Kapferer considers the mark identity in two planes: by vertical and by horizontal one. In first case he separates the sender's picture (company) and receiver's picture (customer). According to model, the sender, while creating of brand, lays in it a certain configuration of specific characteristic peculiarities (in Kapferer "the mark personality", in other authors "individuality") and physical properties (in original author's text "the body structure of mark"). namely this set of properties and features determined the perception of the mark by sender.

Figure 3. Model "Prism of brand's identity" by J-N. Kapferer

Internal elements (adsorption)
Culture
Sender's picture
Logistic
Self-portrait
Physical properties

Reflection

Receiver’s picture

Relations

External elements (embodiment)

At the same time, the receiver (customer) perceives the mark differently. For him the mark appears to be, first of all, as a certain prototype of mark's consumer, pictured in mark's communications (advertising, PR etc.). Therefore, the mark makes buyers understand, who it is addressed to (men or women, specialists or mere amateurs). This part of consumer's picture is called "reflection" and its major function is comprised in identification of brand's target auditorium. On the basis of reflection is formed the image of consumer himself in association with mark, i.e. the way the consumer perceived himself in relation to mark ("self-portrait" of consumer, in English editions - "self-image"). For example, while using this mark the consumer can feel himself "a real man" or "serious expert". Here the mark's force is contained in the fact that via relation to the mark the consumer develops a certain type of internal connection with himself.

Horizontal direction of "prism of identity" of Kapferer is represented by two groups of elements: internal, belonging to concept of "adsorption", and external, embodies in advertising and other mark communications. To internal elements belong the personality of mark, culture and self-portrait, everything that forms the brand's style, to external – the body structure, interrelations between the mark and the customer, and also the image of consumer reflected in advertising. External elements in aggregation form the thematics of mark.

4. CONCLUSIONS

On the basis of stated above can be made a conclusion that in multi-aspect process of brand's creation, structured by us, the methodically represented model "Vision – Identity – Brand" anticipated the construction of mark in frames of three stages:

1. Development of mark's vision theoretic basics.
3. Mark's development on market.

First two, to a different degree, on basis of objective reasons, were the subject of this article. The research of the third, by the same reasons, is a subject to separate publications.

5. SUMMARY

Considered theoretical and methodological aspects of such rather multi-plane phenomenon as "band" at this stage of research allows to state.

1. Determination of brand's essence should be based on designation and positioning of mark's competitive field. In practice the essence of the brand is determined after development of its identity, via "folding" of mark itself and separation of structural characteristics of object. At this
researchers underline that the essential brand's characteristic, formulated on basis of its identity, usually does not exceed five key words [19].

2. Each one of considered elements plays its role in creation of mark identity, that's why the ignoring of any one of them at construction of mark is an unpermitted luxury.

CONFLICT OF INTERESTS

Authors confirm that above provided data do not contain conflict of interests.

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RECIPIENT’S IMAGE AS THE SOURCE OF SPIRITUAL AND MORAL EDUCATION FOR YOUNG GENERATION IN CHILDREN'S PROSE

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ABSTRACT
Children's literature is very important for a child's personality, his qualities and character traits development. It is focused initially on the understanding and the development of a child's soul. Education, moral conscience, the right idea about moral values remains the main purpose of children's literature. The plots of works of art clearly distinguish the boundaries between good and evil, reveal the patterns of behavior, which may or may not be followed. Thus a recipient's image in the children's prose is of paramount importance.

In this article we examined the fundamental question of a work recipient in the children's prose, which is classified today as a separate element of a product, which is able to change its functions. A recipient performs a number of important functions: cognitive, developing, entertaining and motivating. The problem of a recipient’s image in the literature is conditioned, in our opinion, first of all, by the dual power in a sender's and a recipient’s work, and secondly, by the procedural nature of a creative subject narrative features, namely an author: due to the markers left by a writer, we can detect a text trend and address. The identification of a recipient's image by a reader in the process of creative activity goes through the analysis of pedagogical, ideological, philosophical, moral and psychological, socially significant content of a literary text.

Keywords: Tatar literature, Tatar children's prose, recipient, worldview, world of childhood.

INTRODUCTION

Nowadays, a recipient's factor started to classify as a separate element of a product, which is able to change its function. Thus, according to an author's idea, a text is addressed to an abstract (implicit) reader. An abstract reader is a recipient's image content which a specific author had in mind, or rather, the content of an author's conception about a recipient, recorded in a text by some initial signs. The aim is to inform a recipient about some idea. There are interesting suggestions in O.L. Kamenskaya's works that an author's subconscious mind tries to create a summary portrait of a reader using subjective perceptions, i.e. a quasi-portrait is created, "a communicative quasi-portrait of a potential recipient" [Kamenskaya 1990]. A researcher creates a collective image, taking the "terms" of a recipient's person as the basis.

Methodology. The philosophical approach to a literary text addressing and the associated problems of dialogic relationship between an author and a reader interested more than one generation of scientists. Although developments take place starting with the ancient philosophy of Aristotle and so far, this problem was not solved effectively. Among the scholars one should noted such experts as N. Boileau, G.-E. Lessing, E. Husserl, M. Buber, M.M. Bakhtin, Y.M. Lotman, etc. Over the past decade, the issues of a
recipient’s image in a text were studied extensively by such linguists as Yu.D. Apresyan, N.D. Arutyunova, D.N. Shmelev, L.V. Slavgorodskaya, E.V. Chepkina, G.V. Stepanov, etc. Nowadays, the problem of a recipient's image became the field of pragma-linguistics, poetry linguistics and narratology study. The interest of related scientific disciplines is observed. For example, the representatives of speech act theory trend, bibliological psychology, psycholinguistics and psychology perform their active developments. Among the experts one should note T.V. Bulygina, P.A. Lecant, Y.S. Stepanov, A.N. Baranov, V.V. Bogdanov, I.M. Kobozeva, T.M. Nikeleava, N.I. Formanovskaya, N.A. Nikolina, N.K. Onipenko, E.V. Paducheva, A.A. Leontieva and many others. The development of a theory and the practical analysis of a recipient's literary work are related directly to the research in the field of linguistics. Involved and the area of the philological analysis of a sample of a literary work. For example, in the works of such Russian scientists as R.R. Zamaletdinov [Sibgaeva F.R., Zamaletdinova G.F., Zamaletdinov R.R., 2015], R.S. Nurmukhametova [Nurmukhametova R.S., Zamaletdinov R.R., Sattarova M.R., 2014], F.G. Galimullin [Galimullin F.G., Galimullina A.F., Mingazova L.I., 2014], L.I. Mingazova [Mingazova L.I., Sulteev R.G., 2014], N.M. Yusupova [Yusupova N.M., Sayfulina F.S., Gainullina G.R., Ibragimov B.Kh., 2016] one can find a lot of useful things: the typology of speech recipients was created, the category of personality was developed, etc. But it must be noted that there are significant gaps in terms of linguistics and literary studies: there is no clear description of the linguistic means during the creation of a recipient's image in a literary text.

MAIN PART

Nowadays the issue of a recipient's image and an author's image in a text is considered by scientists as one of communicative act forms. The roles are distributed as follows: an author is a speaker, and a reader is a listener. An author (a sender) is a text sender and a reader is a recipient. It should be remembered that literary communication is a non-canonical communicative situation.

The primary task for us is a recipient's image position designation in the product structure, the identification of copyright markers pointing to a recipient's image in the framework of a specific product.

A recipient's factor started to be classified as a separate element of a work, able to change its functions. Thus, according to an author's idea, a text is addressed to an abstract (implicit) reader. An abstract reader is "the content of a recipient's image that was meant by a particular author, or rather, the content of an author's conception about a recipient, which is recorded in a text by some initial signs" [Wolf Schmid, 2008]. The aim of this is the bringing of an idea to a recipient.

Thus, a certain "internal reader" exists in a work, the role of which was programmed in a text. Any text makes his reader through the selection of a particular genre; a linguistic code; a certain literary style. A writer's appeal to any genre form - this process is a double-sided process. First of all, it is necessary to consider the genre, taken as a sample; secondly, it is necessary to consider the conversion in accordance with an author's aesthetic intention.

Modern children's writers like to mix literary genres within a single work. Let's define genres as a group of literary works, collected on the basis of formal and substantive properties. Literary forms are based only on formal attributes. A successful example of the synthesis with different genres may by the authors' reference to different genres of folklore and lyrical songs. It should be noted that "the problem of the historical relations between folklore and artistic literature interested many literary scholars, as these fields of arts were in a close creative relationship over the centuries and developed in the mainstream of a unified national culture" [Sayfulina, Zamalieva 2012].

It is well known that a song is a part of a man and humanity spiritual culture, it reflects the life of people in all its forms, enters a child's life with a mother's lullaby song and accompanies him throughout his life:
in games, teaching, work, in the area of free communication. Songs reflect the secular expectations and the dreams of people. Also, writers are turning to well-known folk motifs for a more precise presentation of a recipient's state of mind. In such cases, not a folk insertion is important. The primary goal is to convey a certain kind of information, both actual and psychological one to a recipient. Thus, an author uses different genres within the works and as a hidden psychology, and as an element, approximating a reader spiritually to the heroes of a work.

Folk tales and legends were equally effective means of a person physical and spiritual development integration. The heroes of folk tales and legends embodied a spiritual moral program which people sought to implement in the process of new generation upbringing. Good, hard-working characters of fairy tales were the humanistic guidelines for education and self-education. In this regard, «European scientists have been interested in Tatar culture, folklore, ethnography since the XIX-th century» [Sayfulina, Karabulatova 2014].

For centuries, education and training was based on national traditions and philosophical views. Ethnic-cultural traditions inherited socio-cultural experience and knowledge, moral standards and behavior from one generation to another, from one age to another. "An enormous social and educational potential was represented by traditions. Their existence was determined by the performance of various functions, including moral and educational ones» [Yusupova, Yusupov 2014]. The use of the simplest genres of children's folklore like lullabies, folk tales, riddles, tongue twisters, teasers and jokes opens the possibility of such essential qualities development as sensitivity, kindness to people and humanity. Folklore reflects the elements of labor affairs in economy, the success of culture and people customs. The images reminiscent of myths and legends, fairy tales are represented in them, and chastushkas widely use parables, riddles, rhymes, beautiful and imaginative turns and expressions, dialogues, etc. Besides, the "folkloric genres can also be used as the means of a physical and a spiritual personality development integration» [Mingazova, Sulteev 20145].

Although an author is usually regarded as a sender and a reader is regarded as a recipient, it is important to remember that a work is a non-canonical communicative situation: a writer has no synchronous recipient. We adhere to G.V. Stepanov's viewpoint, who noted that "The recipient of artistic works differs significantly from the recipient of speech acts. A reader, an audience are not directly involved in a pragmatic situation. They are not required to assess a communicative sense and an immediate reaction to a speech act" [Stepanov, 1985].

**SUMMARY**

Thus, we believe that the product can be called the children's prose only if the following two conditions are met:

1) a child acts as a main recipient;

2) one can find an image of a main recipient who meets the first paragraph requirements.

**CONCLUSION**

In our opinion, the problem of a recipient's image in the literature was conditioned, first of all, by a recipient's and a sender's dual power in a work, and secondly, by the procedural nature of a creative subject narrative features, namely an author: due to the markers drawn up by a writer, we can identify a text direction and address. During the process of creative activity the identification of a recipient's image by a reader is performed through the analysis of an ideological and philosophical, moral and psychological, socially significant content of a literary text. Usually a reader understands from the first
pages whether this work is addressed to him or not, at the same time he does not notice a creator's tricks, which we analyzed earlier.

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GENDER WORLDVIEW IN MODERN RUSSIAN LITERATURE

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ABSTRACT
The article describes the artistic representation of gender picture of the world in contemporary Russian literature and its mutual relatedness with the "women writing" phenomenon. The chronotopic organization of "women" body of texts is studied as one of the gender picture of the world components. The hypothesis on the existence of "female" chronotope model is put forward which acts as the embodiment of "women writing", its dominant traits and differences from a traditional chronotope are revealed. The article reveals the chronotopic invariant characterizing the female literature of the late XX-th - early XXI-st century, and its variants, defined as the generic features of women literature and implemented by artistic strategies. An invariant basis of a "female" model is a perceptual chronotope, conditioning a family and a body chronotope, etc. Besides, the nature of the "female" chronotope model implementation is analyzed in modern Russian prose and poetry. In the first case the mechanism of transformation is studied concerning the traditional type of chronotope in "female" chronotope, the role of genre and narrative strategies in this process. The mechanism of genre policy deconstruction which develop the masculine model of the world is analyzed, and the role of narrative strategies in the implementation of genre formats associated with the feminine model of the world is analyzed. In the second case they study the specificity of a "female" type of chronotope representation in the context of a declared author's myth. They consider the path of the masculine discourse transformation into the feminine one and the chronotopic expression of this process in the works of Russian rock-poetesses, implementing mostly a queer identity strategy. The article reveals the representation nature of a body chronotope in the texts of female rock poetry.

Keywords: gender picture of the world, "female" chronotope model, perceptual chronotope, family chronotope, body chronotope, author's myth, queer identity.

INTRODUCTION

Modern Russian literature, as well as other humanities, demonstrate an active interest in gender studies. Evaluating the achieved results, it should be noted that in some cases domestic literary experts mean under the gender analysis the analysis of the works written by female authors and telling us about the a woman's fate in a variety of its manifestations [Sofronova, 2016]. In our view, a gender analysis of a text can not be limited to a purely figurative system of a work and social context.

Western literature study progressed much further in the development of gender issues and became a commonplace that a gender analysis of a text is linked with the concept of "female writing" / "feminine style" in the European and American science (the western theories of gender literary theory are the most declarative ones in M. Ryutkēnen work [Ryutkēnen, 2000]). However, this concept requires a specification, the refinement of its content and the tools for its analysis.

METHODS
In our previous article «Gender picture of peace in Russian women rock-poetry (poetic novels" Sprinter "and" Stalker "by Diana Arbenina)» [Afanasiev, Breeva, 2016], we considered the structure of gender picture of the world representation in D.S. Arbenina's works, assuming that this is the terminology system becomes the most appropriate language for the literature theory describing the phenomenon of "female writing". The universal nature of a conceptual apparatus for the gender picture of the world is in the ability to accumulate in it an author's understanding of feminine/masculine and the representation methods of a developed concept in a literary text.

The aim of the present study is the analysis of chronotopic organization of texts in modern Russian female literature (we emphasize that chronotope is considered by us as one of the elements in the gender picture of the world).

RESULTS

An invariant basis of a chronotope as a way of a gender picture of the world representation in female literature is a perceptual chronotope, which, however, is not synonymous with a perceptual chronotope of "male" literature. If traditionally perceptual chronotope is understood as "the condition of people sense and other psychological acts of a subject implementation and change" [Zobov, Mostepanenko, 1974] and in accordance with it claims to the specific forms of an artistic representation (the stream of consciousness, oneiric space, etc.), perceptuality becomes the way of "female writing" expression in foreign female literature of XX-th - XXI-st centuries.

The difference between the implementation of female literature chronotopic invariant is determined, on the one hand, by the generic features, and on the other hand, by implemented artistic strategies (traditional, universal, feminist, homo and queer strategies) dictating the choice of a presentation mechanism for a perceptual chronotope.

With regard to female prose at the turn of a century we can talk about the isolation of the traditional common literature model transcoding mechanism of a chronotopic organization, established in the literature of the twentieth century, with its characteristic high level of symbolization and conceptualization in the so-called "feminine" model of chronotope. This mechanism is carried out frequently through a game with genre, or narrative strategies.

The "female" model of chronotope is characterized, on the one hand, by the functional use of traditional chronotopes, such as home, land chronotope, etc., on the other hand, by the production of own chronotopes corresponding to a perceptual variant. A family, a body chronotope are among such chronotopes.

L. Ulitskaia's, M. Arbatova's, O. Slavnikova's novels et al. are dominated by the game with genre strategies implemented at the narrative level. The novels written by Ulitskaia L., the novel "2017" written by Slavnikova O., "Death test or iron philatelist" written by Arbatova M. demonstrate a certain genre model, which has a very clear format (family chronicle, dystopia, spy novel), implicitly setting the masculine picture of the world. The deconstruction of this model by incorporating other genre strategy provides a transformation of a masculine worldview into a female one, including the level of chronotopic organization. The traditional set of chronotopes is replaced by a perceptual chronotopic system.

The traditional chronotope structure in L. Ulitskaia’s novels is associated with home chronotope, in the novel "2017" this is embodied by the playing on of an anti-utopian binary chronotope. The result of the subsequent genre deconstruction is the offset of chronotopic characteristics.
For example, in L. Ulitskaia's novels the reflection of this is a genre model transformation of a family chronicle into a family mythology more than once mentioned in the literary theory constructions, which is characteristic of the novel "Medea and her children", "Kukotsky's case", partly "Sincerely yours, Shurik". On a conceptual level, the activation of a family mythology model emphasizes the negative conception of history. At that home chronotope acting as one of the central ones in the novels "Medea and her children" and "Kukotsky's case" corresponds to the family chronicle logic, realizing the sacrifice of a feminine model in the masculine world. Such a structure can be attributed to the novel "2017" written by O. Slavnikova in a slightly different perspective.

The most obvious embodiment of this in L. Ulitskaya's works is the novel "Kukotsky's case", in which the house destruction motif is one of the key ones. At that the activization of the Platonic tradition in the chronotopic system organization (perinatal symbolization of spatial relations, the offset of axiological poles, etc.) emphasizes the destruction of vitality in the house semantics. The replacement of Tanya's image by Tonya's image, the assigning of Kukotsky's heir role to the latter is accompanied by a kind of Kukotsky's house "seizure"; at that numerous plants that fill in a house space, following the art logic by Andrei Platonov, realize not a vital but a mortal symbolism, emphasizing the destruction of the house. In the novel "Medea and her children" the motif of a house destruction is not so obvious, but at the same time a house loss occurs even as the redemption of a historical guilt.

A house chronotope embodying the sacrificial model in L. Ulitskaia's novels is opposed by a family chronotope that implements the "female" version of the chronotope and forming a feminine view of the world (a family chronotope presents perinatal symbolism completely, representing the part of the Platonic tradition). At that a family chronotope is conceptualized not so much on a figurative and symbolic level, which is typical for a house chronotope, but on the level of a narrative organization.

In contrast to the traditional perception of a narrative plan discrete nature ("the reflection of the world understanding as a dismembered and a broken one, lacking centripetency" [Tarnarutskaya, 2012]), the narrative organization of L. Ulitskaia's novels performs completely different distinctive functions. A consistent inclusion of retrospective plans becomes one of representation ways for a family chronotope. The specific feature of retrospectives is their completion, internal completeness, reducing those pragmatic attitudes that are specified by I.R. Halperin as the basis of retrospectives: "the desire to restore the information, earlier data in a reader's mind or give him new ones; the desire to give an opportunity to rethink this information in a new environment; the desire to actualize those parts of a text, which are related indirectly to the content-conceptual information" [Galperin, 1980].

In this case, the discontinuity, the multidimensionality and the reversibility of artistic time becomes a literal realization of the symbolic time river metaphor presenting a family chronotope. The complexity of L. Ulitskaia's novel narrative structure is determined by an extremely wide variation of "box principle". "Epilogue" recording a nameless narrator as a narrative instance, demonstrates its retrospective position which can be seen as the embodiment of an external point of view in relation to the narration setting by it a paradoxical combination of completeness and transparency, linearity and cyclicality. All this allows us to realize fully the myth of birth in relation to a family chronotope.

In O. Slavnikova's novel the chronotope feature, presenting the male model of the world, is taken by the anti-utopian binary chronotope formally implemented by the polarization of a civilized (urban) and a natural world. The gender aspect of this dichotomy enables the correlation of the first pole with a masculine origin and the correlation of the second pole with a feminine origin. Predation plot becomes the representation of a gender aspect, which is characterized by the conquest motif, directed in this case to the female nature. The deconstructing of anti-utopian strategy is associated with the inclusion of a romance novel strategy that implements the mythological intentions of modern mass culture. In "2017" the reflection of this is the absorption motif, the actualization of which supports the offset of vital and mortal
characteristics in gender dichotomy: mortality becomes the sign of femininity and vitality becomes the sign of masculinity. However, this reshuffle develops further, building a new concept of male and female nature.

Due to the gender specificity in relation to modern Russian female poetry the genre and narrative strategies do not play a leading role; the problem of self identification comes to the first place. It is solved mostly through the development of a biographical/an author myth. This phenomenon can be observed most declaratively in the Russian female rock poetry.

The peculiarity of rock poet myth is that it usually contains two basic settings: a myth must state by its content that a female author is a poet, and a Rocker. Often the competence of a female author as a Rocker is represented through a musical and a performative component of a rock composition and the competence of a female author as a poet is translated usually through the cultural code (reminiscences, allusions, the playing with tradition and so on).

Nevertheless, in some cases, one can observe the manifestation of "female writing" phenomenon. For example, in S.Y. Surganova's poem "Following Moria garden" the lyrical I of an author encourages actively the collective recipient to the process of collective creativity/writing:

Be creative!

These are the moments, when we are truly alive.

Improvise, borrow, refract [Surganova, 2012].

Speak! And try to speak,

Even if your thoughts are not quite clear really [Surganova, 2012].

The quoted poem does not reveal a clearly manifested gender focus of a recipient, one may trace the situation of a woman silence in the masculine discourse of traditional (patriarchal) culture. And according to stylistics and syntactic structures, and intentions the poem by S.Y. Surganova is close to the famous appeal to women from E. Cixous essay "Jellyfish laughter": "And why don't you write? Write! Writing is just for you as a process" [Cixous, 2001].

A specific response to the French feminist appeal is the rock song by D.S. Arbenina "History":

And I'm writing my story

Dogs bark and I feel great

And the rumor constantly smells by the gunpowder1

This composition is a unique one as it contains both myth semes specified by us: "Rocker" and "Poet". They are represented through the cultural code, in particular, through the reference to the reminiscential series of compositions by V.R. Tsoi "Sorrow" (stanzaic and rhyme) and "A cigarette pack" (The rethinking of the proverbs: "One will be a warrior on a field" (Arbenina) vs "The death is painfull in the world without music" (Tsoi). But beyond this, the analyzed text implement the seme "A writing woman" declaratively and quite clearly - perhaps, this is the main seme of the author myth by D.S. Arbenina.

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1 Цитируется по аудиозаписи – Cited by audiorecord.
Another important moment is that many rock poets use queer strategies in their works. In this case, the choice of these strategies is conditioned not so much by an author sexual identity, but by a purely male environment in which rock culture was developed. A rock poet (and just a "frontwoman" of a rock band) is balancing constantly between the preservation of their gender identity (provided it is necessary for her) and the necessity of entering into the field of Other. And that queer strategy allows to represent such a borderline case, because, as A. Sheveleva noted, the identity within the queer theory framework has such qualities as flexibility, variability and mosaic structure [Sheveleva 2014].

In this regard, an important place in the gender pattern of female rock poetry world is occupied by the perceptual chronotope along with the declarative statements of subjectivity. As we noted above, a queer strategy is characterized by the concept of transition, instability, mobility, the chronotope in this case will be related to the situation of marginal areas. This is presented explicitly in the rock songs by D.S. Arbenina "On the border", where in the process of a text development a conceptually symbolic chronotope ("on the border where dogs howl and cry" [Arbenina 2014]) flows into the perceptual one ("on the border of gloomy husbands and inconsolable girlfriends" [ibid]). And in a kind of "intonation", which is read by recitative during the performance rather than sung, as the rest of the text. The chronotope expressing the internal state of the lyrical hero is also present: "You metropolis / born in the summer / closer, closer to spring, closer, closer to spring" [ibid].

Besides, the perceptual chronotope could be existential/ontological one in female rock poetry. This is, for example, the space-time organization of a rock composition by S.Y. Surganova "The building is painted". On the one hand, the degradation of the Big Style noted by E. Goschilo is clearly manifested in the "devaluation" of pre-existing chronotopes. A house is named by the lexeme "building" here, in the walls of which a narrative object commits a suicide. At that such a lexical substitution leads to the maximum abstraction and the reduction of the whole associative array associated with the House and the dynamic color range of the poem ("The building is painted in yellow. The building is painted in gray", "The building is painted in pink" [Surganova, 2012]) represents such line of queer strategy as a variation.

On the other hand, the "private" chronotopes of a poem in the context of suicide become existential. So, the chronotopes of a window and a door ("The window is wide open in February / flowers in winter", "I blame myself in this / that you did not left your home / through the door" [ibid]) represent not just a variation, but an ontological transition from life to death. "The fourth pole" inside the building again is the "existential" chronotope for a lyrical hero. As you know, the fourth pole is the Mariana Trench, and in this case the chronotope - metaphor Nothing allows to finish the existential series of the poem: death, guilt, loneliness, nothingness.

However, the most important point in our chronotope study within Russian female rock poetry is the fact of specific chronotope revealing as in female prose which are present only in female literature. This chronotope is the body for the poets, working with queer strategy. The most openly called chronotope is found in Mara's lyrics. Firstly, it should be noted that the poet translates physicality in its vicinity, so it acquires tactile category unusual for a traditional space ("wet wall skin"1). Secondly, the body of a lyrical hero appears as a changeable structure, which can decay ("I was confused / I won't integrate by drops") and which can be changed with an other, in particular with a man (the rock song "What on what" and especially its video clip).

**CONCLUSIONS**

Thus, the modern Russian literature is characterized by the consistent implementation of the gender picture of the world, which conditions the transformation of all text levels, especially chronotopic one. The update of the "female" model of chronotope involves a special nature of his perceptual nature.
representation, the isolation of "private" chronotope system and a special transcoding mechanism of a traditional chronotopic model, which is based on genre and narrative strategies.

**SUMMARY**

The perspective of this study is the analysis of the specific works of contemporary female literature according to the developed methodology.

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ETHNIC COMPONENT IN MODERN INTERIOR DESIGN AS THE FACTOR OF TRADITIONAL FOLK ART CONSERVATION

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ABSTRACT
The article described an ethnic component concept in modern interior design using the example of a people's home as an ethnos life support system, as a set of an object-spatial environment, a symbolic-semiotic and artistic object. Style development process was considered in the interior projects through "the upbuilding" of new spiritual and social structures and submission of "previous" choices to them on the basis of the ethnic component common signs of the interior modern design: "constructivism", "decorativeness" and "ornamentation". A new experience of artistic creativity in the art of the XIX-th century is related to the most important discoveries in science, to economic progress, which explain the rapid increase of industrial production, the development of professional work of designers and an artistic tradition update. New images in art and new ways of a modern interior design become an interaction factor between a professional and a folk art. A detail-spatial environment becomes the material for innovation process study, reflecting the search for a new expressive form and some possible themes for a designer creation. The interaction mechanism between the attributes of a modern interior design ethnic component disclosed in our work, is defined as the unity of content and aesthetic characteristics of a particular ethnic culture and the ideological and thematic foundation of a designer intent.

Keywords: detail-spatial environment, perceptivity, traditional house interior, the ethnic component and its attributes: "constructivism", "decorativeness", "ornamentation".

1. INTRODUCTION
A high measure of "folk art" stylistic generalizations appears in modern interior design, where objects are arranged sharply and interestingly and the non-traditional materials and techniques are used. The ability to achieve a holistic impression of an artistic image in the mixture of traditional and new ideas within detail-spatial environment is the innovative experience of a modern interior designer and acquires a special significance in the field of humanities and art sciences.

The explanation of an ethnic component in the modern interior design implies the involvement of scientific papers related to the theoretical research in design, as well as the works devoted to the art analysis of folk art ethnic traditions. The issues of design general theory, revealing the methodology and design analysis as a system, the concepts of "structure", "elements", "connection", the laws of design in detail-spatial environment are presented in the works written by Victor Papanek (1971), M.S. Kagan (1996) K. Kantor (1996) and I.A. Rozenson (2013). The systematization of the material by composition in terms of content, structure, tools and techniques, the basic concepts and the history of folk art development belongs to V.B. Koshaev's textbook for university students [Koshaev, 2006]. The analysis of communicative functions for the utilitarian things of a Tatar home interior in the context of value...
orientations in particular social and cultural environment is dedicated to the E. Suleymanova's work [Suleymanova, 2010]. The characteristic of thing systematization principles developed by scholars in the traditional interior of the Eastern Slavs is the basis for the study of meaning development in a modern design interior [Baiburin, 1995].

In this regard it is important to consider the basic key concepts for this issue.

A detail-spatial environment is an objective environment with the radial structure emerging from a center. A man is an environment center, its habitat-forming factor - an environment subject, which forms its objective environment. The boundaries of an object-spatial environment are based on the specifics of the process of a living environment development by a man. A specific environment with specific properties can exist only being assimilated by his work, his consciousness and his emotions. This perception is deeply emotional and it is related with deep, archetypal structures of consciousness. The structure of the "environmental" perception is close to the mythological-poetic experience of the world realities.

In the context of the declared article topic, it is necessary to determine the model of an object-spatial environment perception by an "environment" subject and to specify such borders as control border, separation order and identification border.

The control border determines the world for a person as a "close" one to his ideas, goals and desires.

The separation border involves the choice a man of the world sector by a man with the attractive properties for him.

Identification border is the sector of the psychological, emotional and conscious environment, where a person takes the affinity of values, experiences and sensations founded in this area and received by him.

Thus, this person is called an environmental subject (or the environment subject, or "environmental I"). "Each subject develops himself in the outside world, controlling and separating the part of it and identifying himself with it" [Heidmets, 1983].

All "border" transitions form the structure of an object-spatial environment, developing a "subject-object" system, which has a composition, a structure, the method of its elements relation and the law of its ordering.

It contains the following structural units: an environmental subject as an environment-forming factor, an environmental "core" an environmental "periphery", the boundary of a medium and a place. An image simulates an interior in an artistic imagination and develops a composite form, which has an internal completeness, harmony, proportionality and integrity.

The interior reveals the content of a man's socio-cultural life, which forms the basis an ideological and thematic basis of a designer's project intent. Modern interior, including an ethnic component must meet the substantive and aesthetic characteristics of a particular ethnic culture.

2. MATERIALS AND METHODS

During the study they used the following methods and approaches: the theoretical analysis of art, psychological and educational literature, the teaching methods of applied arts and interior design in the context of a research problem, the study of teacher, student work at design and National Arts department of KFU.
3. RESULTS

The scientific research devoted to folk art, have become the part of the theory of art nowadays. For two and a half centuries the views of researchers change in respect of the issues concerning people's life, work, culture, folklore, an artistic and an imaginative content of art.

The system of images, which reflects the history of ideas about the world is in the folk art between an idea and the means of its implementation. The general principle of folk art is the meaning of functions performed by decor and a product itself. A decorative-interpreted image is between the idea (in folk art) and the means of its realization. The change of their laws derives from the symbols of "centric" ones, expressing the attitude to the experienced phenomena and concepts, to the "axial" ones, where decorative nature mediates the idea of symbolic space, contributing to the emergence of "transitional" and "free" compositions.

The space is conceived as a special form of perception. The emergence of the first hypotheses about the perception nature refers to antiquity. Due to perception the space and the objects in folk art are not depicted as "I see", but as "I know". The informative content of an interior through a direct sensory reflection of internal and external things (objects) forms the symbiosis of an ethnic component attributes in a modern interior: constructivism, variation, ornamentation, which forms a sensual image of the interior. A significant contribution to the development of scientific ideas about the processes of social perception and an individual perception of art objects was introduced by philosophers, physicists, physiologists and artists [Christine, M. Piotrowski, 2001], [Edward, Steinfeld, 2012], [Romas, M., 2005], [Rayment, T., 2007], [Simon, Dodsworth, 2009].

The symptom of constructivism in the interior is in the systemic and the structural content of modern design ethnic component together with its cultural meaning - ornamentality and decorativeness.

- The systematic maintenance of a modern design ethnic component is in the unity and the integrity of the interior ethnic components under the laws of composition: harmony, unity and subordination.

- The structural maintenance of the modern design ethnic component is in the determination of an object-spatial environment structure according to the laws of tradition and the meeting of substantive and aesthetic characteristics of a particular ethnic culture.

Let's note the following: one may recognize that the meaning "decorativeness" and "ornamentation" are related in folk art as a basic methodical statement. Ornamentation is like a derivative of decorativeness and the further development of decorativeness feature is the "cultural sense" of a designer compositional thinking. The instructional technique of a compositional thinking is determined by the self-sufficiency of composition means, the common ones - proportioning, color system, contrast, etc.; and specific ones - a composition center, a symmetry axis, organization and expression means. However, the composition means do not explain the means of a decorative feature as the part of an ethnic component in the modern interior design.

The first important condition for decorativeness evaluation in folk art is the structuring of figurative functions in the common signs of arts and crafts is to reflect the cosmographical concepts and objects.

The second condition is the demarcation of decorativeness functions in folk art. The images and abstractions in folk tradition differ from the images taken in a professional art. A ritual experience and pre-Christian cosmological worldview makes the basis of folk art content essence. And professional art expresses the varied experience of a society spiritual development during the last centuries. There is no
contradiction here since the decorative nature is manifested not by an image quality but as the means of information presentation, concentrated in the interior design idea. Therefore, the decorative essence lies in the nature of image ideological content signs.

So, decor in folk art is a direct reproduction of the world concept, decorativeness is the artistic quality of an image during the formation of ideas about a world space, the change of a space form from a cosmogonic to the images of real nature and a man. If decorativeness (Lat. decor - wonderful, outstanding) defines an artistic quality of a form, ornamentation (Lat. ornamentum - equipment, machinery) reveals the aesthetic quality of a form.

Since its inception and until our time a characteristic feature of any ornament is its inextricable relation with a material, with the general direction of art development. Its specificity is revealed in the preparation, construction, pattern structure, forming a plastically complete ornamental composition, defined by an image-bearing content, nature and purpose. The images of ornamental art within a conventional symbolic language can express the emotional, semantic and creative content of an interior. The source of an associative ornamental image emergence is always a phenomenon or an object of an objective external world, directly observed or reconstituted in memory. The basis of the work creative method is a man's ability to think abstractly, which is reflected in stylization, that is, in poetic understanding of objects and the real nature world phenomena, a designer's imagination and fantasy.

Thus, the aesthetic essence of ornamentation as one of the modern design ethnic component signs is represented by such a system of associative ornamental images, which requires the predominance of "information" principles for the rhythmic organization of spatial, temporal and spiritual environment in an interior.

4. DISCUSSIONS

An extensive knowledge about people material culture is accumulated in ethnography. A house as the basis for an ethnic life support system, serves as a source for its social structure, economic activity, ethnic history and traditional culture study [Zihni TURKAN, 2016]. The interior of a traditional dwelling reflects the authenticity of folk art and embodies the symbolic representation of social relations, aesthetic, artistic and spiritual representations of people. All this conditions the consideration of a home interior as a complex detail-spatial, symbolic-semiotic and artistic object.

Let's consider the following examples:

Tatar interior is considered as an eclectic one, formed by the mixing of Mongolian, Turkish, Central Asian traditions of Volga Bulgaria indigenous population.

A house in Tatar style attracts by its peculiar decor, exotic elements and practicality. In Tatar housing a central place was occupied by a stove and Syake in the organization of space. They determined the boundaries of local areas. Syake is such an architectural feature of a room, at which one part of a floor is raised specifically. Syake was designed using colorful bedspreads, cushions and capes. Tabyn is a special low table designed for tea parties. The splendor and the brilliance of ornaments, the luxury of decorative elements, numerous products from semi-precious stones and metal - all of this relates to the Tartar trend in design. A Tatar house is also remembered by the use of national patterned towels, tablecloths and prayer rugs - namazylyks. The windows in a house used to be decorated by special charshau curtains and independently made Kashag valances. Tatars favored mirrors, gilded lamps and luminaires which allowed to enlarge the space of rooms visually. Another national feature is the large number of porcelain. Dishes and porcelain statuettes were placed in small lockers necessarily. Using "Tatar" style one can created a fashionable ethnic interior in a house.
"Russian" style was very functional. A dwelling was built of wood. The role of furniture was carried out by large and wide benches, which were attached to the walls during a house construction. A table covered with a cloth was in the center of a room. A table was covered by a tablecloth embroidered with beautiful patterns. All Russian houses had stoves. It was painted by colorful colors and decorated with terracotta or green tiles. Clothing, festive decorations for a house, furs and jewels were stored in chests. Benches blanketed by brocade or velvet, a floor was covered by a homespun carpet and animal skins. Walls, dishes, textiles were coated with interesting and intricate ornaments. An interior has a lot of carvings on stone and wood. The space of a house was filled with crafted items: gzhel, pottery, lace, painted Khokhloma, Dymkovo toy, Orenburg patterns. They made simple curtains from natural materials of calico or linen, quilts and braided rugs.

Any of these style options is interesting and original.

**SUMMARY**

The study of a modern interior design stylistic features should be based on common features of an ethnic component: "designability", "decorativeness", "ornamentation".

The systemic and the structural content of a modern design ethnic component becomes the basis for the implementation of information culture function, manifested in the interior decorativeness and ornamentation. These features of an ethnic component are implemented due to the need of information support for all the components of a detail-spatial environment by the system of ethnic culture ethnic traditions. It can be considered as the basic one for the preservation of folk art and the continuity of these traditions in modern art. At that the nature of a designer artistic activity is complicated gradually from the transfer of elementary practical skills to the translation of systematic information in respect of national experiences in a dwelling organization. The mastering of an interior creation technology with an ethnic component becomes a contemporary design task as the folk art conservation factor in this study. The differentiation and the integration of knowledge requires the preservation of people cultural value historical layer.

The started global interpenetration of traditions, different in origin and the ethnic group development level by stability, poses the problems which were not considered previously by art-science within ethnic design, in particular:

* The preservation and the revival of ethnic traditions that appeared in different historical and social conditions, free from prejudice and dogmatic ideologies;

* The integration of folk art ethnic traditions in modern design, while maintaining the national characteristics of "folk style";

* The ways of a national design school development: synthesis, symbiosis, universalization of their national culture, their unification, i.e., a full preservation of national and ethnic autonomy in the field of contemporary interior design.

The study of design theoretical foundations and the content, structure, tools, methods, basic concepts, the history of folk art development made it possible to determine the unity of an ethnic component attributes in the modern interior design.

Thus, the ethnic component becomes the factor for the preservation of ethnic group national cultures under the influence of centuries-old traditions of its people, and carefully guarded by them for many
generations. From this point of view a scientific interest appears in the determination of ethnic component attributes, the nature and the manifestations in modern interior design.

CONCLUSION

Let's note in conclusion, that in the light of research problem urgency the creation of a modern interior design is the problem of professional activity for design communities which is in the preservation of design national school peculiarities, their enrichment by the achievements of other cultures without losing the unity of a nation, reserving the right to uniqueness. Therefore, one should pay a particular attention in this matter to the factors of folk art, the ethnic traditions in contemporary art and the formation of a national "style".

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THEORETICAL AND METHODOLOGICAL FOUNDATIONS FOR CREATIVE SELF-REALIZATION DEVELOPMENT AMONG HIGH SCHOOL STUDENTS BY NATIONAL APPLIED ART MEANS

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ABSTRACT
The study of a development problem concerning the creative self-realization of a student in higher professional education system makes us to focus on the analysis of the philosophical, psychological and pedagogical research for the paired concepts of "creation", "self-realization", "creative self-realization" and an actually primordial one - "the development of creative self-realization capacity among high school students". Nowadays young people have the need to update their intellectual, communicative and artistic abilities, so it is important to encourage and support in her strongly the desire to exercise their interests and the disclosure of creative possibilities. In this study they examined one of the ability aspects for creative self-realization development among university students associated, in particular, with the pedagogical potential of the folk applied art. It should be noted that the development of the capacity for the creative self-realization among university students as a process of their intellectual and creative potential disclosure and realization in a variety of activities proceeds most effectively at the observance of conditions as the orientation of students on the development of their inherent instincts and abilities; the inclusion of such methodological approaches that aim future experts at self-projecting, self-development and the reflection of their creative abilities; the use of such active forms and methods of teaching, which would saturated the educational process in a high school by a personal meaning for each student and, thus, would have targeted young students for the creative self-realization; the development of students' value orientations on creative self-realization. In this regard a pedagogical support is provided by teachers. The relevance of a study is determined by the fact that the practical implementation of folk applied art pedagogical potential in the development of a creative self-realization capacity is one of the topical issues of high school educational practice, as its results deepen, extend and specify modern ideas about the artistic possibilities of student creative activity.

Keywords: creativity, self-realization, ability, student, high school, folk applied art, practical implementation.

1. INTRODUCTION

Nowadays philosophical, psychological and pedagogical literature accumulated the whole range of ideas that serve as a methodological and a theoretical basis for the conceptual provision development concerning the development of skills for the creative self-realization of university students.

In philosophical approaches to the "creativity" phenomenon the attention is focused primarily on the problem of a man in the combination of such aspects as the meaning and the essence of life, the understanding of creative life, the self-perfection of a man, the freedom of activity, etc. So, N.A.
Berdyaev's (1993) idea about the "recreation" of a man's personality in the process of its creative work was very fruitful for the national philosophy and started to develop at the moment.

The main thing is which is important for our study, that philosophy determines the humanist vector of this phenomenon study, recognizing that an individual can not develop himself if he does not create as his ability to creativity is dictated by the need to maintain his human existence.

It should be noted that creativity is usually studied in the following two aspects by psychology: as a psychological process of new things creation, and as the collection of personality traits, which provide his involvement in this process. Thus, the creativity process has several stages starting from an idea origin and up to the point when a new idea springs in mind. For example, the English scientist J. Walles (1946) separated the creative process into 4 phases: preparation, maturation (of an idea), illumination and verification.

Two different points of view concerning the understanding of creation were developed in psychological and educational research. For example, E.P. Torrens (1988), L.V. Kulikov (1997), combining a creative approach to life and creative work, believe that they also provide rich opportunities for a personality self-actualization. Here, the author focuses his attention on the expansion of creativity concept, where the ability to comprehend his purpose and his place in life and the ability to achieve the desired creative objectives represent the creation.

2. MATERIALS AND METHODS

During the study they used the following methods and approaches: the theoretical analysis of philosophical, psychological and educational literature, teaching methodology for fine and applied arts in the context of a problem research, the study of the positive experience from the teachers teaching design, national art, Tatar language and cultural studies, the students of the Institute of Philology and Intercultural communication at KFU, in the workshops for the artistic processing of materials; the observation of student creative activity in the process of product manufacture from natural plant materials, the analysis of student works, the interviews with students, the teachers on material art processing and methodists; the systematic approach for a problem disclosure; pedagogical experience classification, systematization, generalization in respect of a research problem; observation, comparison, questioning; the analysis of obtained results, the processing of experimental data, etc.

3. RESULTS

In the context of our research, we consider an individual creativity with the ability of his self-realization, which is often connected very closely with the creation, which is accompanied by the development of a man inner world, his cognitive and organizational activity qualities. First of all the result of this process is the creation of some original ideas by students; Secondly, there is a change of young people personal qualities developing in the course of their professional training [Andreev, 2000].

Taking into account this situation, we naturally turn to the concept of "self-realization", which is often synonymous to the expression "the realization of your capabilities", as well as the concept of "self-actualization", since the latter describe similar phenomena: a full implementation of genuine opportunities [Horney, 1997]; the aspiration to the future, to the free realization of "an open personality" potencies [Allport, 2002], an "authentic (real) existence" [Bugental, 1998].
After the analysis of the philosophical views on the issue of self-realization we came to the conclusion that it is usually considered in an interdisciplinary and inter paradigm aspects.

So, having considered the concept of "creation" and "self-realization", let's identify further essential characteristic of "creative self-realization" concept.

The humanistic psychology representatives believe, that a person creative self-realization is an essential condition for a society development, as it provides for the unity of an individual and society, thus, predetermining its creative adaptation which is much needed for a full life. Considering the work as the highest human need, as well as the manifestation of psychological health, a creative person for psychologists is the one that performs some self-actualization [Maslow, 1999], which is fully operational [Fromm, 2002], and who is a productive person [Rogers, 2003].

According to the above stated, from the analysis of such paired concepts as "creation", "self-realization" and "creative self-realization" we came to the following definition of the necessary term "the development of creative self-realization capacity among high school students", which is the development of personality traits that characterize his willingness to disclose and implement student-creative potential to convert it into a chosen profession within his own intentions and value sets on the exteriorization of a positive experience aimed at search activity, the implementation of his mission and productive socially valued achievements in cultural and artistic practices related to creative diversified activities with the priority of susceptibility to all new and original.

The creative self-realization of a person in high school conditions is the most realizable at such an important condition as the co-creation of two personalities - a teacher and a student. And this process within a university educational space may occur when the goal setting of student personal development is implemented completely (i.e. they have the opportunity to lead a productive creative life activity "here and now").

4. DISCUSSIONS

Folk applied art in our country is diverse by used material, applied engineering and its product technology, and hence, by its products. The most common types are hand-patterned weaving and the painting of fabrics, art stitching and embroidery, lace-making, carpet weaving, bone carving, wood carving, soft stone processing, the art processing of metal, lacquer miniature, art wickerwork [Petrov, 2015].

So, Palekh is the lacquer miniature, the painting on papier-mâché; it is based an ancient Russian art traditions, the art of icon painting (elongated proportions of a human figure, a schematic view of a landscape, buildings).

Gzhel is also famous (a type of ceramic ware with blue cobalt painting on white) and khokhloma. Known khokhloma items - dishes, furniture, souvenirs with patterned ornament and an aluminum (formerly silver or tin) covering application with a distinctive combination of golden color and black, red, green sometimes brown and orange one.

Dymkovo toy may also be noted - a decorative clay sculpture up to 25 centimeters in height, and a doll painted with the image of a girl in a folk suit composed of a sundress, an apron and a handkerchief (the whole set of smaller dolls is inside the largest doll).
It is known that decorative art as a kind of applied art appeared during the period of a primitive communal system, when people created primitive forms of everyday objects and patterns, and the first jewelry items had a magical significance. Nowadays, decorative art is a type of fine art, the works of which are the subjects of artistic decoration or ornaments; both are used for decoration [Ahmetshina 2014].

The educational practice of the university shows, that the modern formulation and the solution of this problem requires the focus on the whole psychological, moral and intellectual complex properties of a student personality properties in the context of his life position formation and development, including the acquisition of a cultural meaning for his future professional and social activity. In this regard, the development of the above named ability of high school students is determined by the "internal" and "external" unity associated with the mechanisms of cultural experience transfer through the use of folk applied art pedagogical potential. This potential is considered by us as the set of educational and artistic opportunities in the unity with the means and methods that allow to use it effectively in the process of future expert professional training. The actualization of pedagogical potential is based primarily on the dynamic interaction of national culture and education, which are based on the following provisions: national spirit of education; the combination of scientific approaches with folk pedagogy experience; the need for direct contact with the authentic works of folk art; a creative approach to an ethnic art form of an object; an active experience of folk applied art sample beauty; the dialogic communication of students and an artist-craftsman.

These situations are necessary to increase the efficiency of creative activities and create the opportunities for a heuristic activity. It is possible in the following kinds of creative activity: the creation of new models for applied art; the interpretation of a national story within a set topic; the participation in improvised ritual actions; the dramatization of folk tasks, riddles; the holding of some national holiday in a high school; the promotion of people's labor traditions, etc.

The very heuristic activity, being a conceptually meaningful educational basis for the understanding of the national applied art pedagogical potential essence and structure, is based on continuity, which is the principle and the process of artistic and creative orientation of a person actualization by the means of folk culture that are based on the diverse forms of perception arising on the basis of information representation in the form of images, symbols, which provide picturesque images and phenomena. During the organization of heuristic activity its content and general purpose are structured specially, the forms and the heuristic methods of teaching are selected. The study found that continuity is carried out vertically and horizontally. Thus, vertically the continuity, based on the actual level of a student cultural development, is guided by the level of creative development available for him. And horizontally, according to the principle of continuity, a teacher draws on student's creative qualities and the character of their manifestations in his creative activity. Hence, the pedagogical potential has the following components of continuity: the continuity of goals and the means of a student creative orientation development through the arts; the continuity of cognitive activity and creativity; the continuity of forms and methods for the creative development from a middle to a high school; the continuity of pedagogical interaction kinds, from a pedagogical cooperation to co-creation; the continuity of a high school educational environment and the creative atmosphere of student life activity; the continuity of psychological comfort in the educational system and an aesthetic enrichment of an educational space; the continuity in the development of mental processes which condition a creative orientation of students by the means of art on the basis of aesthetic perception, aesthetic imagination and aesthetic self-activity [Salakhov + et al., 2016].

This challenge stands in front of a university - not just a professional training of qualified specialists, but the training of aesthetically and culturally developed personalities. To do this, one of the first places in the learning process is occupied by the creativity development and an independent individual education, who
is able to approach to any problem with some productive solutions. Hence, the pedagogical potential of folk applied art in the development of the capacity for the creative self-realization among university students assumes a certain responsibility that we would call a student duty: acquiring knowledge and skills they need to become educated people, who preserve tenderly the cultural values of people, develop them, making, thereby their contribution to the spread of folk art traditions.

The creative self-realization of a student as a future expert should be considered primarily as the process of a young man realization within the walls of a university, during which the realization of a student takes place in a student's life and daily activities; in the search and the adoption of his values and the meaning of his existence for every moment of his current activities; in the need and in the desire to realize his creative potential, which he had before entering a university; the desire to see himself as an integral, a single-minded personality, to learn the basics of his profession.

SUMMARY

During the analysis of the nature and the capacity development peculiarities for creative self-realization among high school students in the context of the philosophical, psychological and pedagogical research, we found that the conceptual apparatus of this personal quality should be considered as a necessary component of a future expert professional training. In this regard, the task of a high school in the conditions of a new education paradigm is the organization of this process, which is crucial for the implementation of a society social order concerning an individual, capable of surrounding world creative transformation.

Thus, the pedagogical potential of the applied folk art in the development of the capacity for the creative self-realization among high school students during the learning process does not involve the obtaining of preliminary known result, and helps to form certain components of a creative self-realization, including self-development and compositional creative abilities. And as is known it contributes to the development of a positive motivation for creative activities when a purposeful search for a specific creative solution brings a particular emotional satisfaction for students. On this basis, students have a frequent need to find such conditions that would allow them to express their creative powers and abilities.

CONCLUSION

Let's note in conclusion, that the folk applied arts can take an important place in the development of a cultural educated personality. Thus, using the material of folk art, students learn the colorful language of their people, its customs and traditions and the spiritual values associated with them. Currently, within the conditions of world, nations and ethnic group diversity pedagogy makes it possible to solve the problem on the study and use of the cultural heritage of the past by introducing a huge amount of folk culture into practice. People pedagogical culture contains a vast experience of younger generation education and development, the progressive ideas on the development of a person and the development of the capacity for a creative self-realization.

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REFERENCES

SOCIAL AND CULTURAL ACTIVITIES OF A FOLK MUSIC ENSEMBLE: PEDAGOGICAL ASPECT

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ABSTRACT
Culture is one of the most important categories which determines the life of any nation. It acts as the means of a man's experience accumulation, storage and transmission from previous generations to the next ones. As a certain sign system, culture involves the mastery of it and this requires a constant intellectual process, coupled with an intense emotional experience. This process is ensured by socio-cultural activities, creating the conditions to familiarize people with culture through the creation and dissemination of cultural values. Folklore is an important part of culture and the study of folk art is an important means of pedagogical influence on a younger generation. The activity of folk music ensembles that preserve the cultural traditions of their people through the revival and the reproduction of folk art forms, contributes to the process of ethnic-cultural education realization among children and youth. The theoretical research methods were the general scientific methods - analysis and synthesis. Empirical methods were represented by observation, comparison, and interviews. During the study they analyzed the social and cultural activities of four Tatar musical folklore ensembles operating in the Volga-Ural region. The performed analysis revealed the presence of four forms for this activity, the specificity of which allowed to interpret them in a pedagogical perspective.

Keywords: folklore, education, ethnicity, culture, ensemble, social and cultural activities.

INTRODUCTION

Russia is a multi-ethnic country, whose territory is inhabited by numerous ethnic groups that have their own distinctive traditions, culture and language, which are carefully preserved by them. However, globalization processes which engulfed the world space provoked the erase of cultural differences in society, which in its turn led to the loss of national identity by the people of different nations and ethnic groups, to a gradual forgetting of their own language and the loss of moral guidelines. In such a situation the problem of education concerning the national identity, the knowledge of national culture developed for centuries and respect for your people traditions became the most urgent one.

An important role in the overcoming of a current situation was played by folk art groups, carrying out the recovery and the reproduction of folk art samples. The importance of folklore in the process of ethnic-cultural education is explained by several reasons. Firstly, it serves as a form of people knowledge and values transmission to future generations. Secondly, an ethnic language preserved as an important factor of a national identity determination due to folklore. Thirdly, it has a powerful ethnic influence based in the category of folk art.

Despite the wide range of analyzed works, they did not reveal specific research on the socio-cultural activities devoted to the study of folklore ensembles in terms of their cultural-educational and upbringing activities. The absence of such works provides a scientific novelty for this article. The result of this study is the identification and the characterization of social and cultural activity forms of a musical folklore ensemble, contributing to the education of youth in the spirit of belonging to their people, as well as the popularization of folk art by its transfer from an archaic-specific category to the demanded kind of musical performance. The practical aspect of the proposed work is an important one. It consists in the possibility of its results use for the national-patriotic education of a wide range of population by the organization of cultural and leisure activities designed for this purpose.

**METHODS**

The system of methods included in the study basis has theoretical and empirical methods. Theoretical methods included the analysis of scientific literature, the information provided on websites, mass media coverage and the compilation of the obtained data. The empirical data were obtained using such methods as observation, comparison, and interviews.

**DISCUSSION**

Four folk music ensemble were selected for the study: the state ensemble of folk music in the Republic of Tatarstan, state folk ensemble Kryashen "Bermənchek", the folk-pop ensemble "Mishar" and the folk ensemble "Guzal Chulman".

The state ensemble of folk music at the Republic of Tatarstan was established in 1999 on the initiative of the Ministry of Culture of the Republic of Tatarstan and the Tatar state philharmonic society named after Gabdulla Tukai. The ensemble began its activity guided by Rinat Gilyazev and then Marat Yahyaev. Its art director is Aydar Faizrakhmanov since 2002.

The state ensemble kryashen "Bermənchek" was created in 2002 with the support of Tatarstan Ministry of Culture and the non-governmental organization kryashen of the Republic of Tatarstan. The head of the ensemble was the scientist-folklorist Gennady Makarov. Since 2009 Elmira Kashapova has been the artistic director of the band.

The popular folk-pop ensemble "Mishar" was established in 1984 by combining the vocal and instrumental ensemble, the folk and dance groups of Urmaevsky information cultural center (Chuvash...
Republic). Ferit Gibatdinov was an organizer and an artistic director of the ensemble. Currently, the ensemble is guided by Ildus and Gulshat Shaydullin.

The folk ensemble "Guzəl Chulman" ("Beautiful Kama") was established in 2011 on the basis of the House of Culture named after Kalinin, Perm. The artistic director of the team is Gulyuza Khamzina.

The selection of these groups is conditioned by the following parameters:

- All ensembles are engaged in the active popularization of the Tatar folk music best samples in Russia and abroad;

- Each team has repertoire peculiarities, consisting in the preservation and the translation of musical traditions for Tatar subethnic groups: the state ensemble of RT folk music promotes folklore of Volga-Kama Tatars; The national folklore ensemble "Bermənchek" is specialized in the performance of Tatar-kryashen songs - an ethnic and religious group of Tatars professing Orthodoxy; the popular folk-pop ensemble "Mishar" has been studying the folk music of Mishar Tatars - Tatar subethnos of Middle Volga and Urals; the folk ensemble "Guzəl Chulman" reconstructs the folklore of Perm Tatars in his works.

- All ensembles operate on Volga-Ural territory;

- the selected ensembles have different professional status: the performers of RT folk music State ensemble and the State folk ensemble "Bermənchek" have higher professional music education, the composition of the People's folk-pop ensemble "Mishar" and the folk ensemble "Guzəl Chulman" is a mixed one, including both professionals and amateurs.

The study of publicly available materials on the teams, the study of repertoire, concert programs, as well as the interviews with art directors allowed to make a conclusion about the presence of certain forms concerning the social and cultural activities of ensembles.

First, the most common form is a direct concert activity, in which an original method of play is performed based on pop folk material. The peculiarity of RT folk music state ensemble is the performance of folk songs and tunes in modern arrangements. This way of folk music presentation is focused on a wide range of listeners. Confirming this, the head of the ensemble Aydar Faizrakhmanov said: "I work on the basis of folklore, I have folk material, and on the basis of this material I present the songs in a processed form with a modern twist. All of this becomes interesting to any audience, any nation".

In contrast to the State ensemble of RT folk music the art mission of "Bermənchek" is in the performance of an authentic folk music kryashen. The collective director Arthur Poliakov noted: "The songs are close to the original folklore performance".1 The artistic director of the ensemble Elvira Kashapova in her interview with the authors of the article pointed out that during the implementation of "Bermənchek" concert activity the emphasis is put on the revival of old songs in their original form.2

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1 From L. Giniyatullina's interview with A.V. Polyakov, the director of the State folk ensemble kryashen "Bermənchek" (Kazan, 26 of November 2013).

2 From R.R. Imamova's interview with E.V. Kashapova, the artistic director of the State Ensemble kryashens "Bermənchek" (Kazan. September 18, 2015).
The stage incarnation of folklore by People's folk-pop ensemble "Mishar" is performed in synthetic genres, combining the mix of vocal, choreography and theatricality. The ensemble leaders believe it's wrong to stick to a folklore or a pop trend in the work. Paying tribute to a huge pedagogical potential inherent in folk art, they also understand the importance of meeting with the folklore of a wider audience, which, in their opinion, will be contributed by the presentation of Tatar ethnic music in a contemporary style.¹

The provision of folklore material by the ensemble "Guzel Chulman" takes place in the form of separate vocal and dance numbers, or mixed compositions are used, performed to the accompaniment of authentic instruments (Kurai, kubyz, accordion). A rich ethnographic material is used for performance (legends, customs and rites of Perm Territory Tatars), collected due to numerous tours and folklore expeditions in Perm region.²

The second form of socio-cultural activity is the organization of folk art festivals. For example, the National folklore ensemble kryashen "Bermyanchek" performs among the founders and organizers of a contest-festival, the performers of Kryashen song "Christmas star", which is held in Tatarstan. Also the Festival of Orthodox culture kryashen "Bermyanchek bakchasy" ("Verbitsa Garden") was organized by the ensemble. The main goals and objectives of the activities were the maintenance and the development of kryashen ethnic culture, the facilitation and the identification of folk song original performers, the creation of favorable conditions for the groups who want to master the art of folk singing, to the development and the disclosure of traditional folklore repertoire wealth.

The popular folk-pop ensemble "Mishar", and in particular the director and the producer of the team Farid Gibatdinov has its experience in the holding of competitions and festivals dedicated to folk art and folklore. The international festival of Russian traditional culture of the Turkic world "Urman zalida" taking place in the village Urmaevo of the Komsomolsk district of the Chuvash Republic became a traditional one. The main idea of the festival is the attraction of folk groups from various regions of Russia to an event for a close contact, in order to develop the mutual enrichment of cultures and the provision of folk traditions to a younger generation. Also Farit Gibatdinov with the assistance of the ensemble "Mishar" is the organizer of such folk festivals as the "Milli Miras" ("National Treasure") and "Urmai Mony".

The Artistic Director of "Guzel Chulman" together with his team is the organizer of such festivals as "Małyld bayram", "Närygly", "Muslim world", where the participants show the folk art culture of the Perm region Tatars.

The third form of socio-cultural activity is the organization of meetings with children in schools, recreational camps for the purpose of acquainting them with history, creation and culture of their people. This form is used by the State folk ensemble kryashen "Bermyanchek" and the folk ensemble "Guzel Chulman". In 2015, the group "Bermyanchek" took part in the work of the ethnic camp "Aybagyr" by presenting its program of an ethnic pedagogical upbringing of children based on folk traditions. The ensemble "Guzel Chulman" also organizes the work with children in summer camps with the folk programs "Children feast" and "Grandmother's chest"¹. The need for such an activity is explained by ensemble leaders on the basis of the fact that the spiritual and moral components incorporated in the folk art of the past are of value to any person of any age. The singing of folk songs, the reconstruction of family rituals by folklore ensembles (patriot, wedding, funeral ceremonies, etc.) not only acquaint the

¹ From R.R. Imamova's interview with F.A. Gibatdinov, the producer of the People's pop-vocal ensemble "Mishar" (Urmaevo village, Chuvashia. February 2, 2016).
² From R.R. Imamova's interview with G.G. Hamzina, the head of the People's ensemble "Guzel Chulman" (Perm. March 10, 2016).
younger generation with the historically established traditions and customs of their ethnic group and their way of life - this is a storehouse of folk wisdom, knowledge and ideas about family relations, many of which have not lost their relevance to this day.

The fourth form of socio-cultural activity is the organization of specialized conferences and seminars designed to distribute the scientific and practical, the methodical and ethnic pedagogical experience. Such activities are carried out by the leaders of the People's folk-pop ensemble "Mishar" who organized the scientific-practical conference, which took place during the Festival of Folk Art "Milli Miras". The conference was focused on the study of an ethnic identity and a cultural heritage of Tatars living in Chuvashia.

CONCLUSIONS

The art of each ethnic group has specific features, bears the imprint of a national identity, reflects the distinctive features of a national culture. The problem of people cultural and historical heritage preservation raised in this study, which includes the monuments of folklore, provoked a socio-cultural perspective of the work. The relevance of this problem lies in the fact that folklore - a living and evolving one and in some cases a disappearing and assimilated one under the influence of external factors is the phenomenon which needs a careful attitude more than ever. The precious treasure of folk wisdom and a fount of centuries-old traditions contained in it form the foundation of a nation culture possessing a powerful pedagogical potential. Folklore groups, remodeling, reproducing and translating folk art in various forms of social and cultural activity, provide security, education and upbringing mission.

SUMMARY

The performed analysis of four musical folklore group functioning - the State Ensemble of Folk Music of the Republic of Tatarstan, the State folk ensemble kryashen "Bermenchek", the Popular folk-pop ensemble "Mishar" and the folk ensemble "Guzal Chulman" - revealed the presence of a specific set of forms for social and cultural activities, which include: a concert practice, the organization of folk music festivals, the organization of thematic meetings with students, the organization of conferences and seminars. The pedagogical orientation of the identified forms conditions the education of young people in line with the commitment to cultural and ethnic traditions and values.

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MULTIMODAL ART THERAPY TO OVERCOME COMMUNICATION DIFFICULTIES AMONG PRESCHOOLERS

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ABSTRACT
A key feature of the contemporary socio-cultural situation is the need for a multi-level constructive communication with a constantly changing and increasingly complex environment. The problem with this situation is the low capacity of a man to adapt to the peculiarities of a situation and to acquire the necessary communicative competences in a natural way: the requirements for the quantity and the quality of daily communicative acts often exceeds the capacities of a single person for a constructive interaction development adequate for a situation. The aim of this study was to develop a program which would overcome the difficulties of communication among preschool children by the means of a multimodal art therapy. The choice of a multimodal art therapy as a means of communication barrier overcoming was determined by its focus on the gaining of non-verbal interaction experience by the means of various types of art and the development of non-verbal communication skills. During the research we used the theoretical methods of scientific knowledge, which allowed to identify the characteristics that prevent the establishment of a constructive interaction among preschool children. Used diagnostic methods allowed to explore the dynamics of the selected features during the monitoring process. During the study they developed the program to overcome the communication difficulties among preschool children by the means of a multimodal art therapy. The testing of the developed program revealed its effectiveness as one of the possible forms for elementary communicative competence development among preschool children.

Keywords: communication, communication difficulties, multimodal art therapy, art, non-verbal communication, imagination modality

INTRODUCTION
The development of communication as an individual ability to organize and maintain an adequate and constructive interaction with the outside world remains one of the priority problems of modern interdisciplinary research (psychology, pedagogy, sociology, medicine, etc.). Indeed, communicative competence, the ability to navigate and integrate in the communication processes of different levels is essential for a modern positive socialization, a harmonious mental development, learning and self-realization.

It is known that pre-school age is the sensitive period of an emotional sphere development and an initial communicative competence closely related to it. The Russian studies of recent years (N.A. Ageeva, T.N. Knyazeva, N.S. Kozhanova, E.N. Krutyakova, L.N. Kuzmenkova, I.Yu. Makarova, I.V. Martynenko, O.A. Mayurova, Samohvalova A.G. (A.G. Samohvalova, 2011), E.V. Semakova, A.V. Semenovich, Sidorova E.V. et al.) show that the number of children who have some communication difficulties increases. At that, only some of them are directly related to communication (in particular, to voice
communication), most communicative disorders have a secondary nature and are found among different groups of children. There are children with neurological and somatic diagnoses, as well as with different border and psychological disorders among them: attention deficit and hyperactivity syndrome with a variety of autism spectrum disorders, the violations of the emotional sphere development (anxiety, aggressiveness, emotional rigidity, etc.), left-handedness, with the violations of social behavior norms (impulsivity, inadequate behavioral patterns and psychological distance, etc.).

However, these studies do not demonstrate the uniformity in the use of terminology (communication disorders, communication difficulties, the breach of communicative behavior, etc.) and a common understanding of communicative difficulty nature.

Within the framework of our study communicative difficulties are the violation of one or more communication functions (information and communication (reception and transmission of verbal and non-verbal information), regulatory and communication (the organization of an interaction situation, self-correction of emotional states and actions) and affective-communicative function (purposeful or involuntary change of communication entity state).

The communication phenomenon includes two components: verbal and nonverbal one. The focus of our research is a nonverbal aspect of communication, since, according to study data conducted by I.A. Skopylatov, a direct speech makes 7% in each communication unit of interaction, intonation and sound ratio make 38%, a non-verbal interaction makes 53% (I.A. Skopylatov, O.Yu. Efremov, 2011), which is especially characterizes the age peculiarities of preschoolers.

During the process of scientific research theoretical study in the field of communication skills, abilities and competencies among preschoolers (G.M. Andreeva, M.V. Ermolaeva, I.G. Erofeeva, M.I. Lisin, V.S. Mukhin et al.) we identified the following indicators that influence the occurrence of communicative difficulties among preschoolers and which have expressed non-verbal manifestations: the level of anxiety, aggressiveness, the capacity for empathy, impulsiveness availability, the ability to recognize an emotional state of an other one according to non-verbal signs.

The aim of our study was the identification of multi-modal art therapy methods to overcome the communication difficulties of preschoolers.

**MATERIALS AND METHODS**

One reason for socialization difficulty and the lack of success in the teaching of a modern child is the discrepancy between biosocialcultural environment and the sustainable mechanisms of his psychological (neuro-psycho-somatic) competence. The solution of an identified problem is the neuropsychological program support for preschool children support on the basis of replacing ontogenesis method developed by A.V. Semenovich (2015). An undoubted value of a developed program is somewhat reduced by an insufficient consideration of the age characteristics among the children of this age (eye-mindedness, leading play activity, the sensitive period of imagination development, the exploration and research activity and creativity).

Dzh. Ayres (Dzh. Ayres, 2008) and W. Kiessling (W. Kiesling, 2016) studies show that in order to improve the results of a correctional developmental impact the most effective and reasonable work is the work at the stages preceding the desired level of development. In particular, within the framework of our study, it is a corrective developing impact on the level of sensory integration.

Thus, the working hypothesis of this study was the approval that it is inefficient to make a direct impact on existing communication difficulties. The implementation of correctional and developmental work at
the previous level of development is more appropriate - the level of sensory integration and the development of non-verbal communication taking into account the age peculiarities among preschoolers.

The methodology of multimodal art therapy (expressive art therapy) is the most appropriate one to set goals and objectives the basic provisions of which are the following statements:

1. In contrast to the classical art therapy aimed at an expressive splash activation, multimodal art therapy involves the interaction at all possible levels:
   - at the level of a body, emotions and meanings (the triad: movement - emotional reaction - comprehension);
   - the establishment of cooperation with various aspects of "I", including the resistance;
   - the interaction with the creative activity products as with rightful subjects of the art process.

2. The creativity through creation - the creation of a finished creative product as the acquisition of reality new experience through various imagination modalities (N. Rodzhers, 2015).

3. The development of a multimodal art therapy "embodiment" through an own experience.

4. In the concept of multimodal art therapy imagination manifests itself through sensory systems - the modality of imagination.

5. During the creation of art objects we rely on the imagination and its modalities. Within the concept of multimodal art therapy the imaging of modalities is movement, sound, image, rhythm, word and action. The modalities of imagination is the way of communication with the world to "see" what we experience and how (P. Knill, Barba H.N., M.N. Fuchs, 2005). The more imagination modalities is used, the brighter and more meaningful an expression is, the more appropriate communication forms and content.

According to the theoretical positions by Dzh. Ayres and W. Kiessling, the practical neuropsychological exercises by A.V. Semenovich and the principles and methods of multimodal art therapy, we developed and tested the program of communicative difficulties overcoming, based on the art analogy "Journey to the hill country".

22 preschool age children took part in the study conducted on the basis of "Kangaroo" NSEE. According to the pilot experiment results, 14 people were diagnosed with a high level of anxiety, 5 children demonstrated an aggressive behavior, 3 preschoolers had the emotional sphere violations, manifested in the excessive rigidity of emotional reactions, shyness and in the stiffness of external expressive reactions.

The monitoring of the study included 2 stages: preliminary and final diagnosis.

The diagnostic package was represented by the following techniques:

1. The children test to determine the level of anxiety, R. Temml, M. Dorcy and V. Amen (Korepanova M.V., Kharlamova E.V., 2005).

2. The test "child aggressiveness level" by G.P. Lavrentieva and T.M. Titarenko.
3. The test determining impulsiveness-reflexivity ratio "The comparison of similar images" by G. Kagan.

4. The test determining an empathy level by I.M. Yusupov (adapted to preschool age).


RESULTS

The result of the study was the development and the testing of the program for communication difficulties overcoming among children "The journey to the hill country", designed for the children of senior preschool age.

The program "The journey to the hill country" is based on the art analogy "the journey as the way of new communicative and sensory experience acquiring".

The name of stages, the content and the form of used games and exercises are presented in Table 1.

Table 1. The art action plan within the art analogy "The journey to the hill country"

<table>
<thead>
<tr>
<th>art analogy stages</th>
<th>name</th>
<th>purpose</th>
<th>session structure stage, function</th>
<th>imagination modality</th>
<th>equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>grand settlement</td>
<td>greeting</td>
<td>acquaintance</td>
<td>session start</td>
<td>movement</td>
<td>expressive movement + the name, presentation in a circle</td>
</tr>
<tr>
<td></td>
<td>camp territory exploration</td>
<td>&quot;revival&quot;, the awakening of a body</td>
<td>session start, heating</td>
<td>movement</td>
<td>introduction to a space (different qualities of movement, contact with different surfaces by different parts of a body)</td>
</tr>
<tr>
<td>training camp:</td>
<td>learn the ways of movement in the mountains</td>
<td>group synchronization</td>
<td>session start, heating</td>
<td>movement</td>
<td>follow…</td>
</tr>
<tr>
<td>safety rules and procedures</td>
<td>climbing with a partner</td>
<td>synchronization with a partner</td>
<td>session start, heating</td>
<td>movement</td>
<td>contact improvisation: without losing the contact with a partner by any part of a body</td>
</tr>
<tr>
<td></td>
<td>&quot;don't look down&quot;</td>
<td>group synchronization</td>
<td>session start, heating</td>
<td>movement</td>
<td>roundelay</td>
</tr>
<tr>
<td></td>
<td>&quot;always maintain three points of support&quot;</td>
<td>creativity enhancement</td>
<td>session start, an unusual entry</td>
<td>movement</td>
<td>a body posture change and the movement with 3 points of support</td>
</tr>
<tr>
<td></td>
<td>sensorimotor coordination, hemispheric cooperation strengthening</td>
<td>the main part, sensorimotor game</td>
<td>variants of movement: slide, crawl, jump, we try a support reliability, looking for a balance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td>-------------------------------------------------------------------</td>
<td>---------------------------------</td>
<td>------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;mountain echo&quot;</td>
<td></td>
<td>the main part, game</td>
<td>sound</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>the provision of certain sound in a circle: fading, with attenuation, gain, acceleration, next nearest</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;polished cliff&quot;</td>
<td>the development of kinesthetic empathy, non-verbal interaction skills, synchronization with a partner</td>
<td>the main part, game</td>
<td>movement</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>the technique of &quot;mirror&quot;, &quot;carousel&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;packing a backpack&quot;</td>
<td>available resources, reassessment of values, prioritization</td>
<td>the main part, game</td>
<td>what is available in bags or what will be taken as necessary (7 items), making a backpack lighter (5-3 objects - ranking)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;the signs on the road&quot;</td>
<td>resource search and intensifying</td>
<td>the main part, creativity</td>
<td>image (visual art) scratchboard (scraping an image on cardboard with a multilayer coating by different colors)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;visiting a hermit&quot;</td>
<td></td>
<td>the main part, creativity</td>
<td>musical improvisation individual sounding - in small groups - orchestra</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;the storm in the mountains&quot;</td>
<td></td>
<td>the main part, creativity</td>
<td>rhythmic improvisation small groups, collective orchestra</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;halt: high above sea level&quot;</td>
<td>resource search and intensifying</td>
<td>the main part, creativity</td>
<td>image (visual art-sound-movement) intermodal technology (relaxation-meditation) music + text - then the work with resource images (drawing, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;strange animals&quot;</td>
<td>resource search and intensifying</td>
<td>the main part, creativity</td>
<td>the image (natural materials) working in pairs, the collective multi-level installation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scenario</td>
<td>Focus Area</td>
<td>Art Form</td>
<td>Modality</td>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------------------------------------------------</td>
<td>--------------------------------</td>
<td>------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>&quot;big foot&quot;</td>
<td>dealing with anger, fears and limitations</td>
<td>the main part, creativity</td>
<td>the image (modeling, 3d model of paper, paint)</td>
<td>modeling, solid modeling</td>
<td></td>
</tr>
<tr>
<td>&quot;rainbow over the waterfall&quot;</td>
<td>acting out of emotions</td>
<td>the main part, creativity</td>
<td>the image (visual art)</td>
<td>spraying technique (individual work, group collage)</td>
<td></td>
</tr>
<tr>
<td>&quot;about camp life&quot;</td>
<td>understanding of their social roles, interaction patterns, the development of new strategies</td>
<td>the main part, creativity</td>
<td>theater</td>
<td>a client or a group member, a director, staging a scene of a camp life</td>
<td></td>
</tr>
<tr>
<td>&quot;Tales around the campfire&quot;</td>
<td>Search for resources</td>
<td>The main part, creativity</td>
<td>Poetry</td>
<td>Individual tale (from doodles) - collective story</td>
<td></td>
</tr>
<tr>
<td>&quot;Souvenir shop&quot;</td>
<td>Understanding and consolidation of changes</td>
<td>Completion, «gathering of fruits»</td>
<td>The image (natural materials)</td>
<td>Making of amulets, talismans from natural materials</td>
<td></td>
</tr>
<tr>
<td>&quot;Memory photo&quot; (in a tourist outfit)</td>
<td>Completion, «gathering of fruits»</td>
<td>The image (costume)</td>
<td>The creation of tissue, paper, newspaper, adhesive tape, tourist image: hat, backpack, tourist accessories</td>
<td>return to the camp</td>
<td></td>
</tr>
</tbody>
</table>

The dynamics of the studied parameters before and after the implementation of the program "The journey to the hill country" for communication difficulties overcoming among children is shown on Figure 1.

Результаты констатирующего эксперимента – ascertaining experiment results

Результаты итогового эксперимента – Final experiment results

![Graph showing dynamics of parameters](image)
Fig.1 The dynamics of indicators before and after the implementation of the program which overcome communication difficulties among children

1. Anxiety level.
2. The level of aggression.
3. The level of empathy.
4. The level of ability to recognize an emotional state of another one.

CONCLUSIONS

The results of the performed study allow to make the following conclusions:

1. Non-verbal communication components make a significant impact on the effectiveness of preschooler communication.

2. The indicators of communication difficulties among preschoolers selected by us (the level of anxiety, the level of aggressiveness, the capacity for empathy, impulsiveness availability, the ability to recognize an emotional state of another one on non-verbal grounds) have expressed observed non-verbal manifestations, preventing the establishment and maintenance of a harmonious constructive interaction among preschool children.

3. Multimodal art therapy has a great potential in the field of emotional and communicative problems overcoming among preschool children due to an active use of non-verbal communication means in the framework of artistic and creative activities and the expressive means of various arts.

4. The monitoring results concerning the program "The journey to the hill country" for communication difficulties overcoming among children showed the following:
   - significantly decreased level of anxiety (from 9 points (high level) to 6 (average level)),
   - the level of aggressiveness decreased (from 13 points (pronounced level) to 10 (the upper limit of an average level)),
   - a positive dynamics in empathy development is observed (59 points during the ascertaining stage of the experiment and 63 points during the final stage), but no significant differences were found;
   - the differences in impulsivity manifestation were not found, which indicates a high dependence of this index on physiological and neuropsychological factors according to our opinion;
   - they revealed a significant difference of indicators concerning the ability to recognize an emotional state of an other one by non-verbal signs (8 and 17 points, respectively).
5. The results of the performed study revealed a positive trend in the correction of negative manifestations for nonverbal interaction, preventing the constructive interaction and facilitating the emergence of communicative difficulties.

SUMMARY

Thus, the developed program "The journey to the hill country" for communication difficulties overcoming among children by the means of multimodal art therapy, aimed at the recognition of non-verbal signals from an other interaction participant, the correction of non-verbal manifestations adversely affecting communication, the development of non-verbal interaction constructive skills, helps to overcome the communication difficulties among preschoolers.

However, in order to enhance the effectiveness of the developed program it is necessary to note the need of correctional and development work aimed at communicative skills development as the means of valuable orientations and moral-aesthetic culture development which determine the quality and the form of communication (Kamalova et al., 2014), as well as the way of multicultural education and communicative interaction (Valiahmetova et al., 2014; Karkina et al., 2014).

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MUSICAL PROJECT
AS NEW FORM OF CULTURAL COMMUNICATION

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ABSTRACT
Nowadays the socio-cultural sphere tends to strengthen the role of intercultural interaction, which entails the increase of cultural activity amount and the modifications of their organization formats. The forms of traditional organized musical events such as a competition, a concert, a festival are subject to transformations, which are characterized by the features of integration and synthesis. The organization and the performance of complex musical activities by structure required an organization theory development.

The authors offer their view for a new format of contemporary culture - a music project from the standpoint of an organized activity framework extension and the acquisition of a cultural communication form value by it.

Researchers consider a large-scale cultural event "Guitar Renaissance" as an example of a musical project, which is a multiproject nowadays. In this project, they perform plenty of independent events, united by a common idea, which allows to attract and organize an interpersonal and an intercultural interaction of multiple participants.

As the result of the performed study the authors proposed the structural model of the musical project "Guitar Renaissance", which can act as a reference point for the creation of this type of project management technology. "Guitar Renaissance" consists of a number of interconnected musical projects with a common purpose and of resources. It can rightly be called a multiproject. This format allows you to cover a wide range of participant categories and organize a cultural cooperation in related areas - a competitive, educational, concert and educational activities.

Keywords: musical project, concert, competition, festival, musical event, cross-cultural interaction.

INTRODUCTION

A new picture of the world is developed at the turn of millennia, conditioned by the complex processes of globalization. The development of post-industrial model of society and economy, technological changes, the rapid development of worldwide communication systems, in particular the World Wide Web, makes a tremendous impact on a person's world, the nature of its interaction with the environment and society, the spiritual and creative self-expression in various fields of activity.

Today, the socio-cultural sphere may demonstrate the strengthening of intercultural and personal interaction role based on a creative dialogue. This led to the number of cultural activities increase and to the modification of their organization formats. A musical project is the most popular form of interaction between people along with the classical forms for the past two decades.
Currently, the project format is being promoted in various areas: for example, a social project, an educational project, a pedagogical project, a cultural project, an innovative project, etc. However, a musical project, as the form of an organization and an event performance is more complex, as it is focused on the creation of a communicative environment that allows each participant to carry out an active cooperation in accordance with a role-playing position.

The realization of a musical project, based on the technologies of socio-cultural design requires a certain methodology as this is a multifaced process of its organization. The analysis of the scientific and methodical literature showed that the issues of project management are considered in the works of foreign authors S. Derry, B. Scott, T. Demarco, S. Kemp, L. Leach, R. Jonathan P. Harper-Smith, K. Heldman and Russian professionals such as V.V. Bogdanov, M.F. Dubovik, O.N. Ilina, A.S. Kozlov, I.I. Mazur, A.N. Pavlov, A.V. Polkovnikov, M.L. Razu, M.V. Romanov, V.D. Shapiro et al. Various aspects of art management were considered in the works written by N.V. Beloblotsky (Beloblotsky, 2003), S.B. Woytkowsky, S.M. Korneyev, T.V. Kostsov, D. Passman and G.L. Tulchinsky (Tulchinsky, 2009). The technologies of festival and competition preparation and holding were considered in the works written by V.A. Babkov (2007), D.M. Genkin, O.Ya. Goikhman (Goikhman, 2008), T.V. Kozlov, A.N. Kolotursky (Kolotursky, 2003), V.A. Moryahin (Moryahin, 2009) and B.V. Peril.

1. METHODS

The methodological basis of the study was the idea on the organization of events on the basis of a project approach (V.V. Bogdanov, M.F. Dubovik, O.N. Ilina, A.S. Kozlov, I.I. Mazur, A.N. Pavlova, A.V. Polkovnikov, M.L. Razu, M.V. Romanova, V.D. Shapiro et al.).

The reliability of the study was provided by the use of theoretical and empirical methodological tools. Analysis, synthesis, comparison, abstraction, generalization and modeling were applied among the theoretical methods, which allowed to develop scientific works on the problem under study. The methods of setting a problem, a research hypothesis development, the construction of phases, stages and scientific research stages, an inductive-deductive method and a proof were aimed at the obtaining of significant theoretical results. The following methods were applied among the empirical ones: observation, interviews, accounting documentation and material study, experience generalization.

2. MAIN PART

In the XXI-st century a music project is a bright and an original phenomenon in the general panorama of modern musical culture. During the development of a musical project as a special type of a mass event organization it is necessary to follow such forms of organized musical events as a concert, a competition and a festival.

A musical concert as a form of cultural activity was developed in the XVIII-th century due to the functioning of musical societies. The results of their work can be the distribution of musical amateurism and the training of a competent listener, the development of individual concert genres, the involvement of relatively broad population strata in regular contact with the music of the leading composers of Europe, the support of composers and performers that had a great influence on the development of public musical consciousness of that period, and the pan-European concert market (Dukov, 2003).

A modern concert is the most accessible and popular format with a wide range of possibilities: from the formation of an aesthetic taste to leisure development. Currently, there is a sufficient number of concert classifications for various reasons: depending on a performed repertoire (philharmonic, variety); for an intended purpose (holiday, reporting, planning, inspection ones); according to a place of performance (touring, visiting, stationary); according to listening audience (children, adult); according to the
composition of participants (solo, group, mixed); according to the process of program building (thematic, theatrical, complex).

Comprehending the cultural and historical origins of a musical competition, it can be concluded that they have deep roots. So even in ancient Greece there were competitions of singers and virtuosos musicians; during the Roman Empire they organized the competitions of Kifared from Athens, Alexandria singers and the musicians from other countries; in XVIII-XIX centuries the kind of world championship "tournaments" among the major virtuoso musicians and the representatives of various national schools were very popular ones.

In the XXI-st century the contest format acquires a peak popularity, which is explained by its broad capabilities which allows contestants to show different facets of personal achievement. The interpretation, according to which a competition is a specially developed procedure for the admission of participants in a competition, the conditions of the organization and the conduct of which are defined in the regulations about a competition seems an exhaustive one. This is the manifestation of subject creative actions, which provide the value unity of its participants and create the conditions and the means for a person self-realization. Besides, the competitive activity participants are included in the process of artistic culture value appropriation, in the comprehension of the artistic images embodied into them, it brings them to a qualitatively new level of cultural development and is an incentive for a self-realization within a cultural space (Afanasyeva, 2011).

Today a performer of any age and with different levels of performance skills can participate in a music competition. This feature is conditioned by the level gradation by status, the scope of performing category coverage, different duration and frequency, etc. One can speak about the emergence of competitive movement that pursues the following objectives: the identification of talented performers and the creation of conditions for the creative self-realization of musicians.

A musical event is a festival (from the French festival - a holiday) was born more than three centuries ago, at the beginning of the XVIII-th century in England, as well as many other forms of organized culture. In continental Europe the tradition of music festival performance dates back to the end of the XVIII-th century and by the beginning of the XIX-th century the festival movement spread to many countries. It should be noted that such major composers as L. Spohr, G. Spontini, F. Mendelssohn, A. Rubinstein, K. Reynard and J. Strauss were among the organizers and the active participants of these musical events. The festival movement developed only in the XX-th century, and in the XXI-st century festivals become the major forms of musical events. In recent decades, a music festival became one of the main forms for performer and audience contact implementation. It stepped beyond a musical event and acquired the value of a cultural communication form (Shirokova, 2013).

Currently, the traditional forms of music events are subjected to transformations, among which the idea of different form integration becomes a leading one. For example, a festival can be represented structurally by a series of concerts, competitions, various exhibitions, workshops, seminars, round tables, meetings, etc. These synthetic forms of musical events require a special organization, which led to the emergence of their presentation new format - a musical project.

1. The use of the term "project" in the modern practice of music industry led to the emergence of its application new sense. A musical project is defined by us as a structurally organized form of cultural communication, based on the systemic organization with specific goals, objectives and resources.

2. Nowadays, a musical project structure does not have constant framework, since the number of musical projects of different levels, types and kinds is large. They specify projects by funding type
(commercial and non-commercial ones), by chronological order (annual, biennial, triennial), by the status hierarchy (urban, inter-regional, national, all Russian, international), by the composition of participants (age categories, the categories of vocational training), by structure (monoproject and multiproject), by performance duration (short, medium, long-term) (Yuryeva, 2014).

3. According to the analysis of literature, let's distinguish the principles of a musical project organization: feasibility (a desired activity result achieved within the set time period), the presence of an idea (an idea volume, its relevance in society), the focus on an audience (the tracking of interest, the dynamics of people perception and reaction to a proposed musical product), a clear gradual organization of an event (the set of stages experienced by a musical project during the period of its operation), the technical and material security (the availability of the necessary conditions for a practical implementation of a project).

4. As an example of a new form of cultural communication let's consider the musical project "Guitar Renaissance", which dates back to 1997 - the first regional competition of guitarists "Guitar Renaissance" (the city of Shadrinsk, Kurgan region). In 2011, this project was entered in the all-Russian register of regional competitions. The prerequisite for the entering to a higher, all-Russian level was the holding of the musical transit "Shadrinsk - Tyumen" in 2012, the transfer project of a musical relay race from the competition "Guitar Renaissance" held in Kurgan region to the contest "Spring chord", organized by the guitar community of the city of Tyumen. Later in 2013, the decision was made within the framework of the festival-contest "Guitar Renaissance" to organize an international competition "Cup of five", which was first held in the city of Shadrinsk. Due to the scope and the success of the musical project in the following years (2014, 2015), the event was held in Kazan, which made it possible to expand the geography of its participants.

5. In 2015 the basic trends of the musical project "Guitar Renaissance" were added by another important component - International internet contest of the methodical works, which allowed to identify and summarize the interesting author works in the "Arrangement", "Composition" and "Scientific and methodical work" nominations. A high level of the organization and the conduct of all activities within "Guitar Renaissance", numerous positive reviews, the increase of participant number served as the birth of the idea for new project structure creation - Summer and Winter Guitar School by Alexander Vinitsky.

6. Nowadays the musical project "Guitar renaissance - 2016" includes the following structures: all-Russian instrumental festival-competition "Guitar Renaissance", the International instrumental festival-competition "Cup of five", the Internet competition of methodical works "Guitar Renaissance", the Summer and Winter guitar schools by Alexander Vinitsky, the concerts with the participation of top musicians-guitarists, the master classes of jury members, the gala concerts with the participation of guitar performance winners, the exhibition of educational works and note collections.

7. Let's present the obtained results in a tabular form (see Table 1).

<table>
<thead>
<tr>
<th>Мероприятие</th>
<th>Трен</th>
<th>Мероприятие</th>
</tr>
</thead>
<tbody>
<tr>
<td>Festival-competition &quot;Guitar Renaissance&quot;</td>
<td>P</td>
<td>Competitve festival «Cup of five»</td>
</tr>
<tr>
<td>Summer and Winter school by A. Vinitsky</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3. SUMMARY

1) The characteristics of three organized forms for musical events is given - a music concert, a competition and a festival.

2) They proposed the definition of "musical project" as a structured form of cultural communication, based on the system organization with specific goals, objectives and resources.

3) The classification of musical projects was presented for various reasons.

4) The principles of a musical project organization were determined.

5) The musical project "Guitar Renaissance" was considered from the perspective of a new form of cultural communication.

6) A structural model of the multiproject "Guitar Renaissance" was developed.

4. CONCLUSION

Thus, the "Guitar Renaissance" consists of a number of related musical projects, with a common purpose and resources. It can be called a multiproject rightly. This format allows you to cover a wide range of participant categories (the students of music schools, art schools and guitar studios, music colleges, the students of music schools, the teachers of educational institutions (a studio school, a college, a high school), the experts of guitar art, musicians, the lovers of guitar music, the representatives of note and
methodical literature publishers) and to organize the cultural cooperation in related areas -competitive, educational, concert and educative activity.

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STYLE AND POETICS OF TATAR SUFI WORKS OF XIX-TH CENTURY

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ABSTRACT
This article identifies the stylistic and poetic features of the Tatar Sufi works of the XIX-th century. During the study they prove that the Tatar Sufi poetry of this period evolves in stylistic perspective within two trends: a "simple" and an "elegant". On the other hand, Sufism complicates extremely the poetic system of works. In Sufi literary texts of this period, related to the second trend, Sufi symbolism prevails, providing the variability of poetry reading and complex symbolic images become an element of another main symbol. The scientific novelty of the article is conditioned by the study of Tatar Sufi poetry of the XIX-th century in terms of an epic "simple" and elegant style participation; the explaining of a new study methodology concerning the stylistic evolution of Tatar Sufi poetry of that period. The methodological basis of this study is hermeneutical approach that reveals the stylistic features of written texts on the basis of systemic-functional approach to a language. He directs the receptive activity of a reader on the cognition of the principles and the methods of images, the artistic forms of reality understanding, the selection and interpretation of typological similarities and the originality of an artistic search. In this way they reveal the poetic originality of the Tatar Sufi poetry of that period.

Keywords: Tatar poetry, style, poetics, Sufism, symbol.

INTRODUCTION
With the adoption of Islam, Sufism makes the part of the spiritual and cultural life of the Turkic-Tatar area. The activation of Sufism in different periods of history was related to the socio-political situation in the region. It is well known that the the increase of Sufi beliefs in the Muslim society had been observed already in the XIV-th century. A similar situation continues in the XVI-th century. It was connected with the religious persecution [Yuzeev A.N., 1998, 66]. The same trend is defined by A.T. Sibgatulina [A.T. Sibgatullina, 2000, 24]. In the history of Tatar people the second half of the XVIII-th century is characterized by the beginning of a new wave of Tatar people christianization. In such historical conditions Sufi works are perceived by Tatar people as a powerful weapon against the Christianization policy. M. Kemper noted that "in the second half of the 18-th century Naqshbandiyya Brotherhood became the leading one in Tatarstan and Bashkortostan" [Kemper Moscow, 2008, 131]. This feature of Sufism in the region becomes the reason of such a strong influence of the mystical teaching in artistic and aesthetic thinking of Tatars.

Sufism occupies a special place in the socio-philosophical and literary-aesthetic thought of the end of XVIII-th - first half of the XIX-th century. It influences not only the Tatar poetry, but also determines the "peculiarities of the Volga region literature development" [Galimullin F.G., Mingazova L.I. 2014] in
general. There is even the opinion that the establishment of the Turkic-Tatar religious and didactic poetry of the Volga region was directly connected with Sufism originally, and this influence remained until the middle of the XIX-th century. (Kul Sharif, Maula Koly, Abelmanih Kargaly, Shamseddin Zaki et al.) [Idiyatullina G.G. 2001: 9].

Sufism fills the verbal art with mystical content, a kind of spiritualized perception of the world, shrouded in mystery and hidden meaning and images and symbols. And this in its turn complicates the stylistic and poetic system of literary texts. Certain studies of this issue were made by Tatar scientists within the lexical structure of Sufi work language [A.F. Yusupov, 2015] on the basis of the medieval Sufi literature material [A.T. Sibgatullina, 2000; Zagidullina D.F., 2007; N.M. Yusupova Yusupov A.F., 2014; Khusnutdinova L. G., 2015]. This trend is particularly pronounced in the Tatar poetry of the XIX-th century. Accordingly, the purpose of this article is the revealing of the stylistic trends and the determination of XIX-th century Sufi poetic features.

METHODS

The methodological basis of this study is the hermeneutical approach that allows to reveal the stylistic features of written texts on the basis of systemic-functional approach to a language.

Besides, it directs the receptive activity of a reader on the understanding of image principles and methods, the artistic forms of reality understanding, the selection and interpretation of typological similarities and the originality of artistic searches. In this way they reveal the poetic originality of the Tatar Sufi poetry of that period. Thus, using the hermeneutic approach, we expect to penetrate into the essence of stylistic trends in Tatar Sufi poetry and reveal the poetic originality of the Sufi works of the XIX-th century.

DISCUSSION

Tatar Sufi poetry of the XIX-th century is characterized by stylistic features. So, the researchers of the medieval Persian Sufi literature determine two main areas in it: "inaccessible simplicity (sahl-e montani)" and "new special grace (figaniyat)" [Prigarina N.I., 1983, 104-105]. The figurative-symbolic system of Tatar Sufi poetry evolves on the same principle - from "simplicity" to "grace". At that a "simple" dominates in the medieval Tatar literature [A.T. Sibgatullina, 2000, 31]. You can also draw parallels with the early Muslim Sufi poetry, which, according to I.M. Filshtinsky, "has mainly declarative nature. The expressiveness of her best samples is created not so much by the richness and the brightness of images but by emotional spirit ..." [Filshtinsky I.M., 1989, 224].

The didactic, humanistic origin dominates in the works UmmiKamala, M. Kulyya, Muhammadyara, the process of approaching it is described, the religious picture of the world is recreated. This style is most similar to religious-didactic trend or it is completely dissolved in the religious literature within some moments. This trend can be seen in the works of Tatar Sufi poet of the XIX-th century H. Salihov. A believer, a lyrical hero, who talks about his faith and calling others to follow him comes to a forefront in his works. This hero-adept strives to even closer spiritual contact with the Absolute, to be reunited with it - to ecstasy. All these states find an artistic expression in the poetry of an epic style.

In contrast to the first style, an elegant style has its own special "language". It is addressed to a specific type of a reader who is familiar with the fundamentals of Sufism. The researchers of Tatar Sufi poetry define it as "nafis" ("elegant") style [A.T. Sibgatullina, 2000, 31]. According to D. Zagidullina, this style in Tatar poetry is characteristic of the verses describing the state mahabba (love of Allah), or zikr singing [Zagidullina D.F., 2007, 211]. This trend is indicative of religious, didactic and Sufi trend separation. The language of symbols becomes a distinguishing feature of the new phenomenon, providing elitism and a complicated intelligence.
The verbal art of the XIX-th century has a pronounced Sufi symbolism, the poetry, wrapped in Sufi symbolism, indicate the dominance of fine art style. In such works the symbols which are built often within the traditional images of the eastern Sufi poetry, become the predominant structural principles and act as artistic and linguistic categories that help poets to understand the divine knowledge by the images expressing an author's position. This trend is observed in the works written by G. Chokry, A. Kargaly, Sh. Zaky, etc. and they evidence of a sophisticated poetic system.

Sh.Zaki refers often to paired symbolic images of "moth - candle" in his works. These images are widespread in the Arab-Muslim aesthetics. The poem "... Yğrənmək kişək", for example, resembles the graceful works of Oriental poets, full of quasi-symbolic images and codes: Ир ишн, перванаи хушхойдан угрəнмə кирəк, / Гыйшкъ мəгъна шəмгына первана кыйлды узенə [Minnegulov H.YU., 1982, 39] (Butterfly was dissolved in the loving fire for God). In the poem ... «...Йызыкъ чүк, азыгъым юк» the poet, describing the feelings of the adept in the stage of mahabba draws to the symbolism of "flower - nightingale".

According to E.E. Bertels' observations, paired symbols are used in Sufi poetry to transmit the foundations of the Muslim world picture and the change of human experience [E.E. Bertels 1965, 111]. Often Oriental poets used several paired symbols at the same time. This phenomenon also takes place in the abovementioned poem. In the conditional symbolic subtext of the poem the paired symbolism "butterfly - candle" is equivalent to the traditional Sufi interpretation of "rose - nightingale" and provides the motive of divine love. The parallel paired symbols in its turn serve as the complication of poetics and a poetic text form.

The same function in the poem "... Əylade" ("Showed mercy") by Sh. Zaky is performed by paired Sufi symbolic images of "moth - candle" and the traditional symbols "Garesh and weeping eyes". Traditional Sufi image of "of a tear in the eyes" within the work is associated with the "starting point" of movement along a mystical path. According to A. Schimmel, "the abstaining from sleep and the crying of eyes are considered to be an effective way of Truth understanding" in Sufism [A. Schimmel, 2000, 96]. A pessimistic view of the world is reflected in the self-flagellation of a man, calling himself as "kol" (a slave). A.T. Sibgatullina connects this phenomenon with the theory of "malamat" (a blame), based on "the dogma of a man complete insignificance before God" [A.T. Sibgatullina, 2000, 33]. The trance state is transmitted by the means of the paired Sufi symbolism. "Fire (candle) and moth" in Sufi poetry is interpreted by poetic images of ecstasy: "a moth burns in a fire, a man merges with the truth" [The Nurbakhsh, date of appeal: 05.04.2015]. The same value is assigned to the symbols of "candle - moth" in the structure of this work.

Such complicated symbolism is found in the poem "Akyzdymkanlyyashem ...", "Күүлөге гыышк ила дөрлөт" ("Warm my heart with love") by Sh. Zaky. The author refers the image-character "love" - the main category of Sufi aesthetic thought, and interprets it as a divine power. According to N. Geyushov, "the source of spiritual experiences, which found its poetic expression in the lyrical works of poets, is the symbol of love, which according to the opinion of Sufi thinkers, leads a traveler to the contemplation of truth and the merging with it" [Geyushov N.D., 1988, 51-52]. Divine love (love to God) is a structure forming center of Sufi literature as a whole. On this basis, Sufism is perceived as unselfish love for God, the Almighty.

We have mentioned already that the Sufi writings describing the infinite love to God have the possibility of a dual reading. "Duality (...) supported by consciously and texture and shades of meaning of the words can be changed every moment" [A. Schimmel, 2000, 26]. This phenomenon is also observed in the poems of Tatar poets: love is interpreted as the feelings to a girlfriend, and as a mystical love for God. Such ambiguity of symbols which is the key to the various options of reading, pointing to the different layers of
content in one product, ensuring polysemy and polyphony in artistic texts, eventually becomes the Tatar literature tradition.

In the works, describing the love to God, the paired symbols of "wine and intoxication" are used often. For example, in the poem "Үz-үzen bitərlqə shigyre" written by Sh. Zaky (The poem about blaming himself) ("Echəle hikmat sharaben, och sle kyklar yaga (Drink you wine to the bottom, and fly in the sky drunken) intoxication acts as the state of ecstasy.

The same picture is observed in the poem "... Bulgan, bulmagay" ("Will be, won't be"). In addition to wine image within a poem the divine love is explained using the term "bazarny şəyəşə" which is interpreted as a place where they sell souls. The author encourages people to spiritual and moral perfection, through which you can understand the truth, feel the love to Allah.

The poem "Ya, ilyashi, ənzər əzər gər" ("Ya Allah, do something") discloses the concept of divine love by the means of "wine and cup" Sufi symbols which concentrate mystical feelings.

Sharab symbolizes the consuming power of love, accompanying a traveler special behavior, which brings a public reprimand on him (malamat). Within the work the butler's image becomes "a reference to God", džamayak represents the "heart of Sufi and the world of being" [Nurbahsh J., date of appeal: 04/05/2015]. The lyrical hero strives to be "Garif" - the owner of a mystical knowledge. The recreation the Sufi philosophy and the concept of fusion with God is strengthened by the reference to the symbols of "river" (water, the droplet, which "symbolizes the divine Being phenomenon") and "garden" symbolizing paradise in Sufi poetry [Nurbahsh J., date of appeal: 5.04.2015].

The image symbol "gyyshk gəlzary" (bakcha, garden of love) is one of the most popular symbols in Sh. Zaky poetry, which becomes an integral part of the concept of merging with God, stratifying on a traditional content. The same value is assigned to the symbol in the poem "Keshe nə ikças, Any uryr" ("A man reaps what he sows"). In the poem "Sufichylyk tarikatenə Cakir shigyre" ("The poem, calling in Sufi tarikat") the garden "vasly gəlzər" is interpreted by the author in a purely Sufi meaning as the starting point of a divine beauty and the "meeting place" with the Truth. Besides, Sh. Zaky refers to Sufi terms "Fana" and "bəka". Fana is one of the highest levels of spiritual elevation, which opens only for a few ones. In this state, a person disappears and acquires the attributes of God [Ali-zadeh A.A., date of appeal: 05.03.2015].

Such an idea, specified in such images, symbols, is represented in the poems written by G. Chokry "Zohı bostane ..." ("Beautiful Garden"), "Fosule arbagə" ("Seasons"), written in the rhythm of zikr and complicated by symbols. Such images as the "drop of water", "garden", "a singing nightingale", "flowers", "morning wind" symbolize the divine, heavenly beauty. The lyrical hero appears as Sufi, glorifying the love to God in a state of immersion in God and cognizing the world through zhikra.

Besides, using the poem "Fosule arbagə" complicated by the language of symbols, the poet refers to the symbols of Mahmoud and Ayaz (also "a rose and a nightingale" are specified - gəllər ilə bəyləl) which became "the benchmark of a man in love": Kyren gəllər ilə bəyləl / Misale Mahmyd Ayazdyr (Look at the nightingale and the rose, Mahmoud and Ayaz are their examples).

**CONCLUSIONS**
1. Tatar Sufi poetry of the XIX-th century evolves in the stylistic perspective within two trends: from a "simple" to an "elegant" one. The first of these is addressed to a general reader. It is close to the religious and didactic trend, in some moments it is completely dissolved in religious literature. The special language of symbols becomes the hallmark of the second trend, providing elitism and complicated intelligence.

2. Sufism extremely complicates the poetic system of works. In Sufi literary texts of this period, related to the second trend, the complex images and symbols also become the part of another main symbol. Often poets use several pairs of symbols simultaneously, the stratification takes place, indicating content mosaicism and rhizomatic nature. The parallel paired symbols used simultaneously, serve as the complication of Sufi text content and form.

3. Such ambiguity of symbols, is the key to various option reading, pointing to the different content layers in one product, ensuring polysemy, polyphony in artistic texts, become the tradition of the Tatar literature.

SUMMARY

Summing up, it should be emphasized that the Tatar Sufi poetry of the nineteenth century in the stylistic perspective, indicates the presence of two styles in it - an epically "simple" and elegant. In poetic aspect Sufi symbolism prevails in Tatar Sufi works providing the variability of poetry reading.

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TO THE ISSUE «FINE ART» TEACHERS ARTISTIC PREPARATION FOR ELEMENTARY SCHOOLS

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ABSTRACT
The students as future primary school teachers need to understand the role they have to play in the field of pupil artistic and aesthetic development. The occupation of a primary school teacher involves the study of different knowledge large volume. Unfortunately, amid the relative prosperity concerning the process of basic cycle subject teaching (mathematics, Russian language, reading), the artistic training of future elementary school teachers is reduced in respect of attention and time. Graphic activity is the essence of the art preparation for an elementary school teacher. It plays an important role in the development of his personality. The basis of the artistic training model for an elementary school teacher is represented by the system approach to modeling. It consists of the methodical system integrity, the interaction of all functional components in an educational system, the choice of their future professional activity as a backbone element, involving the integration of graphic and teaching activity among students. It also includes the determination of forms, means and the methods of student preparation; the technologization of student training system, which determines the content of creative task modular system; the development of criteria for the evaluation of student artistic training. The purpose of the artistic training for future elementary school teachers is the learning of fine art basics and the pedagogical skills that will enable them to teach the subject of "Fine Arts" in an elementary school at the same level as the main items.

Keywords: elementary school teacher, artistic training, fine art, pedagogical conditions

1. INTRODUCTION
The update of an educational paradigm involves the training of highly qualified personnel with the moral and aesthetic culture, able to adapt quickly to a changing world. There is the search of pedagogical tools and technologies in modern pedagogy that meet not only the development of a qualified person, but also the development of a student creative personality, his focus on the creative attitude to his future profession [7].

Many scientists, educators and practitioners are concerned with art education issues. The works by A.V. Bakushinsky, I.E. Grabar, I.N. Kramskoy, P.P. Chistyakov paid a particular attention to the artistic training of fine art future teachers. The works written by D.N. Kardovsky, E.S. Kondahchan, A.M. Solovyov, V.A. Favorsky are devoted to the artistic education and the methods of art teaching. New approaches in the field of art education for children were developed by A.A. Melik-Pashayev, B.M.
Nemensky and B.P. Yusov. The works by T.S. Komarova, V.S. Cousin, E.V. Shorohov are devoted to the methodology of fine arts teaching, based on the traditions of academic drawing school. The scientific and methodological support of artistic profile teacher training is revealed in the works written by G.V. Bedy, N.S. Bogolyubov, V.S. Cousin, N.N. Rostovtsev, A.S. Khvorostov, T.Y. Shpikalova and N.M. Sokolnikova [6].

The occupation of a primary school teacher involves the development of a large volume of different knowledge. However, against the background of a relative prosperity with the main cycle objects the artistic preparation receives less attention and time.

The history of artistic and pedagogical education shows that the problem of an artist teacher training is in the dialectical dependence on the characteristics of society development, fine arts, the requirements for secondary school and the drawing as a subject. Two points of view were distinguished clearly in the formulation and the discussion of the issue concerning the nature and the ways of the artistic and pedagogical teacher training performance. Representatives of the first one paid much attention to the artistic training of future teachers (A.V. Bakushinsky, D.N. Kardovsky, V.S. Kuzin), the advocates of the second one underestimated its role (V.I. Beer, V.M. Bekhterev, A. Dauge). However, graphic skills training was considered as the essence of artistic training by both sides.

According to A.V. Bakushinsky, V.S. Cousin an important principle of graphic activity development among students is the development of graphic materials and the means as the organizational origin in artistic activity [1].

The analysis of psychological and educational research of artistic training problem among future elementary school teachers (N.N. Volkov, E.I. Ignatiev, V.I. Kiriyenko, V.S. Kuzin, N.M. Sokolnikova) revealed the main trends. They include the study of individual graphic "tool" abilities associated with the specifics of graphic activity, the graphic activity components; the consideration of the abilities to fine art activity like the qualities defined by personality traits, motivation, value orientations, an aesthetic attitude to the surrounding world; the growing importance of graphic activity as the factor of spiritual culture development, as well as the personal qualities necessary for creativity in art, and in other spheres of activity; the specificity of spiritual culture manifestations in graphic activity on productive, activity, behavioral and personal levels.

2. METHODS

The graphic activity was studied quite differently, but the analysis shows that the study of children graphic activity predominates mainly. The value of the fine arts activity in the artistic training of future elementary school teachers is studied insufficiently.

Graphic activity is the essence of an elementary school teacher artistic preparation, it plays an important role in the development of his personality. The knowledge obtained by students during fine art lessons, become the convictions of future teachers and contribute to their professional development.

Of course, a pedagogical training institution does not set itself the task of artist preparation. The main objective of a future teacher artistic training is the learning of fine arts and pedagogical skills basics. At the same time it is important to develop a future teacher personality, his ability and willingness to self-pedagogical growth. Students have to understand from the beginning the the role they have to play in the field of artistic and aesthetic development of younger pupils [5].

Organizing the learning process, a teacher directs students on teaching activities, giving the opportunity to use the gained knowledge actively during the teaching practice. The subject of "Fine Arts with the
methods of teaching" is of great importance in the training of primary school teachers. It allows to give the basics of fine arts for future teachers and should prepare them for the teaching of "Fine Arts" subject in an elementary school.

The art training for the students of pedagogical institutions should occur in close unity with the development of professional knowledge. The training of a primary school teacher, combining pedagogical training with knowledge of graphic literacy knowledge is one of the conditions for the successful development of his professional skills.

A systematic approach to the artistic training of a future primary school teacher for the teaching of "Fine Arts" subject demanded the development and experimental testing of its model from us. First of all this model will allow to represent the educational process as a system objectively, to justify and disclose its internal structure; secondly, the development of the model makes it possible to consolidate the information in a single document necessary for the art education of a primary school teacher, and thus systematize it, to identify the missing educational material; Thirdly, the model is needed as the information base for an integrated development of work programs.

During the creation of an artistic training model for future elementary school teachers we relied on V.F. Palamarchuk's ideas [3].

The implementation of student artistic training content was divided into several periods.

Information-developing period is characterized by the accumulation of knowledge in respect of fine arts during the process of student artistic training. It lasts 1 semester.

The graphic-developing period is aimed at the learning of graphic and compositional art basics with teaching methods. It lasts 2-3 semesters. At this stage students are encouraged to learn a modular system of creative tasks aimed at the development of practical skills in the field of graphic activity.

Professionally-oriented period, which covers the 3-rd semester completes the artistic training of students and includes the study of teaching methods in elementary school.

The basis of artistic training model for a future elementary school teacher is made by the system approach to modeling. It consists of a holistic methodical system, the interaction of all functional components in the educational system, the choice of future professional activity as a backbone element, involving the integration of student graphic and teaching activity. It includes the definition of student preparation forms, tools and methods; the technologization of student training system, which determines the content of creative task modular system; the development of criteria for the evaluation of student artistic training.

The integration of teaching and fine arts activity in the artistic training of students, in which their professional orientation, motivation, the unity of training and education, the continuity and the implementation of integrated relationships between objects can be traced is considered as the first pedagogical condition of artistic training for future elementary school teachers. The logic of educational and graphic activity integration provides the inclusion of methodological approaches to its implementation. The basis of this logic is the focus on a personal-oriented result of integrative processes [4].

The making of a student oriented character to the interaction between a teacher and students at all stages of graphic activity training represents the second pedagogical condition of artistic training for students. The concept of "person-oriented interaction" is associated with the pedagogical activity, which is focused on the creation of conditions for maximum realization of the personal potential among students. The
communication with students is the most fruitful one if it is implemented on the principle of "equal", that promotes the disclosing of creative and individual characteristics of students in graphic activity.

For the effective management of artistic training for future primary school teachers, the education of a respectful attitude for graphic activity a teacher has to carry out an individual approach for students, to study their psychological characteristics, visual and artistic abilities and to develop the learning process on the basis of this knowledge.

One of the important aspects of cooperation with students is the striving to inspire creative courage in them - the confidence in plan implementation success. At the same time we followed the procedure of success case creation developed by A.S. Belkin. The feeling of success comes from a student, if he manages to overcome his fear, failure, misunderstanding and timidity. This, in its turn, develops the desire to consolidate the success [2]. In our case this is the interest increase, the increase of activity for fine arts studies. The conscious purposeful activity, makes an impact on its productivity being the driving force of learning. Therefore, activity can be regarded legitimately as the means of learning objective achievement.

The art training of future primary school teachers takes place in line with a person oriented approach to the educational process. An indispensable condition for the effectiveness of work in this trend is the organization of the dialogue, personal and meaningful communication between a teacher and a student, their creative collaboration, which helps to maximize the potentials of all interaction participants. In our study they established the interrelation of this pedagogical condition implementation with the creation of a positive emotional coloration concerning the student learning process in respect of graphic activity, as well as the provision of artistic and creative choice freedom in the course of assignment implementation.

*The third pedagogical condition* for the artistic training of future elementary school teachers is the implementation of creative task modular system aimed at the development of practical skills through the use of an accumulated experience for graphic activity. The main methodological principle on which a modular system of creative tasks was built is the modular principle, providing a full development of a person according to different training modules. The modules were drawn up on the basis of the program concerning the subject "Fine Arts with the methods of teaching" within the profession "The teaching in elementary classes" and they are fully linked with the main subjects of the course.

The specifics of the proposed system implementation for creative tasks requires a teacher's position from a student with detailed reflection of teaching experience, i.e., a student looks for the ways to provide the studied module content for students.

### 3. RESULTS

The experimental work for the verification of put forward pedagogical condition efficiency for the artistic training of future elementary school teachers was carried out during the training of the graphic activity in the ascertaining and the developing part of the experiment.

The pedagogical conditions of artistic training for future teachers to the teaching of "Fine Art" subject in a primary school were tested in the educational process of secondary vocational education faculty at Tatar State Humanitarian University (now Kazan Federal University). As the part of the experiment performance, we analyzed the work results in 2 groups of students: the experimental group (EG), which had 30 people, and the control group (CG), consisting of 32 members. All students participating in the experiment had a basic general education. None of them graduated from an art school. Thus, the groups had about the same level of ability.
The level of student artistic training was assessed on the basis of criterion system: 1) the knowledge of art history theory, 2) the possession of practical skills, and 3) the perception of works of art. These criteria were selected and disclosed by the method of expert estimates. The used system of criteria according to which the number of students from the control and the experimental groups was estimated reached a low, medium and high levels and became the same for all stages of the experimental work.

During the ascertaining experiment and the comparison of CG and EG the statistically significant differences between them were not identified. In this part of the experiment they determined the issues most relevant for the artistic training of future elementary school teachers. It was revealed that on the background of a relatively prosperous proficiency in theoretical knowledge within the field of fine arts, "the failed part" of artistic training of students is their lack of graphic activity practical skills.

During the forming experiment EG implemented the pedagogical conditions presented in this paper; The training was performed traditionally in CG.

The following indicators of practical skills development and graphic activity skills were used: 1) the ability to apply a hatch; 2) the development of eye estimation; 3) the sense of subject proportionality; 4) the ability to picture space; 5) The ability to select a color. The students were evaluated by each indicator (according to 10-point system, proven in the Academy of Arts named after I.E. Repin) a set of numeric values was received. Their use made it possible to determine the level of practical skill development in EG at the beginning and at the end of the developing experiment.

The final measurement of artistic training level for EG and CG students showed that the level of artistic training increased significantly according to all three criteria. For 81% of students EG was characterized by the transition to a higher level of artistic training according to all criteria. In CG this figure was significantly lower (33%); at that the lowest figure was given by the criterion characterizing the mastery of practical skills and abilities. EG students EG in comparison with CG students have high and medium levels of artistic training according to all three criteria. Against the background of the safe mastery of theoretical knowledge in the field of fine arts the level of formation of practical skills development increased significantly among EG students.

4. CONCLUSIONS

The results of the experimental work suggest the raise of developed practical skills and, as the consequence, the increase of artistic training level among future elementary school teachers in the course of their training for Fine Arts subject teaching.

During the mathematical processing of the study results the algorithm was used for the determination of coincidence reliability and the differences for the experimental data measured within an ordinal scale and proposed by D.A. Novikov. The calculation process showed that the initial states of the experimental and the control group are the same, and the final ones differ. From this we can conclude that the effectiveness of the artistic training for future elementary school teachers with a probability of 0.95 is conditioned by the complex of pedagogical conditions and modular task system applied in EG.

5. SUMMARY

The performed study suggests the possibility of artistic training level increase among the future teachers of elementary school in the course of graphic activity training. The art training reaches the values which allow to teach the subject "Fine Arts" at an elementary school with the same professionalism as core subjects.
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MAGAZINE ILLUSTRATION AS EPOCH INVESTIGATION SOURCE (“AISILU” (1959) BY BAQI URMANCHE AS AN EXAMPLE)

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ABSTRACT
In this article we investigate the magazine illustration named “Aisilu” (1959) by Baqi Urmanche. It was drawn as a visual component of the «Azat Khatin» (“The free woman” 1959, №12) magazine content. Baqi Urmanche (1897-1990) was the founder of professional Tatar fine arts. His works include easel and monumental painting, arts and crafts, sculpture, theatrical arts, drawings, graphics and illustrations. The genre diversity of his pictures ranges from multifigure thematic pictures and historical compositions to landscape, still life, portrait in painting, from plastic to monuments in sculpture. The works of Baqi Urmanche has enriched not only the Republic of Tatarstan culture but has become the phenomenon of fine arts of Russian and former Soviet Union republics, presently Commonwealth of Independent states (CIS) countries.

In this work we outline the specifics of graphical illustration and define it’s place in the visual context of the female magazine. We analyzed the genre’ specifics of “Aisilu” illustration and outlined the stable trends in the ways of it’s visualization. In this article we investigated the connection types between the illustration and the context of magazine, their formal, functional and cognitive aspects. This analysis proved our thesis that Baqi Urmanche has outlined his public position by means of this graphical illustration.

Keywords: graphical illustration, visual component, «Azat Khatin» magazine, painter Baqi Urmanche, symbol.

INTRODUCTION

Historians, sociologists, art historians, literary critics study the illustrated magazines and newspapers of the second half of the XX-th century more closely: portraits, the images of facades and building interiors, the kinds of historical events, government agencies and educational institutions, caricatures, etc. These studies help to create a deeper idea about the era. The magazine illustration in the eyes of scientists transforms into the mirror of everyday life, which allows to reconstruct the public mood.


The object of our study was Baqi Urmanche watercolor picture «Aisylu» (watercolor, paper, 23x29,5), which was used in "Azat Khatyn" magazine ("Free Woman") in 1959 [«Azat Khatin» ("Free woman") (1959, №12). This picture was used for cover design [Urmanche, 1959].
Baqi Urmanche (1897-1990) gained his fame as Tatar Michelangelo [Michelangelo Buonarroti]. The art expert S.M. Chervonnaya wrote the following: "Highlighting the universal talent and the diversity of Urmanche personality, we must bear in mind not only the unique phenomenon of his abilities and his artistic professionalism uniformly displayed in such different types and genres of art as sculpture, painting (portraits and historical, the remarkable examples of common life genre, landscape), book illustration, drawing, watercolor, graphic miniature, but also different areas of that cultural, educational and ideological work, artistic pedagogy, the Tatar national movement, with which his name, the memory and the legend about him are related" [Chervonnaya, 2012].

The creation of Baqi Urmanche is illustrated by two albums [Baqi Urmanche: Album, 2005], [Gabdulla Tukaj in Baqi Urmanche creation: Album, 2007], A. Novitsky's monograph [Novitsky, 1994], Y.G. Nigmatullina's monograph [Nigmatullina, 2002], the collections of articles [Baqi Urmanche and Tatar culture, 2005], [Baqi Urmanche spiritual world, 2005], [Baqi Urmanche creation and the actual problems of national art, 2012]. However, none of the studies provides the analysis of Baqi Urmanche watercolor «Aisylu» [Aisilu] (watercolor, paper, 23x29,5). This analysis is the novelty of our work.

MATERIALS AND METHODS

As the part of a systematic approach the authors of the article used content analysis method. The main tasks of content-analytical research: to identify the place of B. Urmanche [Baqi Urmanche] illustration in the visual content of the magazine "Azat Khatyn" ["The free woman"]; to consider the types of relationship between an illustration and a text both at the micro (material) and macro (publication) level; to explore the genre specifics of an illustration, to analyze the peculiarities of graphic illustration artistic and expressive means; to identify an individual author's thought-experience in visualization methods. During the analysis of B. Urmanche illustration [Baqi Urmanche] we focused on the codificator designed by A.L. Svitich [Svitich, 2015].

RESULTS

"Aisilu" by B.Urmanche [Baqi Urmanche], published on the cover of the magazine "Azat Khatyn" ["Free woman"], belongs to the category of associative and symbolic illustrations. These are the "graphics images based on comparison principles, analogy and the comparison with a displayed object. The basis of the illustration genre is a visual metaphor (Greek - "transfer"). According to its information significance the symbolic illustrations are superior to other genres, because in addition to an explicit sense they also have additional values that arise in the process of associative and symbolic number decoding" [Svitich, 2015].

Baqi Urmanche strives to express his individual author's thought-experience of the era in the watercolor "Aisilu". The system of images in a magazine illustration draws the readers into the fascinating process of a unique author's symbolism learning.

We wondered why he called his watercolor picture as "Aisilu", as the folklore primary source demonstrates the girl named Zuhra [Zuhra] (See. Tatar tale "Zøhra Yoldyz" ("Zuhra-Yoldyz") [Zuhra-yoldiz, 1986], and the similar Bashkir legend [Zuhra-star, 1978]. This is the tale from the series of tales about the opposition between a stepmother and a stepdaughter. In this fairy tale the stepmother assigns Zuhra with an impossible task: "to pour river water into a bottomless pot". The star performs the role of a patron which "embraced by its rays" the girl exhausted from overwork and "lifted her up, up to the moon". The tale explains to some extent the appearance of blurred spots on the moon - it turns out, that "the girl's silhouette with a yoke on her shoulders" [Zuhra-yoldiz, 1986]. Zuhra-yoldiz is the Tatar name of the planet Venus, the constant companion of the moon.
Bashkir version is almost identical to the Tatar one. However, the range of pests was added by Peris here. In mythological dictionary they state that they are "wonderful supernatural creatures which appear in the images of women", "the servant of good and evil". Zukhra was not lucky in the legend: evil Peris started to chase her. The moon acts in the role of the savior.

If we turn to the dictionary of Tatar names, it is easy to find out that the name Aisilu is a two-part one: Ai - moon, sylu - beautiful. This is a Bulgar-Tatar name. The name meaning: "Beautiful as the moon"; "Lunar beauty". Thus, the name of the character corresponds to the illustration content.

We can safely assume that the "lunar beauty" is an aesthetic ideal of an artist, which incorporated its idea of beauty. It does not conform to an official, ideal of working woman in a work dress which blurs the line between a woman and a man. published in the official press. The creators of the magazine countered the illustration made on the basis of B.Urmanche watercolor paper by contrast, with the photo of a girl in an overalls with a newspaper in her hands, representing the ideal of a working girl on the front cover of the women's magazine.

Baqi Urmanche dressed his Aisilu in national costume. She wears a flounced dress, an apron with ruffles, underlining the girl's posture. An apron was a festive clothing item for Volga Tatars. According to the researcher R. Mukhamedova richly ornamented aprons were called "Almaly alyapkych" ( "an apron with apples"), "chikkən alyapkych" ( "an embroidered apron"). Aisilu has the apron, decorated with flounces and frills - "kanatly alyapkych" (literally "an apron with wings"). This image works implicitly for the idea of flight.

Kalfak provides grace to Aisilu's appearance. R. Mukhamedova pointed out that «a girlish kalfak was a kind of a long hood, one end of which ended in the cone, to which a brush was sewn. It was put on the head, and the tapered end leaned back (or was located on a side). Maiden kalfaks were covered by nothing, except for a frontlet ukachachak, which was the part of this item traditional complex» [Mukhamedova, 1997]. The fact that a girl's neck was not covered with kalfak indicates that she is not married.

Coral beads become an important detail stressing the swan neck of the heroine. Coral gives wisdom to a woman, protects against temptation. The clarity of the line of beads strucks one's eyes. The space orbit is represented by this line.

Leather shoes (ichigi (chitek) Kauschy (kəvesh), shoes (shoe)) were the most popular among Tatars. However, the B. Urmanche's character has the European shoes with heels. We are sure that this detail is the link with the present. Pointed shoes are shaped like a rocket, whose orbit is depicted by the artist through a girl's yoke and her hands, which resemble wings due to ample sleeves.

The year 1959 in the history of our country was covered in the romance of space achievements. October 4, 1957 - the first artificial Earth satellite (AES) was launched. The launch of the first AES happened during the peak of the "cold war." Two superpowers were fighting for space supremacy.

The yellow color of the dress becomes a bright color spot of the work attracting the attention. The focus is not on the rocket, but on a beautiful girl. On the compositional level, it is highlighted by a clear outline of the moon. The girl's look demonstrates pleasure and pride for the sons of earth, mastering the vastness of the Universe in the twentieth century.

The moon acts as a compositional center. This is natural, because its image supports the image of a lunar beauty. However, the absence of Venus - Zuhra-yoldiz near the moon attracts one's attention. Saturn in the illustration does not fulfill the decorative function of a background picture. On the contrary, it plays a
crucial role in the semantic potential of the drawing. The planet is named after the Roman god of agriculture Saturn. According to the legend, he taught people to cultivate land, grow plants and to build houses. The time of his alleged reign is described as the "golden age of humanity" [Myths of peoples all over the world, 1997]. Thus, having placed the planet Earth and Saturn on one horizontal line, the artist embodied the dream of millions of Soviet citizens to acquire the paradise on earth - the creation of communism. The creation of an idyllic mood is promoted by a heavenly background: blue watercolors give a shimmering tone to the drawing. Saturn in the artistic space of the illustration symbolizes the "golden age", a paradise. Millions of Soviet citizens believed that they will prosper through hard work and will beat the quagmire of poverty [Galljamova, 2010, pp. 107-138].

The illustration "Aisilu" by B. Urmanche is a kind of public sentiment barometer in the USSR in 1959. This figure reflected the joyful attitude of the artist, his hopes for a brighter future. After the return to Kazan in 1958 "B. Urmanche [Baqi Urmanche] created a national myth primarily in the form of sculptures and portraits of national leaders, from Kul Gali through Marjani to contemporaries" [Khabutdinov, 2012, p. 8].

The moon and the lunar beauty make up the composite center of the work. This is the author's version of the folk story about the girl Zuhra. B. Urmanche [Baqi Urmanche] called his character Aisilu, otherwise he could be accused of Soviet reality slandering. The meeting with the realities of that time proves that the state behaved like a stepmother concerning its people - Zuhra. Industrialization, spaceflights were a heavy burden placed on the shoulders of ordinary working people.

1958-1959 became the years of warming in respect of the national issue. May 21, 1958: the Resolution "On the state and the improvement measures concerning" was adopted during the III-rd Plenum of the Tatar Regional Committee of the Communist Party of the Soviet Union (CPSU). It stated the following: "1. Take the work of Tatar schools under strict control, strengthen the work for them". Tatar children studying in Russian schools had to pass examinations in Tatar language and literature [Tatar history from ancient times in 7 volumes, 2013 p. 876]. The deputy of Science, Schools and Culture Department head of the CPSU Central Committee V. Derbinov stated during the Plenum that 95% of Tatar children studied using their native language in the Tatar ASSR during 1947/48 academic year and 70% in 1957/58 [Sultanbekov, 2002, pp. 208-209]. Aisilu's image was the reflection of the public mood: an unanimous determination to revive the culture of the Tatar people prevailed during the plenum. In July 1957 the Russian Federation (RSFSR) Council of Ministers adopted the decree "On the provision of aid to Tatar ASSR agriculture". Thus, the standard of the republic peasants living increased, many of them lived in poverty [Galljamova, 2010, pp. 34-35].

However, the "thaw" concerning the national question in the Tatar Autonomous Soviet Socialist Republic lasted less than two years. In January, 1960 during the plenary session of the Tatar Regional Committee of CPSU S.D. Ignatiev called for the abolishment of the plenum resolution from the Tatar CPSU Regional Committee "About the state and the measures of Tatar school work improvement". The reporter on this issue was the Secretary of the Tatar Regional Committee of CPSU F.A. Tabeyev [Sultanbekov, 2002, pp. 144-146], and he replaced S.D. Ignatiev as the first secretary of the Tatar Regional Committee of CPSU in 1961. Already in the mid-1960-ies "according to the results of questionnaires conducted at the Kazan enterprises, the number of children from the families of Tatar workers studied at schools in Russian made almost 88%" [Galljamova, 2010, pp. 190-198].

SUMMARY

In "Aisilu" the aesthetic ideal of the author made its manifestation. Baqi Urmanche saw in a working woman as a beauty in her clothes, which does not freak her natural beauty and stature. So the artist expresses his protest against the "fashion trends" imposed by the state. Due to a working overalls, a
woman lost her unique female form, started to resemble a man, which is contrary to the national aesthetic ideal [Khabutdinova, Bayanova, 2013]. Production problems prevented her realization in the most important thing - in motherhood, in the education of children according to national traditions. Three months after the birth of a child a woman had to go to work.

Thus, the magazine illustration Baqi Urmanche "Aisilu" is an invaluable mine of information about the daily life of late 1950-ies.

CONCLUSION

A peculiar style of the artist is presented in "Aisilu", where the constructive composition, the sense of color and rhythm and stylization are present. Baqi Urmanche manages to express the spirit of fairy tales, to use the local color solution efficiently and at the same time emotionally. This helped to summarize and revitalize the image. It was the artist's appeal to the folklore and the search for the national characteristic of the era. Folklore image becomes a walking stick here, based on which, the artist goes directly to the present in order to see it with his own eyes and talk about it in his own way. The desire of the artist to a form symbolization, its ambiguity and layering is clear.

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M.YU. LERMONTOV’S POETRY IN THE PERCEPTION OF THE MODERN TATAR READERS

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ABSTRACT
The article poses the problem of the modern Tatar readers’ perception of the Russian classics, using the material of M.Yu. Lermontov’s poem "Ya zhit' hochu! Hochu pechali …" (“I want to live! I want to grieve…”) (1832). A possible model ("matrix") of the perception of the Russian poetry of the XIXth century by the readers of the other nationalities is revealed. This aspect of the comparative research is quite new and relevant, as it is dedicated to the study of an interliterature dialogue and communication in a modern reader's mind. The study is based on the concept of receptive aesthetics and such concepts as an aesthetic experience, an aesthetic distance, intentionality, a reader, "the horizon of expectation", which constitute its main content. The key idea of the work lies in the fact that the changes in the traditional "smoothed" perception of the classical texts (G.Yauss), and, thus, an increased aesthetic distance can be generated primarily by readers belonging to the world of the "other" literature, language, the carrier of other aesthetic, artistic, and religious beliefs. Thus, the creation of "new" meanings while reading Lermontov's works had its own reader in the history of the Tatar literature at the beginning of the XX-th century, which brought them closer to the "horizon of the expectation", entering an interliterature dialogue. This is evidenced by free translations and the imitations of Tatar authors. Among them a special place is occupied by Sagit Ramiev's "Күк берлән мин тату булмак телим …" - "Ya s nebom edinstva hochu", which entered Lermontov's cycle of imitations called "Lermontov shigyrләренән парчалар". The paper presents the results of the scientific experiment, which confirms that, despite overcoming of an external aesthetic distance by the modern Tatar readers (they were not able to read the poem despite its content), their perception of Lermontov's poem "Ya zhit' hochu! Hochu pechali …" (“I want to live! I want to grieve…”) potentially contained an aesthetic interference. The latter was caused by numerous associations and comparisons of this poem with the works of the Tatar poets of the XX-th century: G. Tukay, Derdmend, S. Ramiev and M. Jalil. Such a spontaneous appeal to the well-known works of the Tatar literature increased a potential possibility for the release of the other national perception of the Lermontov's poem to the "new" reading, in which the features of modern Tatar readers’ national identity appeared.

Keywords: Lermontov, Tatar readers, aesthetic distance, aesthetic interference, comparison.

INTRODUCTION

The studying of the native literature’s role in the perception of the Russian classics still remains one of the controversial areas for modern literature, the teaching of methodology and sociology [1]; [2]; [3]; [4].
At the end of the XX-th century the concept of aesthetic interference was proved in comparative studies, including the aspect of a reader's problem in an interliterature dialogue and communication. The conduction of scientific experiment also allowed to describe the features of the Tatar reader’s national identity, the specifics of his mind [1]; [5].

During the consideration of how the poems of the Russian classical poets are living in the minds of modern Tatar readers, one of the central concepts of receptive aesthetics is of particular importance [6]; [7]. The thing is that an aesthetic distance is "the concept that defines the degree of a work's surprise for a reader and its poetic value according to the presentations of receptive aesthetics" [8, p. 157]. Analyzing the phenomenon of aesthetic distance, G. Jauss refers to the works of classical literature, during the perception of which a reader's expectation horizon is moving closer to a text [6].

According to G. Jauss, "a beautiful form of classical works ceased to cause confusion or objection (as an aesthetic distance between them and a reader almost reduced to nothing), and "eternal meaning" that is filling them <...> and from the point of view of receptive aesthetics it brings these works closer to the entertaining "culinary" art, perceived "without resistance". This traditionally smoothed perception of classics <...> requires special efforts from a recipient, who is striving to read "contrary" to a usual aesthetic experience, to re-open its artistic nature and reveal its aesthetic value" [8, p. 158].

However, the violation of habitual reception of classical texts and thus increasing of the aesthetic distance can be generated first of all by a reader belonging to the world of "other" culture and language, the bearer of the other aesthetic, artistic, and religious beliefs. Thus, such a violation took place in the history of Tatar literature at the beginning of the XX-th century, which, entering into a dialogue with the works of Russian authors, brought it closer to "the horizon of its reader's expectation" [9].

Such Tatar poets as G. Tukay, Derdmend, S. Ramiev in the translations of Pushkin's and Lermontov's works into native language and artistic imitations expressed their "I", being focused mainly on the traditions of native literature, its poetry, which increased the aesthetic distance and made the "smoothed" perception of classical works impossible.

However, reflecting on the perception of classical poetry by modern Tatar readers, the following facts should be considered:

1. The works written by Pushkin and Lermontov are read easily by a Tatar reader in the original, which increases the potential possibility of their "correct" and "smoothed" perception.

2. The difficulties encountered by a Tatar reader at the beginning of the XX-th century are related to the assimilation of the old (outdated) Russian language forms, as well as some Russian culture realities of the XIX-th century. For example, such words and expressions in Pushkin's poem "To.. ("Kogda tvoi mladye leta") as «bremya tyazhko» ("heavy burden"), «mladye leta» ("young ages"), «holodnaya tolpa» ("severe crowd"), «ishcheslavnya lyubovъ» ("conceited love"), «dushnyj krug» ("stuffy circle") can cause a language interference in a reader's mind. These expressions also form the field of communicative uncertainty, thereby expanding the aesthetic distance between a text and its reader.

3. Lermontov's lyrics are the closest ones to the consciousness of modern Tatar readers and generate in this regard numerous interpretations and evaluations. In our reflections we proceed from the idea that the very structure of the poet's consciousness had such reasons which correlate with the eastern culture and aesthetics. Lermontov's proximity to the East was not incidental and accidental. It related the conceptual foundations of the Eastern world, which Lermontov understood well. The ideas of fate, faith, heaven and God are among them.
The most important aspect of the different nationality perception of the Russian classics is the dialogue between an author and a reader. According to V.R. Amineva: «Processes of keeping and augmentation of artistic and esthetic values in the result of their reclamation, comparison, acceptance or denial by the representatives of another culture are the basis of interliterary interconnections. Perceiving phenomena of another national literature we compare them to our reader and life experience enriching them with new senses and giving them new life in new space and time. These processes have active creative character and are based upon dialogue relations, principally open, not finished that accumulate substantive energy of national literary and esthetic development and spiritual values of peoples» [10, p. 246]. Modern readers included in the processes of a dialogue and communication are capable to change considerably the content of a perceived work by enriching it with "new" meanings emanating from traditions, forms and images of his native literature.

MATERIALS AND METHODS

The main method of research is experimental and theoretical one. The purpose of this experiment is the understanding of a reader's native literature role in the perception of Lermontov's poem "Ya zhit' hochu! Hochu pechali …" ("I want to live! I want to grieve…") (1832); the clarification of a "matrix" (some kind of conventional model), the perception of Russian classics works through the prism of consciousness of the other nationality.

Let us refer to Lermontov's poem. It reveals quite clearly one of the stable antithesis in Lermontov's creativity - "heaven-earth". However, it is presented here differently than in his other works: "Angel", "The sky and the stars" ("Nebo i zvezdy"), "I go out alone on the road" ("Vyhozhu odin ya na dorogu"), "As the fire during the falling star night" ("Kak v noch' zvezdy paduchej plamen'"), "1831, the 11-th of June", "To a friend" ("K drugu"), "Night. I", "Dream", "Star", in the poem "The Demon".

In the poem "Ya zhit' hochu! Hochu pechali …" ("I want to live! I want to grieve…") the poet writes about heart tortures, about sorrows, that are so necessary for him to feel the fullness of life. His spiritual experiences move as if from the calmness of the earthly affairs and the aspirations to the depth and the beauty of the sky, which he needed as the God's chosen poet. According to V. Korovin, "spirit tortures" in the representation of a romanticist are a necessary condition for lyrical creativity; it is also important that creativity itself is equated to the comprehension of "heaven sounds" [11, p. 640].

Chto bez stradanij zhizn' poeta?

I chto bez buri okean?

On hochet zhit' cenoyu muki,

1 In the experiment, the following readers participated. 1. The students of the Tatar philology department of the Institute of Philology and Intercultural Communication (the 4th year), which are as close as possible to understand the world of the native language and literature (32 students). They are professional readers. 2. The students department of the Tatar philology department (the 3rd year) with specializations "Tatar philology and national design" and "Tatar philology and Information Technologies" (20 students in total). The selection of this category of readers is not accidental. For them, the study of the native language and literature carries an adjacent character with the other non-philological specialization.
Cenoj tomitel'nyh zabot

On pokupaet neba zvuki,
On darom slavy ne beret [12, p.135].
(What's life without a poet's suffering?
And what's an ocean without a storm?
He wants to live at the cost of a torture,
At the cost of agonizing worries
He buys heaven sounds
He does not take the glory out of charge).

A clear illustration of the interference of the antithesis "heaven and earth" in Lermontov's works as a result of perceptive consciousness impact, is one of Sagit Ramiev's poems (a Tatar poet of the beginning of the XX-th century), found in his cycle of imitations to Lermontov ("Lermontov shigyrlarennoň parchalar" - "The extracts from Lermontov's poems"). The thing is about the work "Kyk berlan min tatu bulmak telim" ("Ya s nebom edinstva hochu" - "I want the unity with the sky"), which is a free translation of Lermontov's poem “Ya zhít hochu! Hochu pechali …” ("I want to live! I want to grief ...").

The emotional nature of Lermontov's poem as a whole, his rebellious and dynamic character is maintained in the Tatar poet's fragment (lit. an extract, a piece). At the same time the considered antithesis is filled with religious meaning, which is designated only potentially in the original work. In fact, S. Ramiev creates such a fragment, which is completely built on an open antithesis of "heaven-earth". And this feature of other nationality perception coincides with the fundamentals of the Eastern way of thinking, in which the motion to heaven and God occupies the core of psychological and aesthetic experiences of an eastern man.

Kyk berlan min tatu bulmak telim,
Telim soyu, sojim dimen min.
Telim tabynu, tabynyp Hodaema,
Igelekkə iman itim dim… [13, p. 66].

Ya s nebom edinstva hochu,
Lyubvi hochu, povtoryaya, chto budu lyubit'.
Allahu hochu poklonyat'sya i poklonayus',
Sovershaya bogougodnye dela…

(I want the unity with the sky,
I want love, repeating that I will love.
I want to worship Allah and I worship him,
Making charitable affairs ...)

(The word translation is performed by A.Z. Khabibullina and E.F. Nagumanova).

The motive of the poet's rebellious spirit loses its romantic character here, developing into the representation about the force of the heaven, which subjugates the poet completely since it is based on God (Allah).

Thus, in S. Ramiev's works the called antithesis is enhanced by the fact that at the beginning of the XX-th century the view of the heaven and God in the Tatar literature (and wider - in eastern literature) was its most important part. It is fair to assume that the considered antithesis as the others potentially, inherent to Lermontov's creativity, were correlated mostly with the world perception of an eastern man, in whom there is God, or the God's idea had a comprehensive character. These parallels allow to talk not only about a peculiarity of the dialogue between East and West in Lermontov's works, but about that Lermontov's poetry containing the Eastern origin became a kind of basis for the emergence of an aesthetic interference in S. Ramiev's works.

RESULTS

The analysis of the experiment showed that the modern Tatar readers primarily considered Lermontov's poem at the level of its actual content. In particular, they saw the relationship of a poetic creation with the work that is born out of anguish and personal experiences of the poet.

Here are some reasoning that illustrate this trend best of all.

1. A lyrical hero gets his glory only through extraordinary efforts.

2. He [a lyrical hero] wants to get away from the ordinary, empty life. He is not satisfied with “tuman spokojsitiya” (“the fog of calmness”). The hero is not afraid of the ills of life, on the contrary, he seeks to understand all aspects of life fully. This poem calls for the "ardent", troubled, but cherished life.

Lermontov's poem can be compared with S. Ramiev's works. Just like Lermontov, Ramiev in his works urges to throw off the shackles of apathy and laziness and to live a full, active life.

3. The poem reflects the internal contradictions and experiences of the poet. He must feel sadness, love, suffering and joy. «On pokupae neta zvuki, /On darom slavy ne beret» ("He buys heaven sounds, / He does not take the glory as a gift"). I think that these lines prove that each poem is based on a great work of the poet. Neither glory, nor notoriety comes just like that.

In Tatar literature, the poet Musa Jalil has the poem "Төң утүрүп шагыяр' шигыр' язды" in which Tatar poet also writes about creative challenges; a common theme is revealed here.
4. A poet cannot be a true poet without suffering, deep feelings, without the overcoming of difficulties. Lermontov's poem “Ya zhit' hochu! Hochu pechali ...” ("I want to live! I want to grief ...") is similar to Derdmend's work "Shagyjr'ga" ["To the Poet"].

5. Lermontov's poem says that love and happiness spoils a person's mind. A hero begins to feel life only through suffering.

6. Russian poet claims the idea of the completeness of a creative person's life. The poet's life should be filled with sorrows, love and happiness. A lyrical hero is afraid of indifference, because the indifference to life does not give the possibility to create.

Tatar literature has Tukay's work "Shagyjr'" ("The Poet"), which is devoted to the theme of a poet's vocation. These two poems are similar in this aspect.

The motif of loneliness is dominated in the poem. In order to create, a poet has to suffer, to think about the meaning of life, the author drives away the feelings of love and happiness. He wants to live a full life, where pain, suffering and sorrow are present. There is no suffering without a storm, and a poet, a creative person cannot live without it.

CONCLUSIONS

As we can see from the provided reflections, modern Tatar readers did not focus their attention on the religious aspect of the poem's content, which, for example, took place in S. Ramiev's fragment. Their perception was more traditional, corresponding to the real content of Lermontov's poem: the poet seeks to comprehend the freedom of the sky, without which a genuine inspiration can't be obtained; his work can be talented and genuine only through deep experiences.

An aesthetic distance in the case of the perception of Lermontov's poem was prevented, it became a "smoothed" one (G. Jauss). Apparently, this is due to the fact that in the Tatar literature, which for this category of readers is a native one, the theme of creativity and poetic inspiration's motif were almost not developed in a romantic way. In particular, the associative comparisons with Tukay and Jalil's works are the evidences of this: they describe the poet's creation relation with the inspiration more realistically, in the forms and ideas usual and familiar for them. However, the religious motives also sound in them, especially in Tukay's poem "The Poet" (in this poem readers saw a lot in common with Lermontov's work), as well as in S. Ramiev's considered work "Kyk berlan min tatu bulmak telim...".

SUMMARY

Despite an outward overcoming of an aesthetic distance by the Tatar readers (readers could not read the poem "contrary" to its content), their perception of Lermontov's poem contained potentially an aesthetic interference that may be experienced by them internally, could be spontaneous, not developing into open arguments, other reading. The interference did not become clear, "loud" one as in the case of understanding of other Lermontov's poems, such as "Prayer" [14, pp. 75-82]. However, such comparisons, which enriched this text, allow us to speak about its possible perception in the light of the traditions of Tatar reader's native literature and their national identity.

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RUSSIAN PR-TEXT IN THE MULTICULTURAL MEDIA ENVIRONMENT OF THE NORTHERN CAUCASUS

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ABSTRACT
The differential signs of the corporate Russian PR-discourse realized in the multicultural environment of the Northern Caucasus make adjustments in comprehending its typological features. These signs are determined by the existing communicative situation, the pragmatic objectives and linguistic and cultural specificity of the media space, as well as by the characteristics of the Russian-language picture of the world. The paper provides the typology of corporate Russian PR texts considering its plural communicative-pragmatic and linguistic-cultural features. The materials for the study were PR-texts created in Russian in the period from January 2010 to October 2014 (the total number of text fragments is 7453) by the Directorate of Public Relations of the open joint-stock company “Interregional Distributive Grid Company of the Northern Caucasus” (hereinafter: IDGC of the Northern Caucasus).

Keywords: Russian-language PR-discourse, PR-text, media space, media text, assertive speech act, image.

In the modern linguistic paradigm, the need to specify the text typology remains pressing. In this connection, N.S. Valgin says: ‘Text typology, despite its central position in the general theory of text, is still not sufficiently developed. The general criteria (they should be the basis for the typology) are not yet determined’ [1]. Defining the criteria of text differentiation is an important problem; it is necessary to accept that one criterion is often not enough for a clear typology; accuracy can be achieved by a range of parameters. This situation causes the presence of different typologies for PR-texts.

Another factor contributing to the multiplication of PR-text typologies is constant updating of their forms. New genres are determined by new communications opportunities, including digitalization, Internet use and convergence in the field of mass media. For example, a few years ago, such kinds of press releases as IR releases (the abbreviation of investor relations release) or social media releases (releases for distribution in social networks) were known only in a narrow circle of PR specialists. Until recently, corporations have not been supporting blogs on the Internet. Thus, the dynamic process of new genres development in the Russian PR-discourse requires scientific interpretation and analysis.

Based on the PR-text peculiarities, their interpretation can be extended by introducing additional characteristics. For instance, PR-texts are not obligatory addressed only to one target group: they have genres that possess a certain suggestive potential aimed at several such groups (corporate publications,
Thus, the additional characteristics relevant to distinguishing new genres in Russian PR-texts are the following: the message volume and nature, the degree of immediacy and saturation with events, design manner, focus on a particular public group, PR-activities’ specificity (internal and external PR), the degree of publication proficiency, distribution channel and the degree of personal principle in a PR-text.

A.D. Krivonosov offers a PR-text typology, the main criterion of which is the nature of the information presented via PR means. This typology separates verbal (written and oral) and nonverbal (iconic and indexical) types. In its turn, the iconic information includes visual (photo and video) and infographic sub-types[2]. The criterion of PR-text proficiency for publication allows the researcher to identify the following PR-text types: reference PR-texts and related ones (with an incomplete set of PR-text signs (slogans, resumes, press reviews). In their turn, reference PR-texts include primary PR-texts and media texts, i.e. journalistic scripts, which have relevant signs of a PR-text (image articles, image interviews, case-stories). Primary PR-text are differentiated into simple PR-texts (press releases, backgrounders, fact sheets, biographies, lists of questions and answers, by-liners, congratulations, statements to the media, invitations, image articles, image interviews, case-stories) and combined ones (press kits, newsletters, brochures, pamphlets, booklets).

Like A.D. Krivonosov, we highlight the following PR-text genres significant for our research concept [2]:

- operational-news genres (information and news): press releases, invitations;
- investigation-and-news genres: backgrounders, lists of questions and answers, image interviews;
- documentary genres: fact sheets, biographies;
- investigational genres: statement to the media, image article, case-story;
- image-news genres: by-liner, congratulation.

The problem of dynamically developing PR-text typology is of particular significance in the context of the frequently used Internet’s information space, “The digital age has had a significant impact on both the media and the public relations forcing corporations to respond faster, be more accessible and straightforward” [3]. The global Internet development demands greater speed of creating PR-texts from PR-specialists; that naturally affects the deadlines of material preparation. Both the content and the form of PR-texts obviously fall under the influence of mediatisation. For example, before the appearance of Internet and in the early stages of its development, the recipient’s attention was fixed by catchy headlines based on language game principles, alliteration, allusions and reminiscences. Today’s title choice is dictated by the use of hyperlinks and search engines.

The modern Russian PR-discourse is characterized by the following key trends, which change the PR-text format in many ways:

- Mass media actively use Internet opportunities; that naturally causes changes in PR-text signs - and the format of their fixation in the Internet space in particular. Besides, traditional PR-text genres themselves acquire new features in this environment. For example, a press release (provided it is distributed by e-mail) carries a necessary hyperlink to the corporation official website or to any other resource containing additional information required to a journalist (a video from a previous action or a
video message from the company’s head and so on). Responsible person’s contacts must now include not only a mobile phone and an e-mail address but also his/her ICQ number, which allows accelerating the communication process and eliminating its formal nature. Therefore, PR-text characteristics have multimedia message signs now because the communication channel itself determines its meanings.

● Text types are diversified in accordance with their functional purpose and target groups: press releases for journalists are complemented with IR Releases (Investor Relations releases), direct-to-consumer releases (Scott, 2010). Thanks to the Internet, a company can communicate with its customers without intermediaries (mass media); that causes appearing new variants of already known genres.

The diversification of PR-texts by target groups allows choosing the recipient’s type/audience as a criterion for PR-text typology. Indeed, mutually beneficial relationships with customers may happen only due to correct understanding of the PR-message’s prospective audience, its motivations and goals, as well as the system of its values and preferences. PR-service departments are charged with the duty to detect a range of interested persons, with which companies expect to establish and develop harmonious relations. From this perspective, this criterion allows defining PR-text optimum category attributes. Of course, the multicultural environment of the Northern Caucasus dictates special attention to the status-role relations of communication participants.

The basis of PR-text differentiation is their discursive (situational, communicative-functional) and intra-textual (thematic, structural-semantic and lexical-grammatical) characteristics modified under the influence of the interactive nature of those texts.

Because PR-texts represent one of the most effective mass communication tools, their purpose is to transmit the information, which takes into account the public interest, and to simultaneously provide such information with a public status in the impact on the target group. PR-text effectiveness should be measurable and expected; that can be established by identifying indirect influence on the formation of a sustainable positive attitude to the PR basic subject.

The most popular genres in the Russian PR-discourse are, in our opinion, press releases, image articles, by-liners, backgrounders and feature-stories; they are most often represented in the corporate media. This PR-experts’ choice is driven by the genre specifics and the peculiarities of implementing PR communications in the multicultural environment of the Northern Caucasus.

Thus, press-releases are traditionally allocated to operational news texts. They represent factual, motivational-factual or instructional information; their text contains a reference to the date and time of the event and indicates the participants of the event. That allows creating a holistic view of the event served as an informational impulse for the press release. In the sphere of corporate media, such information includes facts about ongoing activities, the elimination of accidents, changes in management or organizational structure, etc. The press-release informational saturation determines selecting succinct syntax expressing communicative and pragmatic information in one sentence. The recipient’s attention is held by means of clear statement structures fixing basic information as a semantic center. In addition, the press-release structure makes ramified intra-text links and thereby facilitates the decoding of PR-messages. In press-releases, simple and expanded sentences are most frequent, e.g.:

‘It is the sixth “Golden support” competition carrying out in the Northern Caucasus. The six power supply companies controlled by JSC IDGC of the Northern Caucasus and JSC Nurenergo (the Chechen Republic) choose the best among the consumers - legal entities.’

We think that the press releases’ important feature is frequent use of multi-level (lexical and syntactic) iterations allowing the recipient to focus on the new information and also to support the text coherence.
New information is manifested on the background of the already known material and creates a comfortable environment for the perception and interpretation of the PR-text:

‘It has not been possible to prevent icing at the Line 110 “Mashuk-Zalukokoazhe” by ice melting because the duplicate line “Mashuk – Kirov” turned off earlier ...Despite the vast majority of transmission lines maintained by “Stavropolenergo”’s” branch is equipped with the systems of ice melting, the conducted melting has given only temporary effect - frost is quickly formed again’ (22.01.2010).

Press-releases may contain rhetorical questions that create a pseudo-dialogue situation, thereby increasing the genre’s influence intensity on the recipient:

‘Anyone who has seen the old instrument panel can compare it with the one installed today,’ Alexander Masich, the general director of TiS-Energo, told at a meeting, ‘Dispatching equipment is the grid company’s face. And this “face” has come out very good. Why was it such kind of a panel? We prepared a design project especially for your branch. This is the best option, very simple to operate, the best we have ever implemented – a German combined panel with light indicators and video cubes, where you can display any necessary information…’(06.09.2012)

Communicative objectives are accomplished by means of PR-statements and infinitives, which help to create a required communicative situation prompting the recipient to a particular attitude towards the news:

‘”The Best in the Profession” [competition] is a great opportunity to enhance the prestige of blue-collar jobs not only regionally but also at the federal level’ (5.06.2012).

One of the most effective and important means and lexical-semantic markers of critical information used in the Russian-language press releases is surely inversion. Breaking word order draws the recipient’s attention to the fragment of reality appropriate for the PR subject and forms a predetermined attitude to both the event and informational occasion. That, in its turn, creates a positive image of the company:

‘At the competition opening ceremony, with welcoming remarks to the electric power industry, addressed the Deputy General Director for Technical Issues – the Chief Engineer of JSC "IDGC of the Northern Caucasus” Boris Misirov’ (03.07.12).

Obviously, a larger share falls on the Russian nationwide vocabulary bacuse profession-related special words reduce the degree of the information assimilation by the general public.

Press releases are assertive speech acts because, during a communicative act, their producer makes the truth of the proposition explicit. The recipient is convinced via a set of lexical means selected by the addressee to characterize the news event. Assertive acts allow manipulating the recipient’s consciousness as it creates a positive image for the organization through a variety of communication strategies:

‘On July 7, 2010, in Moscow, the top management of JSC “IDGC of the Northern Caucasus” met with the investment community representatives. The meeting was held by Deputy General Director Armen Danielyan, Director for Economics Vladislav Zuevsky, Corporate Governance Director Andrey Harin. The event was organized by the investment company ATON ...’ (07/09/10).

In the above-mentioned fragment, the truth of the proposition is represented by indicating the event date, its location, the names of the event participants and the companies, which really exist in the energy market.
The Russian-language press releases are characterized by frequent use of constative verbs. That generally confirms our hypothesis of assertive speech acts presented in these PR-texts. Assertiveness of speech act is enhanced due to including specific figures and data into the text - that is also aimed at producing the organization’s positive image.

Discourse-analysis led to the conclusion that the Russian-language feature-story gives priority to the use of simple extended sentences: ‘Since 1970, pioneering competitions of electricians took place on the training grounds of “Stavropolenergo”’. 

In the Russian-speaking feature-story, there are constant indications to the present moment in order to achieve the effect of continuously repeating action, in other words – the effect of recipient’s presence at the ongoing event: ‘In our days, All-Russia competitions of electricians – employees of JSC “IDGC Holding” - were also held in 2008 on the basis of JSC ”IDGC of the Northern Caucasus”.

Feature-story is also characterized by various types of repeats, which help to realize the stylistic functions of amplification, gradation or clarification: ‘Since 1970, pioneering competitions of electricians took place on the training grounds of “Stavropolenergo”. In 1979, Pyatigorsk hosted the first All-Union Competition of electricians working in the sphere of power supply’.

For the Russian feature-story, of special significance is the factor of expressivity and evaluation, which promotes labeling the author’s modality: ‘In 2011, the representatives of JSC “IDGC Holding” visited the “rodeo” of electricians in Kansas, with 200 competing teams. It cannot be excluded that the Russian energy sector will take part in them regularly, side-by-side with their colleagues from the US, Canada, UK and Jamaica’.

Let us also note that in the Russian-speaking corporate PR-discourse, feature-story themes are often quite limited due to the strategic task PR-services face. First, they are to create a positive image for the organization; it is attained by means of press releases, backgrounds, by-liners and other genres providing a quick expected result.

An image article is also a demanded genre in Russian PR-text. They can be of two types: informational or analytical. In the first case, image articles provide information about the company, its top managers and so on; in the second – they submit the analysis of specific problems and ways to solve them. Both image article types work for absolute concrete definitions since they have a specific correlation with reality and are characterized by reference. Specifying is represented in dates, numbers and names. Simple sentences are significant in such articles:

‘By Decree of President of the Russian Federation Vladimir Putin No. 746 of May 30 2012, Alexey Demidov, the First Deputy General Director of JSC “IDGC Holding”, the Acting General Director of JSC “IDGC of the Northern Caucasus” was awarded the medal “Order For Merit to the Motherland in the 2nd degree” for his labor achievements and long-term conscientious work’ (30.05.2012).

To our opinion, the image article created within the frames of the Russian corporate PR-discourse has a number of obligatory signs, among which special significance is given to the information about a particular event, person, etc.:

“Petrovsky Narodny Bank”), where he rose from a consultant to the Director of the Internal Audit Office. Later, he held the posts of Financial Director at CJSC “First Stevedoring Company” (2001-2003), First Deputy General Director of JSC “Sevmorneftegas” (2003-2006), Adviser to the Deputy Chairman of the Board at OJSC “Gazprom” (2006), the First Deputy Chief Financial Officer at OJSC NK “Rosneft” (2006-2009)...

An important lexical-semantic component to characterize the image article stylistic features is the presence of abstract nouns contributing to the activation of recipient’ cognitive potential and the formation of his/her positive opinion on the PR subject (abstract nouns are marked in italics in this passage):

‘The main purposes of the review competition are improving the professional level of the electrical networks’ dispatching personnel, sharing advanced methods of operational work and new forms of training dispatching staff. Another important goal is the introduction of modern computer simulators and automated training systems. The third component is checking the staff qualification level and, finally, determination of required organizational and technical measures aimed at the improvement of work with operational dispatch personnel (5.06.2012).

Informational and analytical articles are characterized by the active inclusion of additional background information - to establish the connotative relationships that determine its better assimilation. Such contexts’ syntagmatics is extremely broad due to the information diversity and purpose of such articles: ‘It is no secret that since the invaders were driven out of the country, Soviet Union immediately proceeded to recovery. Invaluable assistance came from electric trains, which served as small mobile power stations. The industry built more than 20 electric trains with the total capacity 21 thousand kW in 1942-1944. Since 1944, more than 650 cities, factories and construction sites were provided with electricity by those trains. During their existence, they generated about 40 billion kilowatt hours. Unfortunately, this experience is forgotten today, but people from the power industry believe it is still relevant in conducting large-scale rescue and recovery operations in the areas of emergency situations’ (18.07.12).

Cognitive-pragmatic features of PR-texts are implemented through various genres. Correct genre choice ultimately contributes to effective impact on the addressee’s consciousness and sub consciousness. Following E.V. Shelestyuk, we treat the method of linguistic manipulation as a set of practical activity’s techniques and operations correlated with the acting subject’s illocutionary purposes and subordinated to solving his/her specific tasks. We also consider the technique of linguistic manipulation as the influencing subject’s specific psychological, pragmalinguistic and semiotic actions aimed at achieving his/her immediate illocutionary goals and control over the speech situation (Shelestyuk, 2009).

We believe that in the multicultural environment of the Northern Caucasus, the most frequent kinds of PR-texts are press releases, image articles, by-liners, backgrounders and feature-stories; it is evident from the analysis of the corporate media material. Such genre selection is primarily determined by the specifics of PR communication implementation in the multicultural environment of the Northern Caucasus, as well as by linguistic-pragmatic features of the indicated genres.

The concept of this study postulates the significance of qualitative and quantitative variety of suggestive PR techniques appealing to the unconscious and the subconscious rather than to persuasion. This significant characteristic certainly stems from the increased manipulative capability of PR-texts in the implementation of the linguistic pragmatic model of the Russian-language PR-discourse.
This study has given a possibility for an attempt to determine the ontological status of the Russian-language corporate PR-discourse based on a comprehensive linguistic analysis of PR-texts – for the full characterization of this institutional discourse type in the media space, as well as within the Russian-language picture of the world.

REFERENCES
INSTRUCTIONAL CONVERSATION AS A SOCIALLY-CONSTRUCTED COGNITIVE TOOL SERVES SECOND LANGUAGE LEARNING BY MEDIATING ITS OWN CONSTRUCTION, AND THE CONSTRUCTION OF KNOWLEDGE ABOUT ITSELF

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ABSTRACT
The article deals with the implications for second language learning and teaching of a sociocultural theory of mind, as originally conceived of by L.S. Vygotsky. In second language research the study showed how pre-and intermediate speakers’ performance breaks down in the face of a difficult narrative task and self-regulation and control over the mediational means are lost. More advanced speakers are able to guide themselves through the task. In other words, they are able to control psychological and social activity through the language. Individuals move through stages of being controlled by the objects, then by the others, and finally they gain control over their social and cognitive activities in the environment. Attention is drawn to a highly interactive class identified through the actual experience by a student the socialized active personality development prospect. Necessity of compiling a textbook based on the above-mentioned principles is stressed.

Keywords: second language learning; mediational means control; zone of proximal development; self-regulation; activity theory; internalization; educational setting; participation.

INTRODUCTION
The article is squarely situated within the research tradition discussed by Luria and Bruner (1981). It means theory-guided observation and interpretation of people engaged in the activity of teaching, learning (in educational settings), and using second and foreign languages, compiling specific features of sociocultural theory. The classes given based on the English Language Textbook for Russian learners by N.A. Chernova and Z.M. Kuznetsova (2013) bring to light important differences between purely instructional talk on the part of the teacher and instructional conversations between teachers and students in which they have the opportunity to regulate the conversation in ways they cannot when teachers engage in instructional talk. As it turns out, only instructional conversations relate human mental functioning to positioning themselves as individuals in carrying out a task in a foreign language. Increasing independence in the use of a foreign language through activities allows to move from a focus on form to a focus on meaning and hence societal context participation. The achievement of this aim is very complicated if you take into account standard theories of language development. The authors’ aim is to provide evidence of a shift away from the so called ‘acquisition’ metaphor to a new ‘participation’ metaphor.

THEORETICAL BACKGROUND OF STUDY
The study examined in this article involves an overt application of activity theory to classroom language learning. Continuing the theme of scaffolding and learning in the zone of proximal development, special attention should be drawn to four themes: 1) language, cognition, and communities; 2) language-based theories of learning and semiotic mediation; 3) private speech; 4) activity theory (Vygotsky, 1986). In analyzing the recorded interaction between the students and the teacher, it is shown that instructional conversations are developmentally sensitive to the students’ growing ability to use the language required to carry out a specific task. The grammatical learning is achieved as a consequence of their interactions, which is evidenced, among other things, by shifts from other-regulated to self-regulated error correction. The positive effects of learners verbalizing strategies by N.F. Talyzina (1975) were extended to language learning. The study shows that overt collaborative verbalization of metacognitive strategies such as predicting, planning, and monitoring can be a more effective means of mediating learning than just instruction in learning strategies alone. All the above-mentioned was used when writing the Textbook (Chernova & Kuznetsova, 2015) in the way of communicative language teaching which is relevant to activity theory, since, as the theory maintains, different actions, linked to the same goal, can give rise to similar outcomes. The succession and number of exercises help students and teachers as well help in the process of communicative and cognitive activities in an ESL class.

Referring to the private speech in his study, J. Smith (1996) operationalizes it as a ‘verbal attempt of self-regulation during problem-solving tasks’, that is, the result of stress that accompanies construction of the meaning in L1 or L2, the private speech is distinguishable from the interpersonal communication. Smith examines a grammar class of high intermediate ESL students and claims that private speech can arise in a discussion. When teacher assumes the status of listener, it allows students to make public their problem-solving talks (Smith, 1996). Thus, this co-construction process is triggered through the externalization of the student’s thinking and the tolerant and persevering responses of the teacher. The authors included such provoking tasks to arise private and social speech in a dialogical context. The thing is that classroom discourse is usually analyzed for its social, communicative value, neglecting the cognitive function of instructional talk (Shulenkova, 2013).

Instructional Conversations are based on Vygotsky’s idea that conversation and the semiotic mediation provoke learning, development, and human action. Later the concept of scaffolding was regarded as a mediational tool for language improvement (Wood, Bruner, & Gross, 1976). Two important ideas about language and learning are reflected. On the interpsychological plane, any sign system is a psychological tool used to communicate. On the intrapsychological plane, the use of these cultural signs influences learning and cognitive development (Rotter, 1954). Classroom conversations depend on spontaneity, unpredictability and focus on new information. If the discussion is shaped toward a curricular goal, and teachers in their turns build or activate background knowledge in students, these conversations can also be instructional. Direct instruction or modelling are used to promote more complex language expressions, at the same time, questions help students to expand, elaborate or restate their statements and replies. Instructional conversations are relevant to language classrooms because they provide opportunities for experiencing how language is used outside of the classroom. Current models of input, output, and interaction are insufficient as a framework for analyzing classroom talk. The question of instructional conversations was explored within the frames of a PhD study, compiled by N.A. Chernova. The motivation for the study was the following observation. It turned out that instructional conversations usually arose with fairly advanced ESL learners. The question remained, was it possible to have an instructional conversation in a beginning foreign language class? Limited linguistic resources are not available for a topically coherent, extended, and meaningful conversation. The following data were received. If a teacher followed a predictable pattern a) setting up the vocabulary practice exercise; b) completing textbook exercises using the new vocabulary; and c) spontaneous questions and comments by students and teacher embedded within the practice exercise, conversational communication was out of the question (Chernova & Mustafina, 2016). The possibility of such conversation depended on management talk and extension activities, which show features of it most consistently and impressively (Talyzina,
In this case instructional conversations were possible in elementary classes (19 per cent of the total vocabulary practice) and pre-intermediate (34 per cent) foreign language classes. The lack of pragmatic appropriateness of the larger discourse into which these instructional conversations could be embedded accounts for compiling the English Textbook for Russian Learners (Chernova & Kuznetsova 2013). The task was to allow the teacher talk to the class as a co-participant in the interaction. On the basis of this Textbook it is possible to digress from a routine Inquiry-Response-Evaluation interaction. The language material and teaching techniques are presented to illustrate the above-mentioned (Fig.1).

**COLLABORATIVE DIALOGUE IN SECOND LANGUAGE CLASSROOM**

The study shifts the governing concept of learning away from the acquisition metaphor toward the participation one. The participation metaphor finds evidence for learning in an individual’s growing and widening activity. Classroom language learning tasks are thus best seen as uniquely situated, emergent interactions based on participants’ goals. In other words, students are taking part in a collaborative dialogue. Communicative collaboration is based upon the active and purposeful agent on the part of a student. The authors offer the following model of ESL classes: 1) self-directed activity comprising self-dependence, activity, social direction, self-government, reflection → 2) reflective, problem-solving orientation in SLA class → 3) internalization of social interactive process in the zone of proximal development with the English language as a cognitive tool for the individual → 4) the second language mediated process of an agent formation in learning and professional activities.

This model allows to be sensitive to students’ needs and abilities and support the overpowering and transformative agency embodied in the learner. It has to aim at positive attitude stimulating the best possible progress and achievements. When working in a classroom, it is important to arrange the teaching
process based on the strengths of the students developing their confidence and ability to work and study independently and in a team. The sociocultural context of the teaching process contributes to the development of the students’ identity within the society. The diversity of sociocultural contexts used during the classes has to teach them to think critically and creatively, solve problems and recognize the advantages. These approaches applied during the teaching process provide students not only the knowledge and skills, but also emotional comfort and sufficient self-esteem.

REFERENCES

THE ROLE OF STRUCTURE NOVELTY OF SUSTAINABLE URBAN FORM IN ENERGETIC CITIES
(CASE STUDIES OF MASDAR AND BUSHEHR CITIES)

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ABSTRACT
Bushehr and Masdar are two of the most famous cities in warm and humid climate which are situated in the same macro climate of Persian Gulf region. This research tries to discuss one of the most important themes which threatens the sustainability and comfortability of tomorrow’s life. Analyzing Bushehr and Masdar as energetic cities was an effective way of finding the cities problems and the result led to the presentation of a more comprehensive pattern for planning an energetic city in warm and humid climate. For this purpose main questions were found worthy of investigation: What characteristics should be presented in designing an energetic city?, What are the aims of changing a city into an energetic city?, In this paper we provide a model which responds to the sustainability of Bushehr and Masdar. This model uses five levels of activities, with each level responding to at least two significant characteristics of an energetic city with regard to the compact urban form. Ultimately the presented model was confirmed by the Delphi’s Experts Panel and the model was used to clarify the superiority of the analyzed energetic cities.

Keywords: Sustainable design, Urban form, Energetic city, Delphi's Panel

1. INTRODUCTION

In the second half of 20 century the environmental problems played an important role in international researches, since our life was threatened by phenomena such as deforestation, ozone depletion, global warming, pollution, acidic rains, nuclear waste, etc. Consequently we as human-being were obliged to take into consideration these new global environmental challenges for achieving a higher level of urban sustainable development. However there are still many cities all around world that are developing irregularly and are considered of natural resources and also avoid using recyclable energies. To further understand the issue of uncontrolled development of urban sustainability we must first review the effects of Industrial Revolution on designing cities.[1]

After Industrial Revolution, the growth in the urbanization meant to the formation of mega cities. This process occurred so quickly that we can guess some day the earth will change into an urban world, so researchers have determined their definitions and presented a very helpful model in designing future cities and constrain uncontrolled development. Some of the presented models are as follows:

But all these models are about small cities and sometimes they don’t cover climatically issues and this challenge has induced scholars, planners, local and international NGOs, civil societies, and governments to propose supposedly new frameworks for the redesigning and restructuring of urban places to achieve sustainability.[3]

The following theories have been addressed on different spatial levels, by the some group of experts: 1- The regional and metropolitan levels, such as the Bio-Region approach (Jabareen 2006), 2- The city level (e.g., Girardet 1999) Nijkamp and perrelis 1994, Gibbs, Longhurst, and Braithwaite 1998, ROSELAND 1997; Engwicht 1992; OECD 1995; Jenks, Burton, and Williams, 3- (1996); The community level (e.g. , Nozick 1992 Paulson 1997 Corbett and corbett 2000 Rudin and Falk 1999 Van der Ryn and Calthorpe 1991) and 4- The building level (e.g. Roelofs 1999, Edwards and Turrent 2000, Boonstra 2000, Woolley Kimmins and Harrison 1997).

This study in line with the previous approaches presented by different scholars seeks to shed light on the matter from a new perspective to present a comprehensive model which can be applied to the future Mega cities with consideration on climatically issues.

A critical review of these approaches demonstrates a lack of agreement about the most desirable urban form in the context of sustainability.

The remainder of this article consist of six sections. The second section discusses the specific sustainable compact and energetic city criteria that appear in the literature. The third section focuses on the methodology of the study and its parts. The study applies thematic analysis, which is an appropriate methodology when analyzing a larger body of interdisciplinary texts. In addition, it presents the operational aspects of urban form to examine it more accurately. The forth section identifies and describes the design concepts of sustainable energetic city based on sampling population and data analysis. The fifth section offers a conceptual framework for assessing the sustainable energetic city, the final section draws some conclusions and suggests several models for planning the energetic city based on Delphie’s Expert Panel comments.

So the aims of energetic city in this paper is to make city as a model of highest quality of life with the lowest environmental footprint. Therefore, this article seeks to answer the following questions: what are the distinctive urban forms proposed by the model? What is an energetic city? In addition, the article aims to offer a conceptual framework for assessing the sustainability of urban forms.

A further aim of an energetic city in this research is to implicate forms, processes and flows to make a model of environmental excellence and it includes task of changing the blue print of sustainable development into the wide action of the city to make it understandable and more practical according to the site scale to illustrate environmentally planning alternative to our present life theme.

But to clarify the gap we have to answer the main question: what characteristic should be present in designing an energetic city? So regarding the energy conservation or what is nowadays called energy crisis, the most important factor which threat the sustainability and comfortability of our tomorrow’s life is lack of sustainable energetic cities criteria that change a city into an ecological one based on consideration of form, processes and passive or active flows.

Concerning the aforementioned explanations it can be understood that in an energetic city low energy consumption is integrated with the level of optimum efficiency.

Meanwhile despite the above mentioned point some statistics and technical researches show the existence of many towns with a low level of energy consumption which are not energetic because some
important factors have been neglected for some time including a passive or active reaction towards technology as modern movement.

Living in an information era with the daily development of technology is going to influence human life, but some planners want to fulfill the gap, related to the lack of technology and the futurity needs by the passive reaction like primer post modernism fans.[3]

Therefore it is clear that the low consumption of fossil energy and using of renewable energies instead, can be contributed to technology and the general attitude of technocentrism. So from this aspect energetic cities are not cities with a lack of technocentrism flows and processes contrary to most theorists, we believed that only passive reaction based on anthropocentrism general attitude would lead to the same dead end which guided who those believed in Bushehr old fabric zone as an energetic city. In addition other factors like futurity and responding to the future needs of humans are equally important.

Energetic cities are cities which have become successful in answering some aspects of digital urbanism age such as technocentrism, telecommunication, futurity, environmentally consideration and simultaneously has considered the anthropocentrism general attitude of human life by passive and active responds.

To gain these characteristics, the new model of a city should be designed in a flexible way. After all, based on what presented, the definition for an energetic city is:

A city which is designed according to general principles of technocentrism and anthropocentrism that by using its environmental potential can achieve a low level of energy consumption and take advantage of renewable energy to meet the needs - energy or technology - of future generation.

**What should be done to obtain the criteria of an energetic city?**

Despite its importance, this pivotal question is rarely considered by government officials, energy company executives and most people and at the sometime changing the situation is probably the most important difficult part which we face as planners.

As it was mentioned, sustainability is a process and a flow but energetic or eco city should be known as the product, so to have an energetic city we have to utilize the process and catch the flow, which we would call energization process in this research paper.

In terms of the previously mentioned text any attempt to get closer to energization process is categorized under one of these four aspects:

- Physical aspects
- Behavioral aspect
- Environmental aspect
- Perceptual aspect

**Figure 1:** Energization Process Chart Categorized under Five Aspects [Source: Authors]
2. THEORETICAL FRAME WORK (L-R)

The literature is enriched with studies on the different aspects of sustainability, urban forms and general concepts of energetic cities and any research study seeking to this body of knowledge must consider what Literature has to offer on the subject material.


In some cases by putting these theories side by side different aspect of the problem towards sustainability and urban form of an energetic city can be better identified and the researcher can find more comprehensive answers to fill the gaps from each direction.

Table1: Chronologically literature Related to Sustainable and Energetic City[Source: Authors]

<table>
<thead>
<tr>
<th>Year</th>
<th>Thinker</th>
<th>Text</th>
</tr>
</thead>
</table>
| 1996 | James Wines| Under James Wines direction, site has been identified internationally with innovative concept for building and public spaces and currently he has focused on creative works in the area of green architecture, the fusion of building with the site and surround, advocacy of a new role for all building and in the global environmental protection movement. The overview of Wines book is around changing the relationship between building and natural environment.[4]
|      |           | A compendium of Wines purpose, works on dealing with such issue as environmental technology, energy conservation and fusion of building with the site and surround in terms of sustainability. |
In 1997 Oliver et.al published an encyclopedia in which they described theories and principles underpinning traditional architecture. Technically the research has tended to focus on concept and theories specifically (cultural and social) context, but foundationally theories describe vernacular architecture, vernacular materials and technology based on utilizing the potential of the site.[5]

In the 2004 Nold. Egenter pointed to some principal tenets on the interpretation of anthropological definition of architecture and its functions to provide a symbolic model to harmonize the built form with environment.

This article review also strongly supports the idea of sustainable urban form in city while the characteristics are as follows:
- Dense and concentrated housing design.
- Relatively high degree of density.
- Shortest possible distance to the town center.
- Modern size of the location.[6]

In terms of this criteria the present research will be justifiable on the table 3.

### Table1: Chronologically literature Related to Sustainable and Energetic City[Source: Authors]

<table>
<thead>
<tr>
<th>Year</th>
<th>Thinker</th>
<th>Text</th>
<th>Conceptual, philosophical and aesthetic framework</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>Hugh Barton</td>
<td><em>Health map for the local city</em></td>
<td><em>Energetic City</em></td>
</tr>
<tr>
<td>2007</td>
<td>Naser Sabatsani</td>
<td><em>Energetic City</em></td>
<td>To date, little evidence has been found on the energetic city but the first systematic study on the Bushehr urban zone as an energetic city was researched by Sabestani, Naser (2007). In the above mentioned research three factors have been identified as being potentially important in energetic city.</td>
</tr>
</tbody>
</table>
In terms of the aforementioned text tenets, firstly Bushehr and Masdar city will be under analysis and secondary based on new pattern the deficiency will be covered to obtain the energetic city criteria.

<table>
<thead>
<tr>
<th>Year</th>
<th>Author</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>Susan Owens</td>
<td>Low Limit and Sustainable Livelihood: A Conceptual Framework for the Planning System</td>
</tr>
</tbody>
</table>

In recent review, researchers have investigated a variety of approaches to achieve sustainability which emphasis the usage of post materials and amenity criteria on the environment without resource depletion and renew the usage of the water, mineral and energy resource. In addition research focused on quoted principal, protecting what is the most valuable in the cultural environment. According to the latest scientific research it is needless to say which of these approaches will be usable for pointing out the challenges of Masdar and Bushehr as sustainable cities.

1-2- Methodology

To fulfill objectives of the study data was collected based on a field investigation from our chosen samples namely Masdar and Bushehr and a qualitative method was utilized, and in order to ensure the reliability and validity of the research method an Expert Panel consisting of 15 researchers was consulted:

- In the first step a lecture on the samples was presented which included basic and climatically information beside charted data or energy calculation and evaluation of environmental, social and economic pivots.
- In the second step a seven minute movie on the selected cities was shown which gave full account of the above mentioned points.
- In the final step the expert panel gave their comments and evaluated the prominent criteria of achieving an energetic city in a warm and humid macro climate based upon a 32 item likert, scale questioner.

What follows is a further clarification of the research method:

1- At first related literature was reviewed on the concepts of sustainable development, compact cities, urban form and energetic city ending up

2- The emerged sustainability trends in the location were analyzed through assessing a number of zero energetic cities patterns which lead to exploring the impact of these trends on the planning energetic city.

3- A comprehensive model was recreated based on the collected data from analyzing zero energy case studies in the different climate on four cities (Vaxjo city/ Bedzed City/ Dongton City/ Yazd City).
4- Many criteria were identified to recognize special and fabric distinctive urban form in warm and humid climate to compose an energetic city.

5- The most important characteristics of an energetic city were conceptualized and incorporated into our model based on Expert Panel comments to reach a higher level of accuracy.

2-2- Sampling

The selected cities both shored a similar climatical situation. Bushehr is located on the upper coastline of Persian Gulf. Its Latitude, longitude and altitude are respectively 28.58 \(\text{°} 50.49\), and 9 meter. Masdar on the other hand is constructed in 17 km east-south of the city of Abu Dubai. Its latitude, longitude and altitude are respectively 54.61, 24.42, and 10 meters.

**Bushehr and Masdar as models of energetic city:**

| Table 2A: Bushehr and Masdar City General Information [Source: Authors] |
|---|---|---|---|---|---|---|---|
| **Name** | **Place** | **Date of formation** | **Designer** | **Developer** | **Area** | **Population** | **Function** | **Main concept** | **Certificate** |
| Bushehr OH Urban zone | South Region of Iran | 10th century | Nader Shahshahian | Residents | Hectare 300 | Persons 2000 | Multi-use | Climate-friendly | No certificate |
| Masdar City | EAU, Abu Dhabi | 2010 | LAVA group | Emirate Government | Hectare 700 | Persons 4000 | Monumental | Sustainable City | RIBA |

3-2- Data Collection

The data analysis maid on the basis of investigation on cities designed according to sustainable concept in different climate zones reveal similar pattern toward sustainability and development. Although the collected data on these cities to some extent differ from the climatic zone of this research, the underpinning principles for designing an energetic city could be taken from the following chart:
Table 2b: Case Studies and Documentary Analysis of Their Characteristics [Source: Authors]

<table>
<thead>
<tr>
<th>Case study</th>
<th>Designer</th>
<th>Date of formation / Design</th>
<th>Main Concept</th>
<th>Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bedzed sustainable city</td>
<td>Arup group</td>
<td>1999</td>
<td>Urban Density Community Critical mass</td>
<td>low energy running bills</td>
</tr>
<tr>
<td>In uk London</td>
<td>Private Open space</td>
<td>Individual choice for carbon-free lifestyle</td>
<td>planning gain to add development value</td>
<td>zero heating homes</td>
</tr>
<tr>
<td>Vaxjo sustainable city</td>
<td>Based on participatory design model</td>
<td>1996</td>
<td>Promoting living and working social activity</td>
<td>affordable / key worker accommodation</td>
</tr>
<tr>
<td>In Sweden</td>
<td>Reduced need for car</td>
<td>improved public transport viability</td>
<td>wind-powered ventilation systems</td>
<td>improved site ecological value</td>
</tr>
<tr>
<td>Dongton sustainable city</td>
<td>Arup group</td>
<td>2005</td>
<td>sunlight and daylight amenity</td>
<td>planning gain to add development value</td>
</tr>
<tr>
<td>In Shanghai, China</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
3. DISCUSSION

This study has identified five design categorized concepts and 32 subcategorized criteria which their related to sustainable urban forms to create an energetic city in warm and humid macro climate namely (energetic city model). The literature analysis shows that different combinations of these concepts produce a number of distinguished criteria. Eventually, the study has identified five models of sustainable development in an energetic city these models are compatible and not mutually exclusive and they are as follows:

1. **Compact city model**- the distinctive concepts of the compact city are high density and compactness. It proposed mixed land uses and walkability like the approaches of new urbanism.

2. **The ecological city model**- emphasizes urban greening, ecological and cultural diversity, passive process and flows. In addition the approaches of the ecological city model emphasize environmental and energy management, beside other key environmental sound policies.

3. **Physical development model** - emphasizes sustainability, transportation, diversity, connectivity, accessibility, permeability, planning, engineering and architecture. In addition physical model has much to do with style and design coding.

4. **Socio-cultural containment model**- emphasizes policies of considering the identity, history and social health of generations.

5. **Economical sustainable development model**- emphasizes policies of making the different social levels closer besides affordable housing towards a more cost effective lifestyle.
Table 3. The Criteria to Achieve an Energetic City in Warm and Humid Macro Climate [Source: Authors]

<table>
<thead>
<tr>
<th>Place</th>
<th>Sustainability</th>
<th>Physical aspect</th>
<th>Behavioral aspect</th>
<th>Environmental aspect</th>
<th>Perceptual aspect</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Accessibility</td>
<td>Connectivity</td>
<td>Permeability</td>
<td>Planning engineering &amp; Architecture</td>
</tr>
</tbody>
</table>

4. CONCLUSION

According to the sustainable city chart (table3), this article concludes that different urban forms and general attitudes contribute in various ways to sustainability. Moreover, different planners and scholars may develop different combinations of design concepts to achieve sustainable development goals. They might come up with different criteria, with each one emphasizing different concepts. However, all of them should be in forms that environmentally contribute beneficially to the planet for the present and future generations. The ideal sustainable urban form according to the design concepts of sustainable development which has a high density and adequate diversity, compact with mixed land uses, is designed based on infrastructure in sustainability. Furthermore many factors concerning sustainability such as transportation, greening, passive process and flows are aims to achieve innovative trends in designing energetic cities. Ultimately by combining these trends and general attitudes on technocentrism and anthropocentrism, future need of (technology) will be met and what is more the gaps of multi aspect sustainability will be filled.
5. ACKNOWLEDGEMENT

I am grateful to Professor Mahmud Rezaei for his professional support and I would like to thank professional Expert Delphi’s Panel as reviewers for their valuable comments.

The members of the Expert Panels are:

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M.Sc. Riazikhah, , research council of Azad Islamic University,

Central branch

REFERENCES


THE USE OF VIRTUAL RECONSTRUCTION TECHNOLOGY TO PREPARE INTENDING DESIGNERS IN KAZAN FEDERAL UNIVERSITY

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Kazan,Russia

ABSTRACT
The society has focused on reconstruction of the lost historic and cultural heritage, and the state keeps giving of its best hereto, as for a long time of wasteful attitude towards historical sites a vast amount of remains of tumbledown buildings has emerged and most of them, unfortunately, could be only restored virtually. By efforts of creative teacher-and-student laboratory association Asyltash established on the basis of the Design and National Arts Department of Leo Tolstoy Philology and Intercultural Communication School of Kazan Federal University, 3D tours around the lost or dangerous cultural heritage sites of Trans-Kazan have been developed. The article describes the results of virtual reconstruction of Tatarstan cultural heritage sites situated in Arsk, Atinia, Vysokaya Gora and Kukmor regions; and 3D visualization of lost site virtual expositions which give an idea of these sites. Available multimedia expositions make it possible to save cultural heritage sites in virtual space for the further generations and guarantee their recreation in the future. Projects of the Asyltash laboratory are designed for any audience – even those people who cannot afford to travel in reality can move to any place in Tatarstan using the virtual reality technology. In addition, the methods developed can be also used to analyze particularities of the historic infrastructure development and to restore the lost sites of the cultural heritage.

Keywords: 3D-technologies, virtual historical reconstruction, cultural heritage sites, renovation, visualization methods.

1. INTRODUCTION
The site-preservation attitude towards an historic value of the past is a source of existence in the present day [Jokilehto J.A., 2002.]. Guidelines of the 21st century bind the human to form humane attitudes towards historic values. Compared to the previous century which had the message “to raze and then…”, trends of this century sound much more in a humane way. Today’s society focuses on restoration of the lost historic and cultural heritage while it is still actual to restore some sites physically, however most of them unfortunately can be only restored in a virtual way.

The education of the youth to treat the national historic and cultural traditions with respect becomes a top-priority task of today’s Russian education [Karkina, S.V.+et al., 2014]. Hence, research teams from Saint-Petersburg, Moscow, Tambov, Yekaterinburg and Krasnoyarsk have started a serious work in the sphere...
of virtual historic reconstruction. In Kazan, the Design and National Arts Department of Leo Tolstoy Philology and Intercultural Communication School of Kazan Federal University has focused on development of 3D tours around the lost or dangerous cultural heritage sites of Trans-Kazan in the course of activities of creative teacher-and-student laboratory association Asyltash under the supervision of R.F. Salakhov and K.I. Musina.

Arsk, Atnia, Vysokaya Gora and Kukmor regions of the Tatarstan Republic are situated in Trans-Kazan. In compliance with the “Strategy of Tatarstan cultural heritage preservation” [http://oprt.tatarstan.ru/rus/file/pub/pub_101338.doc], this subzone includes historical places and complexes related to outstanding people of science, culture and art; the lands of Tatar ethnic development are also included in here.

If Kazan is figuratively called a “window to the East” [Geraci, Robert P., 2001], then Trans-Kazan is rightfully considered as the cradle of the language, religion, and culture of Tatar people. This land gave many outstanding people to the world: poets G.Tukai, S.Khakim, educator Sh.Mardjani, composers S.Gabashi, S.Saidashev, architects I.Gainutdinov, A.Bikchentayev and others. The beauty of Trans-Kazan, where the epic nature and works of craftsmen are the embodiment of harmony and the world, undoubtedly has a countrywide and universal human importance.

2. METHODS

A first event of the Asyltash laboratory was development of route “Around the sites of Trans-Kazan” (Figure 1). Expedition trips were run to the settlements which were known since the 16th century – Bolshiye Menghery and Atnia in Atnia Region, Maskara in Kukmor Region of the Republic of Tatarstan.

![Figure 1. Virtual Tour “Asyltash”. Map.](image-url)
Асылташ

Казань и заказанье

Республика Татарстан. Объекты культурного наследия

Казань

Вахитовский район

Галеевская мечеть, конец XVIII века, каменное

Дом Муллина, ул. К.Насыри 13, деревянное здание (снесено)

Усадьба Вали-бая, деревянное здание

1-й дом Апанаевых на ул. К.Насыри 37, каменное (снесено)

Купеческое собрание (ТЮЗ), ул. Островского 10

Здание второй мужской гимназии, каменное, ул. Левобулачная 48

Asyltash

Kazan and Trans-Kazan

Republic of Tatarstan. Cultural Heritage Sites

Kazan

Vakhitovskiy District

Galeyevskaya Mosque, late 18th century, stone

Mullin’s House, 13 Kayum Nasyri Street, wooden building (demolished)

Vali-bai’s manor. Wooden building

1st Apanayevo’s House at 37 Kayum Nasyri Street, stone (demolished)

Merchant House (Youth Theatre)? 10 Ostrovskiy Street

Building of the 2nd Men’s Gymnasium, stone, 48 Levobulachnaya Street

Defense of the following graduate qualifying papers was the result of those expeditions: “Design project of the museum and recreational complex in Bolshiye Menghery of Atnia Region of the Republic of Tatarstan” (Figure 2); “Design project of the Bakirov House in Bolshiye Menghery of Atnia Region of the Republic of Tatarstan” (Figures 3, 4); “Conceptual design project of house renovation as in the case of the Mullin House in Staro-Tatarskaya Sloboda (Old Tatar Quarter) of Kazan” (Figure 5); “The Okonishnikov country seat in the Krutushka settlement of Kazan as a subject of local lore hike “A Nest of Gentlefolk” (Figure 6); “Design project of the Gortalov’s House in Kazan where Leo Tolstoy lived” (Figure 7).
Figure 2. Museum and Recreational Complex in the village of Bolshiye Mengery, Atnya Region, Republic of Tatarstan. Project by E.Ilyasova

<table>
<thead>
<tr>
<th>Дом к. Бакирова</th>
<th>Merchant Bakirov’s House</th>
</tr>
</thead>
<tbody>
<tr>
<td>Оборудование</td>
<td>Equipment</td>
</tr>
<tr>
<td>Встраиваемые светильники</td>
<td>Built-in lamps</td>
</tr>
<tr>
<td>Ландшафтная подсветка</td>
<td>Landscape lighting</td>
</tr>
<tr>
<td>Фасадные светильники</td>
<td>Façade lamps</td>
</tr>
<tr>
<td>Torшеры Н=2,5 м</td>
<td>Floor lamps H=2.5m</td>
</tr>
<tr>
<td>Torшеры Н=1,3 м</td>
<td>Floor lamps H=1.3m</td>
</tr>
<tr>
<td>Мебель</td>
<td>Furniture</td>
</tr>
<tr>
<td>Скамейки садовые</td>
<td>Garden seats</td>
</tr>
<tr>
<td>Скамейки с тентом</td>
<td>Tent benches</td>
</tr>
<tr>
<td>Урны</td>
<td>Trash bins</td>
</tr>
<tr>
<td>Торговая палатка</td>
<td>Vendor kiosk</td>
</tr>
<tr>
<td>Торговый прилавок</td>
<td>Market stall</td>
</tr>
</tbody>
</table>

Figure 3. M.Bakirov’s House in the village of Bolshiye Mengery, Atnya Region, Republic of Tatarstan. Project by E.Ilyasova

<table>
<thead>
<tr>
<th>Дом М. Бакирова</th>
<th>M.Bakirov’s House</th>
</tr>
</thead>
<tbody>
<tr>
<td>Проект визуализации ВКР ст.гр. 16-0701 Ильясовой Э. 2012 г.</td>
<td>Visualization Project. Graduate Qualification Work performed by student of group 16-0701 E.Ilyasova, 2012</td>
</tr>
</tbody>
</table>
Figure 4. Merchant Bakirov’s House in the village of Bolshiye Mengery, Atnya Region, Republic of Tatarstan. Interiors. Project by D.Bayanova

<table>
<thead>
<tr>
<th>Дом к. Бакирова</th>
<th>Merchant Bakirov’s House</th>
</tr>
</thead>
<tbody>
<tr>
<td>Проект визуализации</td>
<td>Visualization Project</td>
</tr>
</tbody>
</table>

Figure 5. B.Mullin’s House. Project by R.Garifullin
| Дом Б. Мулина | B.Mullin’s House |
| Разрушенное здание и проект визуализации | Ruined Building and Visualization Project |

**Figure 6.** M.Okoneshnikov’s House. Project by N.Stamikova

| Дом М.И. Оконишникова | M.Okoneshnikov’s House |
| Проект визуализации | Visualization Project |

**Figure 7.** The Gortalovs’ House where Leo Tolstoy lived. Project by Ye.Zilanova.
The obtained experience has enriched the innovation of the National Program “Cultural heritage preservation in regions of Tatarstan and acculturation of public consciousness regarding historic treasures” developed by the chief of the Public Assembly “Heritage” under the Academy of Sciences of the Republic of Tatarstan Mr. V.A. Demidov. The developed visualization projects of the lost sites which are part of the concept idea of the social and environmental museum “Alliance of Heritage Memorial Sites” have made the idea more actual as those sites are in the stage of turning into museums and are parts of local lore routes the “Alat Way”, “A Nest of Gentlefolk”, “Stone Mill Village” included in out-of-school programs of the ministry of Education and Sciences of the Republic of Tatarstan.

3. RESULTS

We would like to consider in detail some accomplished projects.

1. The village of Bolshiye Mengery was founded during the Kazan Khanate. Its people were public peasants and practiced farming, livestock breeding, bee-keeping, wool hardening, smithing and carpentry. 3 mosques, 2 maktabs, 7 inns, 2 windmills and 3 watermills, 3 blacksmith’s shops and 4 junk shops were in operation in the village [Gainutdinov IG, 1983]. A rundown, almost ruined three-storey wooden building of the first third of the 19th century still remains in the centre of the village. This is a former manor of merchant V.Bakirov where a village school had been located till 1970 [The Study, Restoration and Use of Historic and Cultural Monuments in the Republic of Tatarstan, 2013]. Now the building stands empty.

When superimposing plans of the central historic part of the village of 1880, a plan of 1970 [Gainutdinov IG, 1975] and an up-to-date electronic map of the Republic of Tatarstan, the historic street layout, mosques, cross-like Tatar buildings have been found out to be lost. Superimposition of cadastral land-use survey of 1212 has shown that the manor’s land is in private use.

Experts of the Asyltash laboratory have developed a conceptual design project to restore the museum and recreational complex of Bakirov’s manor. The manor is situated in the northeast part of the village on the hill bounded by the streams running to the Semit River. The aim of the project is to create space of the museum and recreational environment with the main house of the manor as a center of the composition. Visitors of the museum are supposed both to learn about the building as a separate site of the exposition and see the whole land of the manor with natural landscapes of the old village.

2. Maskara is a family village of the merchants Utyamyshevs. Merchant of the 1st guild Gabdulla bin Abdussalam ibn al-Utyamys Mucari owned a soap factory in Novo-Tatarskaya Sloboda (New Tatar Quarter) and was a big wholesale dealer. In 1802 he funded construction of the Iske-Tash (“The Old Stone”) Mosque in Kazan. The legend tells that it was erected on the location of the mass grave of Muslim warriors defending Kazan in 1552. In the Maskara village of Kukmor region of the Republic of Tatarstan where the Utyamyshevs’ family house was built, the First Cathedral Mosque which is a third one in age (1791) among the mosques remained in Tatarstan is located.

At the request of the Utyamyshevs’ successor, Mr. Ildar Rustamovich Utyamyshev, Doctor of Engineering, member of the Russian Academy of natural Sciences, leader of the Tatar Nobility Assembly in Moscow and with support of the imam of the mosque in the Maskara Village, members of the Asyltash laboratory developed projects of the First Cathedral Mosque, and the Utyamyshevs’ house and the whole manor.
3. At proper time, a house of Burganudtin Fahirudinovich Mullin was at the address: 11 and 13, Kayum Nasyri Street, Quarter No. 11714, Kazan, but in 2010 it was knocked down. The task of the Asyltash Creative Laboratory was to develop visualization of Mullin’s manor with the surrounding buildings of the quarter. It is known that to restore appearance of a building one has to study the history and trace back stages of construction of the building and its surroundings. To search for iconographic materials, members of the project studied the originals in the National Archives of the Republic of Tatarstan and holdings of the National Museum of the Republic of Tatarstan. To restore appearance of the manor, they used a restoration project of 1983 made in the Tatar Special Research and Restoration Shop “Rosrestavratsia”.

The manor was owned by member of Kazan City Council B.Mullin who besides was a big wholesale dealer, public man, and merchant of the 2nd guild. B.Mullin was a member of the administrative board of the city, knew Russian well and took an active part in any public events and charitable contributions of the Tatar merchants. All Mullin’s ideas and works were worthwhile for the goods of the Tatar people. Thus, his name must not disappear in history completely. However one of the memory guardian – his house – was lost in fire. In 2013, due to the community efforts, the manor was restored.

Mullin’s house, a two-storey building with a stone ground floor, is a street-view encased log building on a brick ground floor on Kayum Nasyri Street. It is a rectangular-plan one and has a gable roof. Square windows with narrow window casings, key stones and flat segmental tops are closed with wooden shutters. The upper floor is coated with horizontal rows of boards. Corbels, formed as a result of covering log protrusions, flank the principle front.

Mullin’s manor may be said to be an example of using elements of the classicism in a folk city architecture. Decoration of the house is emphasized in the upper gable part the center of which is occupied by a window with a pointed cover on coupled columns. A solar element “glow” is above the window. Cornices are supported with modillions. Multicolored painting of the building recreated by explorations of 1983 resembles a versicolored mosaic ornamentation of Central Asian mosques. “The national character of the Tatars seems to have been reflected so completely in no sphere of art as in ornamentation. Pure self-colors amaze by dare combinations which the Russians call the “Tatar style” [Khudyakov, 1996]. The material, form and expressive elements of decoration which are masterfully joined together in a single artistic whole create a harmonious artistic style of the dwelling [Akhmetova et al., 2015].

4. An equally diligent work was at the next project – M.Okoneshnikov’s manor in the Krurushka village of Aviastroitelnyi district of Kazan.

M.Okoneshnikov’s father, Mr. I.Okoneshnikov, was a merchant of the 1st guild of Kazan Government, owner of the first and biggest steam-mill in Kazan. He came from Sviyazhsk but moved to Kazan at a proper time. Together with his friend Ya.Shamov, they were engaged in granular-flour manufacture and were the main experts in flour-grinding business. In Kazan, M. Okoneshnikov built a mansion, enclosed with wrought iron fence and gates with monograms “OM” at 14, Mushtari Street [Kazan in Historic and Cultural Monuments, 1982]; now the Union of Writers of the Republic of Tatarstan sits here.

In 1914, a summer place of the merchant was built on the right bank of the Kazanka River, opposite the Kulseitofo Village. It was an art nouveau building, with towers to watch Kazan lights. Roads and 2 bridges through the Kazanka River were laid to the mansion. By the mills, 20 houses for workers, a diesel power plant, warehouses, cornlofts, a stable were built. On the left bank, a paved road was laid, a fir-tree avenue and apple garden were set out.
During the Great Patriotic War an evacuation hospital was within the mansion place; later, till 1968, there had been a Recreation House; nowadays there is a health resort “Krutushka”.

However M.Okoneshnikov’s mansion itself was lost. On the basis of photos from private archives of local lore experts, members of the Asyltash laboratory could get an idea of the mansion appearance and interior structure; then a visualization project of the original building appearance was developed.

4. CONCLUSIONS

Since 20s of the 20th century, problems of spatial coordination development, spatial views and imagination were studied in the artistic education [Petrov, 2015]. In the up-to-date situation, these tasks are solved using methods of 3-D visualization. Besides, the use of additive techniques and 3-D visualization methods attracts target groups of any age and any level of education to problems of history and culture by creating a complex interactive cognitive environment both in Internet and museum halls [Buyanov, 2014]. Nowadays, the environment availability for the public is one of the priorities of the national policy in Russia [Nigmatov, Nasibulov, 2015]. Only a small part of museum collections is usually available for the public. 3-D technologies “open” museum store-rooms for everyone while easily creating absolutely new, original virtual expositions with no restrictions of the reality (size of rooms, special conditions for keeping the exhibits). Projects of the Asyltash laboratory are designed at any-age audience – people who owing to age, health, financial difficulties or long distance are unable to travel in reality can “move” to any place of Tatarstan using the technology of virtual reality. Available 3-D models of old monuments make it easy to recreate a virtual ensemble and any visitor can be placed in there. This virtual exhibit can be interactive with navigation in the virtual space to show a model of the lost architectural site from any side. Historic and architectural facts and details would be available for everyone by clicking a mouse. The users can see an architectural ensemble in its previous form and know how the museum exhibit looks today. Methods of “virtual walks” in the time sample of a village or settlement, visits to the lost buildings including their interior make it possible for the user to see the past and feel a historic connection to the former generations.

The virtual reconstruction of emergency or lost sites requiring renovation in their original appearance can partly solve the problem of impossible restoration of historic sites in traditional ways. By creating realistic 3-D copies of unique cultural sites including ruining ones the latter can be saved intact in the virtual space for the following generations and this is a guarantee of their possible recreation in the future.

5. SUMMARY

The task of the creative teacher-and-student laboratory association Asyltash is to design external envelops of historic buildings, to reconstruct old villages, architectural ensembles of housing manors, mosques, landscapes, as well as to work out proposals regarding rehabilitation of the remained buildings and bringing new functions and meanings to them.

A practical importance of Asyltash is that results of this study can be used in the research and teaching activity to develop general and special courses in history of Tatarstan, study of national features of housing architecture and design, history of the Tatar art and culture, to create local-lore textbooks. The methods created and tested can be used within researches regarding development of virtual historic reconstructions of rural facilities and town buildings to analyze the infrastructure evolution and to restore the lost or emergency cultural monuments.

6. ACKNOWLEDGEMENTS
The work is performed according to the Russian Government Program of the Competitive Growth of Kazan Federal University.

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THE DEVELOPMENT OF MODERN ARCHITECTURAL PRINCIPLES OF SUSTAINABILITY IN ORDER TO COMPARE IRAN TRADITIONAL ARCHITECTURE WITH FIVE MODERN SUSTAINABLE CITY IN THE WORLD (CASE STUDY: VANCOUVER, COPENHAGEN, OSLO, CURITIBA AND MASDAR)

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ABSTRACT
Industrial revolution in conjunction to over complacency of the modern human has led to irreversible effects on both nature and humans alike. In fact it was after the materialization of such negative effects that humans began to extend more attention to the environment, extinction of some species of animals and various social problems. Accordingly, people took measures to prevent these issues and decided on establishing a pattern of sustainable urban development. In some developed countries, policy makers have put forth a wide range of solutions for cities to rectify prevailing social problems, to cut down on consumption of energy, etc. In this regard, Iranian architects had devised solutions and strategies in the past. Unfortunately, the use of these traditional patterns and the application of novel solutions being used in other countries are hardly noticeable in the contemporary architecture of Iran. One of the reasons is the non-existence of a comprehensive set of principles for urban sustainability. This research which has been conducted based on a descriptive-analytical and qualitative method aims to introduce models, derived from traditional architecture with sustainability issues in modern cities in the world and offering solutions, it has been the strategic direction. Throughout the process of the current research, first and foremost, the objectives of human communities resorting to sustainable development have been studied in three separate domains, namely environmental, social and economic. Next, five case samples from cities of Vancouver, Copenhagen, Oslo, Curitiba and Masdar City - whose scopes of developments conform to the policies of sustainability approved by “Agenda 21”- have been studied and reviewed in detail based on the assumption that the solutions which were applied to sustainability of the said cities can also be implemented in the Country of Iran as well. Then, reasons and features of sustainability of ancient Iranian cities are considered and afterwards these cities of old Iran are compared to five cases of sustainable cities of the modern world and all common and non-common (new solutions) points pertinent to both cases which have the potential of being implemented in the Country of Iran have been extracted. To be performed traditional Iranian architecture to modern .Finally, some principles and solutions in three fields of environment, society and economy and their related sub-categories have been put forth for permanent stabilization and long term sustainability of contemporary Iranian cities with the objective that such provision are applied in the future by policy makers in their efforts of creating a sustainable pattern of development.

Keywords: Sustainable development, traditional architecture, sustainable architecture, sustainable city, the principles of sustainability, modern architecture, modern architecture

INTRODUCTION
With the advent of the industrial revolution, human was dominant on nature, and this led to achieve more natural and uncontrolled resources. Now, after two centuries and a half of it, man feels deeply
the lack of non-renewable resources. In fact, the criticisms of the modernism and toward postmodernism, logical transition have benefit for the natural environment. The first time, environmentalists in protests how to deal with nature, leading to serious damage to ecosystems and animal species, man, and they introduce the theme of "sustainability". Sustainable development is review reformist modernism, tradition, and ways of reconciliation between the two. Environmentalists, with the aim of solving the problems of the world, demanding a manipulation of the working environment in a holistic and integrated between of environmental, social and economic factor achieve equilibrium that can achieve superior quality for today and also future. Followed by policies to stabilize the city founded and cities went towards sustainable development. Unfortunately, Iran rich with architectural details and urban sustainability in their past, has not significant new development in the sustainable area. Lack of adequate theoretical basis and integrated solutions in the field of sustainable city can be a reason. The study aims to provide the applicable laws and principles in order to stabilize Iran cities. First, a definition of sustainable development is important and necessary in this chapter. The definitions, objectives and triple areas of it have addressed. After acquiring general knowledge about the subject, specifically the definition of sustainable cities prepared and from sustainable cities in worldwide the guidelines, objectives and prospects of stability of five cities Vancouver, Copenhagen, Oslo, Curitiba and Masdar review in details. In the next section with a quick look at to study the reasons of stability in the past cities, consistency and compliance in how the city dealt with. The comparison done between the listed cities and Iran cities where the intersection between them, solutions in other countries is strategic and in our country have the ability to be applicable and solutions that implement in Iran's traditional architecture, collected. Ultimately, gathering sustainable cities solutions in old Iran and foreign cities studied and the localized solutions, practical solutions to Iran's development with a sustainable approach provided so that the quality of excellence for today's generation and legacy for posterity provided.

THEORETICAL FOUNDATION

The Industrial Revolution with the need to labor, lead to the evacuation of villages and growing population (Hamideh and Poor Mohammad Reza, 2007, 7-6). In the early and middle twentieth century, many books and articles published by number of writers and intellectuals in the period in which concern about than the issue of sustainability and specifically expressed in urban sustainability. Their works, their implicit challenge to the physical conditions of cities and grids that make it as John's graves, human society, the worker class and the issue of poverty in the industrial cities have shown. Following this process, the issue of sustainability in the context of sustainable development in 1978, through a so-called "Land Brandt Report" entitled "Our Common Future" by "World Commission Environment and Development "was officially on the political agenda. Also in 1992, at the UN summit in Rio de Janeiro, Brazil entitled "Rio Earth Summit" by 178 countries signed the document in the same way, as "Agenda 21" was published (Hamideh and Poor Mohammad Reza, 2007, 8-7).

• THE DEFINITION OF SUSTAINABLE DEVELOPMENT

To better understands the concept of a sustainable city must first clear definition of the concept of "sustainable development" presented. Several definitions have proposed for the concept of sustainable development and therefore there is a risk that the ambiguity of the concept exploited (Golkar, 2000, 45). The concept of sustainable development means providing solutions to the traditional pattern of physical, social and economic development, which can cause problems such as the destruction of natural resources, destruction of ecosystems, pollution, excessive increase in population, widespread injustice and poor quality of people life (Mellat Parast, 2009, 122).

The traditional definition of sustainable development is "development without compromising the ability of future generations, in order to meet their needs to act" (Drexhage and Murphy, 2010,). Generally accepted definition of sustainable development as defined in the Brandt Land Reyes Report 1991 observed (Hamideh and Poor Mohammad Reza, 2007, 11): "development which meets the needs of today's generation without limiting the possibilities of future generations is responsible to meet
their needs”. In 1991, the United Nations believed sustainable development policy is a policy that is applied as a result of the positive benefits resulting from the consumption of natural resources in the foreseeable future will continue to time (Laghaee and Mohammad Zadeh, 1999 ). In Conference "URBAN21" in Berlin, Germany in 2000 another definition for sustainable urban development presented: "Promoting quality of life in city in terms of the components of the ecological, cultural, political, social and economic without creating a bottleneck for future generations; bottleneck caused by the decline in natural capital and local debts too "( Hamideh and Poor Mohammad Reza, 2007, 13-12).

SUSTAINABLE DEVELOPMENT GOALS

The main objective of sustainable development is provide basic needs, improve living standards for all, better protecting and managing ecosystems and a safer and more prosperous future (Mellat Parast, 2009, 122). However, it was aware that the implementation of sustainable development models requires major changes in national and international policies (Soflaee, 2004, 62).

The approaches taken at the international level mainly have strategic aspect and without any guidelines and rules will not be implemented at lower levels. Its purpose provided on a national scale at the level of international strategies at the national level, with certain conditions it developed and implemented. Of course, the most important issues and solutions for sustainable development on a local scale arose (Azizi, 2001, 23). Given the importance of local government and local participation categories of citizens in making and implementing decisions, two important factors in achieving development is good (Hamideh and Poor Mohammad Reza, 2007).

PILLARS OF SUSTAINABLE DEVELOPMENT

Sustainable approach to the visual environment of the city in line with sustainable design based on the three pillars of the social structure, stable atmosphere, modeled from nature and use of renewable energy sources. It represents a new position and role, in which appropriate responses given to ecological issues, welfare economic and social life in the context of ecological aesthetics combined (Mofidi Shemirani, Mahdavinejad and Allavi Zadeh, 2009, 78). What the definition implies, the problem of ecology point of interest prevailing in sustainable development and human development pillar of the company. The discussion mainly on the use of natural resources and environment discussed. (Toeeed, 2007 observed in Hamideh and Poor Mohammad Reza, 2007, 11). In addition to the environmental aspects, two economic and social dimensions of sustainable development are important issues that have outlined in Agenda 21.

- The need to protect the environment on which life depends on it
- The need for economic development to overcome poverty
- The need for social justice and cultural diversity (Hamideh and Poor Mohammad Reza, 2007, 11)

In principle, the idea is to create a balance between addressing issues related to understanding the essence of three is not meant to be together in the three branches (Drexhage and Murphy, 2010,) each triple principles include subsets summarized in Table 1.

<table>
<thead>
<tr>
<th>Table 1: Triple Principles of sustainable development and its subsidiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source: (Drexhage and Murphy, 2010)</td>
</tr>
<tr>
<td>Environmental sustainability</td>
</tr>
<tr>
<td>♦ Reduce waste and energy distribution in the environment</td>
</tr>
<tr>
<td>♦ Reduction of influences on human health</td>
</tr>
</tbody>
</table>
THE DEFINITION OF SUSTAINABLE CITY

In the form of economic, social and environmental components interactions between them together, the ISC (Institute for Sustainable Communities) as detailed and accurate describe sustainable urban communities such as:

"Sustainable communities are communities that value for healthy ecosystems, use resources efficiently and actively work to maintain and develop the local economic base. Unlike traditional approaches to development the social sustainability strategy for the entire community (rather than deprived neighborhoods), rely on the protection of ecosystems, serious and widespread and significant participation, economic self-reliance of citizens (Hamida and Pvrhmhdrrza, 2007, 16-15).

Sustainable Cities must:

• Efficient transportation system that encourages people to use public transport and reduce energy consumption in transport;

• urban infrastructure, including water supply systems, sewage systems, waste treatment systems, health centers, educational centers and provide energy and quality of life;

• Low dependence on fossil fuels and increase energy sources like solar and wind power;

• Manner of allocation of land that has pressed and the nearby homes and workspaces commute between work and home dropped;

• Heterogeneous composition of habitable residences of the nobility

• High quality of life beside development and increased desirable urban spaces such as gardens and cultural centers

In the traditional development system of the city, three aspects of economy, environment and society individually reviewed and decisions about each of these three cases taken in isolation. However, look at these three factors related to urban sustainability and quality of life of citizens, economic strength and health of the environment is equally important (2 2010, REC.).

STUDIES AND SURVEYS

Climate change, population growth, migration to urban areas and lack of resources are all challenges that human civilization faces today and everywhere. To live, in good condition in the 21st century due to the challenges is a critical issue. Cities are the main perpetrators of many of these problems that humanity is facing. 80% of greenhouse gases released into the atmosphere generated in cities. However, cities are main key and open the door to these challenges (Nordic Eight, 2012). World Bank criteria to determine whether the city has undergone sustained development or not? "A stable city must be livable, manageable, competitive and banking transactions are entered in the field". Environmental issues in all four criteria considered, because a city with lack of quality environment is
not livable. The city is not manageable, does not guarantee environmental quality and services necessary to its citizens. City has not a good environment, the ability to attract people to participate in community and urban interactions have not suitable bank does not have enough credit for investment in the environment (Department of Transport and Environment Affairs, 2003).

In Vancouver, Copenhagen, Denmark, Oslo, Norway, Curitiba, Brazil and Masdar of United Arab Emirates Arabic in order to achieve sustainability important steps taken. In the following ways, that these cities have taken to achieve stability evaluated.

• VANCOUVER, CANADA

Vancouver is a city about 560 thousand inhabitants and an area of approximately 1,067 square kilometers, regardless Stanley Park which is about 3.9 kilometers. Vancouver is located in the Northwest of British Columbia territories and has surrounded on three sides by water. The city is located on the western side of the Atlantic (2, nd, Brightbill and Powers). In the 2010, scoping "the greenest city in the world in 2020" conducted for Vancouver (Greenest City Action Team, 2012). The city plans to achieve its target for the "Greenest City Action Plan 2020" (Greenest City Action Team, nd). The progress and results of the program every two years, a report made public. The greenest city in the world project began in the spring of 2011 for action. Table 2 challenges, strategies, the outcome of this city have investigated.

**Table 2:** Challenges, Solutions, Consequences Sustainable city Vancouver  
Source: Greenest City Action Team, 2014

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
<th>Consequences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Green Economy</strong></td>
<td>♣ Increase the collective consciousness toward local food and green ♣ Increase green design ♣ Support local farmers, local grocery stores and vendors ♣ Setting up businesses related to green transport ♣ Increased investment on infrastructure for electric cars</td>
<td>♣ 19% increase in green jobs in 2013 than in 2010</td>
</tr>
<tr>
<td><strong>Climate Management</strong></td>
<td>♣ Boot produce energy from methane fermentation of municipal solid waste (NEU) ♣ Physical and social strengthening flood control system ♣ Orientation towards the use of electricity rather than fossil fuels</td>
<td>♣ decrease of 6% in 2013 compared to 2007 greenhouse gas emissions</td>
</tr>
<tr>
<td><strong>Green Buildings</strong></td>
<td>♣ Implementation of green buildings ♣ Improvement of existing buildings ♣ Allocate part of the revenue of rental buildings to equip them with new technologies</td>
<td>♣ independent of fossil fuels increased by 3% Buildings</td>
</tr>
<tr>
<td><strong>Zero waste</strong></td>
<td>♣ Recycling cigarette for the first time in the world ♣ Dry waste collection in four categories: glass, metal, paper, plastic</td>
<td>♣ 12% reduction of dry waste per person in 2013 than in 2008 due to burn or bury it.</td>
</tr>
<tr>
<td><strong>Access to nature</strong></td>
<td>♣ Ensuring each citizen's residence is located 5 minutes from parks, paths and green spaces ♣ Providing appropriate to increase the diversity of animal species ♣ Policy to help city trees</td>
<td>♣ Location% being 7/92 of citizens in a 5-minute parks, paths and green spaces ♣ 400.23 planting trees from 2010 to 2013</td>
</tr>
<tr>
<td>Green transport</td>
<td>✿ Increase of walking and ridding bicycle ✿ Increase pedestrian safety ✿ Improving the safety, comfort and psychological main traffic junctions ✿ Investment in public transport infrastructure and electric cars ✿ Increase in rental cars ✿ The use of rechargeable cars ✿ Planning transport policy of the city from 2010 to 2040</td>
<td>✿ increase of 4% intercity trips by public transport, bicycle and on foot</td>
</tr>
<tr>
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</tr>
<tr>
<td>The least impact on the environment</td>
<td>✿ Annual holding of thousands gathering in parks and green spaces for public support ✿ Supporting research projects associated with sustainability ✿ Use of researchers associated with the sustainable city in practical activities and decisions of the city ✿ Build shopping centers and second-hand equipment ✿ Construction of sustainable buildings, increase recycling, changing the way transport within the city from the private car to public transport and bicycle and pedestrian and ...</td>
<td>✿ reducing 11% influence on the canvas area per person in 2013 than in 2007</td>
</tr>
<tr>
<td>Water</td>
<td>✿ Install low-consumption toilets in rented buildings ✿ Implementation of pilot projects on restaurants and offices as the most widely parts of the city ✿ Education with the latest training equipment available in the market with the aim of increasing efficiency ✿ The collection and purification of water in half a year ✿ Increase public awareness of the competition and ...</td>
<td>✿ reduce water consumption by 33% per person ✿ to or better than the standards of the World Health Organization</td>
</tr>
<tr>
<td>Air</td>
<td>✿ Prohibit the use of coal in the industrial centers ✿ Impose stringent standards for wood heating ✿ Doubling infrastructure for electric vehicles</td>
<td>World Health Organization</td>
</tr>
<tr>
<td>Local food</td>
<td>✿ VIK established as a kitchen for student support and research related to food and cooking local food economy ✿ Support for the project from local foods owners to advertise and sell their products in parks, beaches and ... ✿ Awareness to different groups associated with the consumption of healthy food and a place for a healthy society</td>
<td>✿ increase of at least 30% related to local food centers</td>
</tr>
</tbody>
</table>

**CITY OF COPENHAGEN OF DENMARK**

Copenhagen with an estimated population of 570 million is the capital and most populous city in Denmark. It expected that by 2025 the population grew 100 thousand. It covers an area of approximately 88 thousand square kilometers has been varied topography. Copenhagen seeks to demonstrate to the world that with the progress, development and improve living standards by reducing carbon dioxide emissions is possible. The city plans to 2025 as the world's first carbon-neutral capital account.
"Copenhagen plan 2025" is a combination of specific objectives in four areas: energy consumption, energy production, green transport and urban management. It explains how the motivation to achieve a zero-carbon city seen as a force for a better life, innovation, employment and investment used and how the goal of producing carbon without close cooperation between government jobs, schools and citizens of Copenhagen realized. For example, by making this application, CO2 emissions in 2025, to 2.1 million tons, the amount by 2012, 39% reduced. Table 3 challenges, strategies, the outcome of this city have investigated.

Table 3: Challenges, Solutions, Consequences of Sustainable city of Copenhagen

Source: (City Hall City of Copenhagen, 2014)

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
<th>Consequences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport system</td>
<td>✺ A Copenhagen city bike racing with exercise programs and urban design</td>
<td>✺ Increase the number of cyclists from 35% in 2011 to 50% in 2015</td>
</tr>
<tr>
<td></td>
<td>✺ Create a network of efficient and reliable public transport such as bus, subway and train</td>
<td>✺ Reduce the number of 000,351 in 1970 to 900,284 in 2010. Travel by car</td>
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<td></td>
<td></td>
<td>✺ 230 million euro reduction in the cost of treatment</td>
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<td></td>
<td></td>
<td>✺ Reduce noise, pollution and carbon dioxide emissions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>✺ Enhance the credibility of Copenhagen as a city with a high standard of living</td>
</tr>
<tr>
<td>Water</td>
<td>✺ Reconstruction of port area</td>
<td>✺ Reproduction market</td>
</tr>
<tr>
<td></td>
<td>✺ The use of modern sewage systems</td>
<td>✺ Local increase in property prices</td>
</tr>
<tr>
<td></td>
<td>✺ Maintenance of irrigated land</td>
<td>✺ Return to the area of plant and animal species</td>
</tr>
<tr>
<td></td>
<td>✺ Reducing water loss drink</td>
<td>✺ Reduce the risk of getting infected port flooding</td>
</tr>
<tr>
<td>Energy</td>
<td>✺ Production of methane emitted from the waste heat</td>
<td>✺ Provide 22% of overall electricity consumption in 2012 through wind turbines</td>
</tr>
<tr>
<td></td>
<td>✺ Use of renewable energies like biomass, wind energy and thermal energy of the earth instead of fossil fuels</td>
<td>✺ Providing 50% of overall electricity consumption in 2020 and 100% in 2025 through wind turbines</td>
</tr>
<tr>
<td></td>
<td>✺ Production of cold seawater</td>
<td>✺ Recycle almost 60% of waste</td>
</tr>
<tr>
<td></td>
<td></td>
<td>✺ Reduce dependence on energy imports</td>
</tr>
<tr>
<td></td>
<td></td>
<td>✺ Culture in the field of recycling</td>
</tr>
</tbody>
</table>

Because of innovations in the field of ecology and sustainable transport, commitment to a green economy and because of the unique communication strategy, in 2014 the Europe Union Award "Green Capital of Europe "was awarded to Copenhagen, Denmark. Copenhagen from the jury perspective, overcome as a model for sustainable development of the environmental, economic and social issues, can be a model for other cities (European Green Capital, 2014).

• CITY OF OSLO IN NORWAY

Oslo is capital of Norway. At the beginning of 2013, Oslo had 624 thousand and it estimated that by 2030, 200 million people added to the population. Population growth creates many opportunities and at the same time on urban land, infrastructure, the environment and the economy imposes pressures. In 1998, the city of Oslo has comprehensive sustainability policy called "urban ecological plan" formulated. (City Introduction-Oslo, 2014)

"Oslo should consider the growth characteristics of the economic, social, cultural and ecological with regard to the nature protection of this growth known as the capital of sustainable development. We have the city in a better condition than what do we do delivery to the next generation. Oslo is one of the most stable and best environmentalists among the capitals of the world. "

Oslo priorities in the implementation of this theory found in the use of environment-friendly transport systems and renewable energy sources, boost blue-green structure of the city and citizen participation
summarized (Department of Transport and Environment Affairs, 2003). Oslo in order to fulfill its goal to define the challenges and each challenge, ways to convince citizens through state regulation and environmental benefits, economic, social and carry out the actions required cooperation with agencies public, private and people have done. Table 4 challenges, strategies, the outcome of this city have investigated.

Table 4: Challenges, Solutions, Consequences of Sustainable city of Oslo
Source: Nordic Eight, 2012

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
<th>Consequences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban planning</td>
<td>✷ Determine the edge of the forest as a border city</td>
<td>✷ protection of natural resources</td>
</tr>
<tr>
<td></td>
<td>✷ Reinforce the multi-functional strategy</td>
<td>✷ Strong business development</td>
</tr>
<tr>
<td></td>
<td>✷ All citizens access to green spaces</td>
<td>✷ Development underground</td>
</tr>
<tr>
<td>Transport system</td>
<td>Personal vehicles:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✷ Free parking for cars with low carbon production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✷ Reduce double taxation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✷ Funding to fuel infrastructure needed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Public Transportation:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✷ Launched five buses with fuel cell</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✷ Use of methane produced from food waste and sludge waste water for the bus</td>
<td></td>
</tr>
<tr>
<td>Street light</td>
<td>✷ Ability to turn on, off or dim each lamp</td>
<td>✷ 62% -52% energy saving</td>
</tr>
<tr>
<td></td>
<td>✷ adjust the brightness according to weather conditions by sending information to the central control unit</td>
<td>✷ installation of intelligent LED 000.20 in 2013</td>
</tr>
<tr>
<td></td>
<td>✷ Replacement of traditional bulbs with LED Display</td>
<td></td>
</tr>
</tbody>
</table>

Oslo in 2003 on "election of the sustainable cities of Europe" organized by the Union of Europe allocated award "European Sustainable City" to themselves. Activities, progress and continuous commitment of the city in order to fulfill the key dimensions of sustainable development with innovation and creativity drew campaign attention to it (Mega, 2005).

• THE CITY OF CURITIBA IN BRAZIL

Curitiba's population of 1.9 million in an area of about 430 square kilometers located (Holtzclaw, 2004, 2). According to Louise Haykava as members of the Institute for National Urban Design Curitiba (IPPUC: Instituto de Pesquisa e Planejamento Urbano de Curitiba): proposals intended to help the city increase to 3 million Curitiba's population by ensuring quality of life is applicable. The region becomes the industrial hub between 1952 and 1975 by increasing labor migration to find work in the city of Curitiba failed. Due to lack of proper planning and forecasting situations, only a third of the population has facilities such as sewage, electricity, telephone lines and others. The traffic in the city center had become a serious problem. During the bidding mayor of Curitiba's plan for expanding city planners and architects requested that the bidding team led by Jaime Lerner task of planning and implementation of development plan of the city claimed (Mikesh, nd, 1). In Table 5 challenge, strategies, the outcome of this city have investigated.

Table 5: Challenges, Solutions, Consequences of Sustainable city of Curitiba
Source: (Mikesh, n.d) (Holtzclaw, 2004) (IPPUC, 2009)

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
<th>Consequences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green transport</td>
<td>✷ introduction of BRT system</td>
<td>✷ Increase of 4% intercity trips by public transport, bicycle and on foot</td>
</tr>
<tr>
<td></td>
<td>✷ dedicated bus lane 390, 2000, almost 2.1 million passengers daily moving vehicle</td>
<td></td>
</tr>
<tr>
<td>MASDAR CITY UAE ARABIC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Masdar City in the heart of OPEC countries, 30 kilometers east of the capital of the Arabic Emirates (Abu Dhabi), is located. Masdar City development project by Foster and Partners for 40 thousand inhabitants and 50 thousand passengers per day with a total area of 6 million square meters has been designed (Roseta and Karayianni, 2011). The project aim is combines technology updated with traditional Arabic design and planning principles based on the priority use of renewable energy and environmentally friendly solutions for the oil to form a community with the aim of producing non-carbon and waste. "We should not rely on oil as the only source of national funding. We need to expand their sources of income and economic projects so that the reassuring a free life, stable and great for the people" (Masdar A Mubadala Company, 2013). Perhaps this word belongs to Sheikh Zayed founder, the Arabic UAE, the cornerstone of today's approach to sustainability in urban planning and issues related to it. Masdar project is a multi-purpose project of the Abu Dhabi government, with the aim of promoting the development of technology and solutions in the commercial sector and the development of renewable and alternative energy become a hub for research and development and display the energy technologies of the future. This approach is based sustainable energy trading, carbon management and water conservation technology, centered on the foundation of human, economic, technological and infrastructure. Since the source is located on

| Public security | wrapping coffee shops, restaurants, theaters and other public places around the trails | Tax cuts of $ 200 thousand per kilometer bus line dedicated to the construction of the subway |
| Urban planning | road network designed for public transport in preference to consider the route and crushing one-way traffic on the routes | 70% of household waste recycling |
| Housing | sale of the right to housing developers and construction of social housing for the poor | Maintain daily 1,200 trees by recycling paper |
| Zero waste | Dry waste collection from homes in four categories: paper, glass, metal, plastic | Get bus tickets or food waste for recycling from low-income families |
| Social development | implement street children | Cash and food in exchange for doing simple tasks like gardening and other jobs defined by children in some industrial, commercial or institute |

- reduce the cost of a bus ticket on weekends, with the aim of encouraging citizens to use public transport
- designing pedestrian-oriented downtown
- construction of 120 km road bicycle racing
- 45% rate increase use of public transport
- 3.2% annual increase in the number of passengers on public transport
- An annual saving of 27 million liters of fuel
the world solar, belt, solar energy, is a key industry in the city (ibid.). Program metropolis has an important role in the success of Masdar City to achieve its sustainability goals, the main stages of the metropolis are as follows:

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
<th>Consequences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy</td>
<td>Use of photovoltaic panels</td>
<td>♦ achieving 7% renewable energy in 2020</td>
</tr>
<tr>
<td></td>
<td>Convert human waste into an energy source</td>
<td>♦ attract the least amount of solar energy</td>
</tr>
<tr>
<td></td>
<td>Orientation of the urban network and buildings</td>
<td>♦ Increase the cool night</td>
</tr>
<tr>
<td></td>
<td>♦ Feasibility of ground source and heat energy as heat energy</td>
<td>♦ concentrating solar power generation capacity of 100 MW</td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ hydrogen energy production of 500 MW</td>
</tr>
<tr>
<td>Integration</td>
<td>♦ Vicinity of all walks of life, including work, leisure and location</td>
<td>reduce the need to use vehicles</td>
</tr>
<tr>
<td>Transport</td>
<td>Designing urban spaces with the ability to walk</td>
<td>♦ not produce CO2</td>
</tr>
<tr>
<td>Dynamics of the city</td>
<td>♦ Quick personal rapid transport system (PRT) with electricity</td>
<td></td>
</tr>
<tr>
<td>Pedestrian-oriented</td>
<td>♦ Importance of the space between the buildings</td>
<td>♦ encourage people to use outdoors</td>
</tr>
<tr>
<td></td>
<td>♦ Sidewalks shadow</td>
<td>♦ encourage people to walk</td>
</tr>
</tbody>
</table>

Construction started in this city in 2008 and the first phase completed in 2013. During construction and then the city of Masdar become a city with clean technology businesses, policy makers, industry experts and researchers alluring (Ibid). Achieve the ambitious goals of Masdar due to the economic crisis in the world, to what is planned, needed to more time. However, already in the city, examples of the use of materials to save money offered. Masdar Institute in collaboration with the University of Massachusetts (MIT), creative people attracting with the aim of research on sustainable technology (MRS Bulletin, 2013). Masdar City is committed to using renewable energy technologies. City stops create carbon, does not produce waste, one hundred percent of its energy from renewable sources is used, the world's greenest commercial buildings, and vehicles that use fossil fuels they do not travel in the city permission. Planners, underground transport system has designed so that the streets were empty of cars (International Energy Agency, 2009). Masdar City policy makers and planners are hoping to reduce the amount of carbon emissions and produce less waste in the city among the world's sustainable cities (MRS Bulletin, 2013).

"By examining actions taken by policymaker's stable five-city study, it can be active and practical solutions to achieve sustainability in the categories climate management, planning and urban design, transportation, urban construction, social development, water and health policy and put public health. Each of the above mentioned activities to improve cities on economic issues, social and environmental involved in sustainability. With regard to the progress of cities in reducing energy consumption can be considered sustainable in the city as part of their solutions as a strategic solutions in the field of sustainable building in Iran. The important point is this each city should pay attention to the needs, geographical and cultural conditions and other factors, policies and programs unique to each develop a sustainability index. That is why in the face of the same issue in two different cities, the way things used to be different".

**SUSTAINABLE DEVELOPMENT IN IRAN**

The movement towards stabilization in Iran should be noted that this movement should the community and according to habits, lifestyle and cultural values of society (Armaghan and Gorgi,
As in traditional architecture based on the interactions of the components originated were the principles and rules based on these partnerships were formed in cities and buildings. The Iranian people in the past with the engagement and participation in municipal affairs with reducing energy consumption in buildings in the city were trying to stabilize the city. Where time to reach its goal to have verified solutions that given in Table 7 guidelines. However, gradually with the passage of time and lack of cooperation among the people, slightly solutions colored.

### Table 7: Challenges, Solutions, Consequences of Sustainable city of Iran

**Source:** writer

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
<th>Consequences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cities in the region</td>
<td>City in complete agreement with the environment in the region</td>
<td>Appropriate response to the climatic conditions of the region, taking into account local features, reducing the risk of damaging the canvas area</td>
</tr>
<tr>
<td>Urban development</td>
<td>A dual function: to create new neighborhoods and areas, restoration of existing urban fabric</td>
<td>Reduce costs, reduce the consumption of materials associated with history and culture, using available resources, linking tissue</td>
</tr>
<tr>
<td>Physical boundaries</td>
<td>The city has a delimited physical</td>
<td>Focused services, easy access, trips within the city less, reducing seize natural resources for horizontal expansion of the city</td>
</tr>
<tr>
<td>City Services</td>
<td>An emphasis on easy access to utilities</td>
<td>Encourage citizens to use municipal services for more spending for private facilities, reduction of urban movements, reduce energy consumption, reduce pollution</td>
</tr>
<tr>
<td>Urban centers</td>
<td>Focus on the center of the city set as the Civic Center and as an informal arena for public gatherings</td>
<td>Create a sense of belonging to the Union and to create a sense of place, creating a sense of space,</td>
</tr>
<tr>
<td>Public spaces</td>
<td>The emphasis on public spaces, especially in the scale area</td>
<td>Create a sense of place, a sense of belonging to the space, creating a sense of life in local communities, injecting life into neighborhoods, reducing the risk of crime in the neighborhood</td>
</tr>
<tr>
<td>User</td>
<td>Mixing a variety of applications such as commercial facilities, recreational, cultural and residential units on the side</td>
<td>Reducing urban movements, reduce energy consumption, reduce pollution, save time</td>
</tr>
<tr>
<td>Green spaces</td>
<td>The emphasis on green construction, protection of open spaces, according to the semantic properties of nature</td>
<td>Develop a sense of respect for nature, people, content, significance of the built environment, cultural sensitivity to environmental issues, according to the material properties of nature</td>
</tr>
<tr>
<td>Environmental design</td>
<td>Coordinated by relying on modern design criteria, emphasizing beauty</td>
<td>Create a sense of place, increase the visibility aesthetic citizens,</td>
</tr>
<tr>
<td>The participation of residents</td>
<td>Contact significant level of involvement of residents in planning and management</td>
<td>Create a sense of space, create a sense of responsibility for urban shortcomings and defects, to consider the needs, expectations and aspirations of users</td>
</tr>
<tr>
<td>Community Relations</td>
<td>The importance of life in local communities, according to the needs and the roots of social relations in the framework of the city and individual buildings</td>
<td>Compatibility of users due to the flexibility, enhance knowledge and expectations of citizens</td>
</tr>
</tbody>
</table>
Housing

Model combines housing, affordable housing for all, climatic design, use of materials, according to the concepts of maintainability, serviceability, simplicity and ...

Compatibility with the surrounding housing, the heir, the use of safe, healthy and native materials, the use of existing technology, accountability and feasibility of operations, increase the life of the building, reducing the possibility of the creation of slums and shanty towns, reducing the risk of crime, reduce costs, people

Tradational structures

Maintain and strengthen traditional structures, according to the building's historic value

1) reduce costs, boost local economy
2)

Ecological

Emphasis on the use of culture and vernacular architecture and local materials

Avoid frivolity, conserve resources, reduce costs, taking into account local features

Urban hierarchy

Observing the principle of hierarchy in the spatial structure of the city and the neighborhood and the access and distribution utilities

Create a sense of place, addressable and urban spaces, creating a sense of space

DISCUSSION AND ANALYSIS

Research suggests that the ideas and principles of contemporary theories of urban native city, there are countless similarities (Habibi, Tahsilldar and Poor Mohammad Reza, 2011, 1). Some of these principles presented in the following common principles taken from the study of five cities. (Comparison of these principles has done in Table 8). It noted that Iran in his native city is stable and repeat it according to the changing requirements of time is pointless. Extraction of these features in order to achieve the essence of urban needs today in Iran. Understanding the common causes has deep understanding of the principles of the Iranian culture and way of life is associated with, although some of them forgotten. They have in their daily lives. All of the information injected in the city today. This explored in future studies and practical experiences resulting in the municipal administration.

Table 8: Compare the principles of sustainable urbanization in the cities and foreign study

Source: * (Habibi, Tahsilldar and Poor Mohammad Reza, 2011, 14 Armaghan and Gorgi 2009, 18)

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Principles of sustainable urbanization native Iran *</th>
<th>Common principles of Sustainable Cities native Iran and principles derived from the study of five cities **</th>
<th>The principles of sustainable cities in the study of native Iran, there are five cities **</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cities in the region</td>
<td>City in complete agreement with the environment in the region</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Urban development</td>
<td>A dual function: to create new neighborhoods and areas, restoration of existing urban fabric</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Physical boundaries</td>
<td>The city has a delimited physical</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>City Services</td>
<td>An emphasis on easy access to utilities</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Urban centers</td>
<td>Focus on the center of the city set as the Civic Center and as an informal arena for public gatherings</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Public spaces</td>
<td>The emphasis on public spaces, especially in the scale area</td>
<td>•</td>
<td></td>
</tr>
</tbody>
</table>
User | Mixing a variety of applications such as commercial facilities, recreational, cultural and residential units on the side | •  
---|---|---
Green spaces | The emphasis on green construction, protection of open spaces, according to the semantic properties of nature | •  
Environment design | Coordinated by relying on modern design criteria, emphasizing beauty | •  
The participation of residents | Contact significant level of involvement of residents in planning and management |  
Community relations | The importance of life in local communities, according to the needs and the roots of social relations in the framework of the city and individual buildings | •  
Housing | Model combines housing, affordable housing for all, climatic design, use of materials, according to the concepts of maintainability, serviceability, simplicity and ... | •  
Traditional structures | Maintain and strengthen traditional structures, according to the building's historic value | •  
Ecological | Emphasis on the use of culture and vernacular architecture and local materials | •  
Urban hierarchy | Observing the principle of hierarchy in the spatial structure of the city and the neighborhood and the access and distribution utilities | •  

**CONCLUSIONS AND STABILIZATION SOLUTIONS IN IRAN TODAY'S CITY**

Today, after a long time resulting from the excesses of the Industrial Revolution, humankind desperately needs to get back to nature feel. He is now trying to turn to modern technology to reduce greenhouse gas emissions, use of renewable sources of energy and prevent climate change and global warming step process. International organizations that seek without risk in the ability of future generations to meet their own needs walk. Governments, businesses and citizens over the past twenty years, sustainable development as the main conductor and the advances in this field have accepted. Many countries around the world have signed the document, sustainable development, each according to its own terms at the national level in different fields, in line with sustainable development strategies and have implemented. Although the environment is a significant part of the problem of sustainable development into account, the economic and social dimensions of the issue of significant global decision-making bodies to achieve clean, free of poverty and justice-oriented. In order to achieve higher goals, officials and citizens in every city committed most basic key role.

In many cities and developed countries, take effective measures to achieve sustainability and can clearly positive effect on the natural environment, economic and social communities seen. Return humans to the lap of Mother Nature, the relative social equality and save costs, all show a healthy life, something that clearly found on Iranian territory. One glance at the past in Iran as well as the coordination and adaptation of these cities with their natural environment understand. What is certain is that a practical approach to the fundamentals and basic concepts in the field is sustainable development reflecting based on sustainable thinking applied in the developed societies of today and
combines it with experiences of the people of this country in order to achieve the Iranian steady steps. According to what said, some cities move towards sustainability solutions that considered and expressed below in Table 9. These solutions have a significant subset of management, planning and urban design, transportation, construction, urban construction, social development, and water and health policy in relation to their community. As mentioned earlier, each of these solutions can be three categories of environment, society and economy and society play a key role healthier and higher quality of life to the citizens.

Table 9: Principles and The resulting sentences from stability studies for today Iranian cities

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Stability solution for today Iranian cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate Management</td>
<td>♦ Use of renewable energies like biomass, wind energy and geothermal energy instead of fossil fuels</td>
</tr>
<tr>
<td></td>
<td>♦ Boot produce energy from methane fermentation of municipal solid waste (NEU)</td>
</tr>
<tr>
<td></td>
<td>♦ Use of photovoltaic panels</td>
</tr>
<tr>
<td></td>
<td>♦ Orientation towards the use of electricity rather than fossil fuels</td>
</tr>
<tr>
<td></td>
<td>♦ Physical and social strengthening flood control system</td>
</tr>
<tr>
<td></td>
<td>♦ Dry waste collection and recycling in the home</td>
</tr>
<tr>
<td></td>
<td>♦ Build shopping centers and second-hand equipment</td>
</tr>
<tr>
<td></td>
<td>♦ Production of cold seawater</td>
</tr>
<tr>
<td></td>
<td>♦ Replacement of traditional bulbs with LED Display</td>
</tr>
<tr>
<td></td>
<td>♦ Ability to turn on, off or dimming each street lamps due to weather conditions</td>
</tr>
<tr>
<td></td>
<td>♦ Increased community awareness with free education</td>
</tr>
<tr>
<td></td>
<td>♦ Exchange that designs green</td>
</tr>
<tr>
<td></td>
<td>♦ Orientation of the urban network and buildings suitable for solar radiation</td>
</tr>
<tr>
<td>Urban planning</td>
<td>♦ Planning for urban transport policy from one to three decades earlier</td>
</tr>
<tr>
<td></td>
<td>♦ Use of researchers associated with the sustainable city in practical activities and decisions of the City</td>
</tr>
<tr>
<td></td>
<td>♦ Reinforce the multi-functional strategy</td>
</tr>
<tr>
<td></td>
<td>♦ City in complete agreement with the environment in the region</td>
</tr>
<tr>
<td></td>
<td>♦ Determining the boundaries of the city and preserving the compactness of the urban fabric</td>
</tr>
<tr>
<td></td>
<td>♦ Principle of hierarchy in the spatial structure of the city and the neighborhood and the access and distribution utilities</td>
</tr>
<tr>
<td></td>
<td>♦ Vicinity of all walks of life, including work, leisure and location</td>
</tr>
<tr>
<td></td>
<td>♦ Emphasis on easy access to utilities</td>
</tr>
<tr>
<td></td>
<td>♦ Focus on the center of the city set as the Civic Center and as an informal arena for public gatherings</td>
</tr>
<tr>
<td></td>
<td>♦ Design allows easy expansion with the development of road networks with the aim</td>
</tr>
<tr>
<td></td>
<td>♦ Design of road networks, the public transport route in preference and crushing one-way traffic on the routes</td>
</tr>
<tr>
<td></td>
<td>♦ Improving the safety, comfort and psychological main traffic junctions</td>
</tr>
<tr>
<td></td>
<td>♦ Consider people with disabilities in the design of urban spaces</td>
</tr>
<tr>
<td></td>
<td>♦ Ensuring each citizen Location Located near the park, or garden path</td>
</tr>
<tr>
<td></td>
<td>♦ Providing appropriate to increase the diversity of animal species</td>
</tr>
<tr>
<td></td>
<td>♦ Preserve existing trees and their protection</td>
</tr>
<tr>
<td></td>
<td>♦ Protect open spaces</td>
</tr>
<tr>
<td></td>
<td>♦ According to the semantic properties of nature and a sense of respect for it</td>
</tr>
<tr>
<td></td>
<td>♦ Traditional tissue reconstruction city</td>
</tr>
<tr>
<td></td>
<td>♦ Contact a significant level of involvement of residents in planning and management</td>
</tr>
<tr>
<td></td>
<td>♦ Importance of the space between the buildings</td>
</tr>
<tr>
<td></td>
<td>♦ Designing urban spaces with the ability to walk</td>
</tr>
<tr>
<td>Category</td>
<td>Recommendations</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Transportation      | ✦ Increase of walking and bike racing  
✦ Increase pedestrian safety  
✦ Wrapping coffee shops, restaurants, theaters and other public places around the trails to increase the psychological security  
✦ The use of narrow streets and in the shade for hot areas  
✦ Increase up businesses related to green transport |
| Public Transportation: | ✦ Investment in public transport infrastructure and electric cars  
✦ Increase in rental cars  
✦ Create a network of efficient and reliable public transport such as bus, subway, train and BRT  
✦ Set up public transport vehicles such as buses with fuel cell or methane emitted from food waste and sludge  
✦ Reduce the cost of a bus ticket on weekends, with the aim of encouraging citizens to use public transport |
| Personal vehicles: | ✦ Free parking for cars with low carbon production  
✦ Reduce double taxation  
✦ Funding to fuel infrastructure needed  
✦ Quick personal rapid transport system (PRT) with electricity |
| Green building      | ✦ Implementation of a mix of housing  
✦ Climatic design  
✦ The use of local materials  
✦ According to the concepts of maintainability, serviceability, simplicity and ...  
✦ Improvement of existing buildings  
✦ Allocate part of the revenue of rental buildings to equip them with new technologies  
✦ Install low-consumption toilets in rented buildings  
✦ The use of modern sewage systems  
✦ Implementation of pilot projects and research on restaurants and offices as the most widely parts of the city  
✦ To maintain and strengthen traditional structures  
✦ According to the monuments of historical value  
✦ Emphasis on the use of culture and vernacular architecture |
| Social development  | ✦ Construction of social housing for the poor  
✦ Considering the possibility of forming social housing needs  
✦ Not repeat the same module and designed as social housing  
✦ Implement support for low-income people, particularly street children  
✦ The importance of life in local communities, according to the needs and the roots of social relations in the framework of the city and individual buildings |
| Water consumption   | ✦ Maintenance of ground water resources  
✦ Rainwater collection and purification in half a year  
✦ Education Training plumber with the latest equipment on the market to increase efficiency  
✦ Increase public awareness to reduce the waste of drinking water and non-drinking competitions |
| Community health    | ✦ Prohibit the use of coal in the industrial centers  
✦ Strict standards for heating equipment  
✦ Supporting research related to food and local food economy  
✦ Support for the project from local foods owners to advertise and sell their products in parks, beaches and ...  
✦ Awareness to different groups associated with the consumption of healthy food and a place for a healthy society  
✦ Increase the collective consciousness toward local food and green  
✦ Support local farmers, local grocery stores and vendors |
As mentioned above, some of these measures are on the stabilization strategies in Iran. With respect and cooperation, officials hope the project and urban policy research done a little step in improving the current situation in Iran and increase the quality of life of citizens. It also provides solutions to architects, engineers, contractors... use the infrastructure of cities and monuments, and the country is gradually approaching sustainable cities.

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2014/12/7)
THE EFFECT OF SUSTAINABLE ARCHITECTURE IN DESIGNING FIVE STAR HOTEL

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ABSTRACT
Hotel is a service complex with the aim of earning revenue and the profit is a formatted phenomenon history of which is backed to industrial revolution of Europe. Today, tourism is not only belongs to wealthy families; it also belongs to millions of people who visit new places. Even though new era of tourism has started and proceeded, many exogenous factors affect it. The importance of proper tourism resort numbers in Bandar Abbas caused more attention toward designing a five star hotel there. It’s because Bandar Abbas is one of the most important centers for Central Asia and there are lots of historical, natural and cultural attraction but there’s not enough resorts there. This study is conducted by analytical-descriptive method with the pivot of sustainable architecture (green architecture) in a hotel. The data are collected by a library method. The results show that the sustainable tourism can provide guidelines for accessing to a stable development in tourism and using the sustainable energy is emphasized. The concept of sustainable development is an important change in understanding the relationship between humans, their communications and nature. Therefore, the aim of the present research is designing a hotel obtaining practical needs beside its aesthetic aspects.

Keywords: 5 star hotel, sustainable architecture, resorts, sustainable energy

1. INTRODUCTION
Tourism is considered as one of the most vast and varied industry in the world. Many countries consider it as the main source of income, employment and growth of the private section and infrastructure development. Specially, the tourism industry is attracted by developing countries where other economic developments such as production or natural resource extraction are not economic or they do not have an important role in commerce and trade domain.

People travel with different and complex reasons. Increasing growth of tourism shortly caused that some factors which play important role in this area to be taken into consideration. Many people around the world who never expect the traveling can financially afford it. Building motels and recreation resorts in different areas turned to be one of the most dominant budgets in big cities. They all are tending to build motels and resorts around airports and villages. Services delivered by tourism agencies, travel operators, tourism offices and finally technologies led the travelers have safe and exciting travels.

Totally, the tourism industry has been one of the most important factors in recent decades which linked different cultures. The result of this linkage has been the cultural communication. Iranian culture with its thousand year’s history has been the center of science and literature, art and culture. It has also been attracted by people from far and near countries and it has been the host of many tourists for a long time.
In recent century, it’s the target of many tourists around the world with different purposes such as curiosity, gaining knowledge and exploration.

Hereon, Bandar Abbas city is special. It recalls us the cultural gentility by mentioning a brilliant history and amazing arts. The thousand year’s old history of this city and existence of beautiful historical places such as the sea, traditional bathrooms, mosques, crafts, various industries and agricultural production made it to be the destination of many tourists. In the present research, designing a resort complex is one of the steps that can attract tourists and tourism industry development. Specially, designing this complex can meet the research economic and cultural goals if it would be conducted in Bandar Abbas based on the present statistics in tourism industry and potential facilities.

2. STATEMENT OF THE PROBLEM

In a world that we live in, different cultures and civilizations become smaller by communication. The third millennium is a step toward tourism which is one of the most important industries around the world. Fast growth of tourist also affected Iran. The country’s decision makers have concerned about it because tourism attraction affects the economical profit. Such tourist attractions, the civilization and culture of Iran led the idea of dialogue among civilizations in a way that the ideal was called so by Iran’s suggestion in 2001. However, due to the lack of a comprehensive and principal planning, facilities and proper advertisement, tourist’s problems in Iran led to the cultural and religion differences, low quality of resorts, lack of modern transportation and etc. this industry is not progressed yet. It should not be forgotten that the art, literature and hospitality of Iranian people, the existence of historical places from different civilizations and special style of Iranian and Islamic architecture are the other attractions. By analyzing such factors, it can be concluded that the upcoming progress of tourism and people’s attraction to it, providing facilities to accept these travelers should be considered both qualitatively and quantitatively. It should be also regarded in country’s massive planning. The importance of building international hotels and resorts can be analyzed from some perspectives:

First of all, the idea of dialogue among civilizations should be taken into consideration. Building a relationship between different cultures and the possibility of meeting other cultures and identifying new knowledge and western massive developments in all areas are the purpose of this idea. The economic aspect is the other factor. According to some official suggestions, the tourism industry can create 500,000 job opportunities annually and 7.5 milliard dollar would be the revenue of the country for a single year. Moreover, 8 job opportunities would be possible by the entrance of a tourist. Bandar Abbas and its tourism attraction increases the need of creating the resort complexes. Its architecture analysis and can help designing such places because the key of every success is in human’s understanding, analyzing and performance. In this study, it’s tried to make Bandar Abbas as a proper place for Iranian and foreigner tourists by using unique properties of Iranian architecture.

3. AIM

The present study analyzed the 5 star hotel design by sustainable architecture approach.

4. METHODOLOGY

Since the subject of the research is designing a 5 star hotel which is built on tourism industry i.e. a domain in architecture and city building on social and human science, it’s somehow complex. It means, we used some methods that can complete each other. We also used library research which is conducted on investing the tourism industry and the hotel design criteria. Moreover, the field study is also conducted such as the related photographs. It’s also tried to find the existing samples around the world by looking up
in the internet. Based on the information, the library and field studies, some criteria are determined for design and led to the final plan.

5. THE GEOGRAPHICAL LOCATION OF BANDAR ABBAS CITY

Bandar Abbas is the center of Hormozgan province in south of Iran. It has 27316 Km width (Iran’s statistics center, 2006). It’s in north of Hormoz neck, in 27 degree and 11 minutes of northern width and in 56 degree and 17 minutes of the eastern out of Greenwich’s half a day. It has a variable weather. In the mountain area, it’s hot and dry and in the plain areas, it’s hot and humid. In the shore area, the weather is very hot and humid in summer and it’s temperate in winter. Summer continues 9 months in that place and little by little the hot weather decreases by October. The northern winds are along with dust and an intense humidity which causes a very hot and humid weather which is called “muggy” (Mirkazemian et al, 2007).

The weather in Bandar Abbas city (southern beach) includes a high humid weather, high temperature, sea breeze to the dry area and the local winds. (figure 1)

6. DEFINITION OF THE HOTEL

As a whole perspective, hotel is a resort for travelers who aimed at visiting the historical, natural and art attraction or trade around the hotel. There are services at that place such as pool, restaurant, amphitheater and etc. the history of hotel is backed to the big civilizations. In Iran, Mesopotamia and ancient Rome are domination of today’s hotels. The word of “hotel” has a French root and it refers to an “urban house” or a place where people mostly visit.

One of the properties of hotels specially the big ones is their self-sufficiency. Today, people have more financial facilities than before but they have less time for relaxation leisure. Therefore, hotels should deliver the maximum services as fast as possible. Moreover, the aesthetic aspect of hotels are also important.

7. HOTEL GRADES

The increase of environmental damages and growth of market’s demand for green hotels created a new touchstone for grading the hotels. As a result, the first comprehensive guidelines of the world green hotels has entered to the tourist market. Today, there are lots of different hotels around the world which cannot be categorized simply. The hotel grading is based on the beauty and quality of service they offer which increases the rent of rooms. Big rooms with fabulous buildings decorations and expensive sofas reveal the
high investment, depreciation, tax and bills. These high costs are compensated by increasing the room prices. Hotels are divided in three main groups in terms of the whole quality:

a. The economic hotels with simple rooms and services for travelers with a limited budget.

b. The trade hotels with high standards and services such as fast internet, laundry service, delivering newspaper in rooms, refrigerator, safe deposit, restaurant and transportation to airport.

C. The luxury hotels with special architecture and decorations, great restaurants, all room services, pool, massage, spa and etc.

The hotel industry is very variable and complex. It’s varied from the luxury hotels to motels with limited services.

8. THE PRINCIPLES OF SUSTAINABLE ARCHITECTURE (GREEN)

The green design is a method for solving the problems that the natural resources are minimally damaged in the process of building. Moreover, in this regard, the materials should be useful and have a life time quality which can be returned to the nature. The life time materials are effective and they are a big block against dissipation and damages. It’s better to use them than recycling and use them afterward.

The energy protection principle

Each building should be designed and built in a way that does not need the fossil fuel. The necessary of accepting this principle in ancient time is undeniable. Maybe, because of varieties of new materials and new technologies caused us forgetting this principle. By using different materials and mixing them, buildings change the environment based on user’s needs. Pointing to the complex living theory is also useful. It’s derived from providing a shelter against cold weather of a cool place for people. This and other reasons led people build their buildings near each other due to many benefits. Buildings which are
created in relation to the local climate for decreasing the dependence to fossil fuel have some special experiences comparing to today’s normal apartments. Therefore, they are suggested as half way efforts for making green architecture. Many of such experiences are the outcome of individual efforts and it’s clear that they are not included in recent buildings and designs as a sustainable principle (the architect’s community around different environmental subjects).

Working with climate principle

Buildings should be designed in a way that can use climate and local energy. The shape, position of the building and the location of the interior spaces should be in a way that increase the comfort and decrease the fossil fuel consumption through the correct insulation of the structures. These two procedures have different overlaps and same points. Wood has been the main source of energy before the spread of fossil fuel. It still supplies today’s 15% energy. When wood became rare, it was obvious for many people to use solar energy. Cities in Greece like Pyrenees changed their location in a way that avoid flood and they built a rectangular shaped network with eastern-western streets which led them use the sunlight. The Romans also followed the solar design by using the Greece experiences. However, they used crystal windows (which was the innovation after the f 1st century) for increasing warmth. The lack of wood as a fuel made the front view of the rich people’s house and bathhouses to be built southward. The tradition of design based on the climate is not limited to warmth rules. Architects had to design a cool climate in buildings for a favorable situation. The usual solution of recent era, i.e. using the ventilation systems is not favorable in relation to the climate. It consumes a lot of energy and it’s an incorrect way even when energy is cheap and abundant (America’s green building council).

The principle of decrease use of new resources

Every building should be designed in a way that minimizes the use of new resources and creates new resources for other structures during its useful life. Although the approach of this principle is like other principles toward new buildings but it should be mentioned that the most available resources in the world are used in current artifact environment and the improvement of current buildings for decreasing the environment risks is as important as creating new structures. It should be noted that there are not enough resources in the world to be used for recreation of each building. In this way, when reaching to new resources is minimized, then some ways are created so that the one-purpose buildings can be used for other purposes. However, some essential changes can lead to the main changes in the form of building. This might be a disaster for those concerned about the building’s permanent maintenance and the question might arise is that whether a building should be remained unchangeable since it had effective application or some urgent changes should be done for its efficacy or usage. A green procedure might judge this only based on the available resources. If the required resources for changing a building are less that those required for destruction and recreation, such changes should be welcomed. However, this issue does not deny or dishonor the historical importance of the structures. Moreover, these structures may have other values that should be taken into consideration. These problems are revealed differently in changes of the available buildings in order to prepare them according to new needs especially regarding the building’s improvement in case of performance and efficacy that may leads to change in their form. Changes in some old buildings can have especial costs and problems. However, the benefit of using such big buildings around each other and in the center of the city can avoid such problems and costs. Recreation of the available buildings in big and small cities can protect the resources in order to destruct and recreation of the building and consequently, it can avoid the society destruction (American council of architectures for different environmental subjects).

Honoring the user principle
The green architecture honors all people use the building. It seems that this principle has a little connection with the pollution caused by changes of the world climate and Ozone layer but the green architecture which honors all common resources in building a complete building, does not exclude human being out of this. All buildings are created by humans but in some, the truth of human presence is honored but in the other, the human presence is tried to be ignored in the process. In Japan, robots are replaced by the human role in creating and designing the buildings but, the efficiency of a project done by a robot includes a special role which can be repeated again and again. However, human can trust his own skills for doing many unrelated tasks. More honor toward the human needs and work force can be examined in two separate ways. For a proficient architect, the safety of resources, materials and process of building is as important as it is for the workers, users and the whole society. Architects are informed about different risks in building sites. Recently, using insulator material (type CFC) or other dangerous materials are forbidden. The positive involvement of the users in the process of building and design is another type of human’s cooperation that should be taken into consideration. If they are not properly used, an efficient resource is forfeited. Many buildings used this energy and the result led to satisfaction in creating big buildings (count Lebs, 2002).

Principle of honoring site

Every building should softly and gently touch the earth. Glenn Murcutt, an Australian architect suggested this strange sentence: “each building should softly and gently touch the earth.” This sentence suggests an interaction between the building and site which is necessary for the green procedure. It surely has more widespread qualities. A building which greedily consumes energy can cause pollution and it’s exotic to users. Consequently, it won’t touch the earth gently and softly. It can be explained that no building can be removed out of its root and the previous situation cannot be resurrected in the site. This type of interaction with site can be perceived in desert Arabs. The softness and peace of touching the ground among them was not only hidden in their relocation but also included their materials and assets. The tent they used were made of goat sheep and camel’s hair. They were strong against the heavy winds by creating an efficient aerodynamic ground level. They were tightened by long ropes and few poles were used in it because woods are very rare in plains. Though urban communities have left their traditional life style and architects have emerged into design era, still, the temporary structures are needed for creating different exhibitions and cultural activities. Such structures often take forms of desert tents (America’s green building council).

Holistic principle

All green principles requires cooperation in a holistic procedure in order to create the artificial environment. Finding buildings that have all green architectural principles is not simple because the green architecture is not identified completely. A green architecture should include more than a single building i.e. it should include a sustainable form of an urban environment. City is far from sets of buildings. In fact, it can be seen as a set of interacting system (systems for life and recreation) which have a body and by a precise looking to these systems, we can draw tomorrow’s future of the city (Count Lebz, 2002).

9. SUSTAINABLE HOTELS, TOURISM SUSTAINABLE DEVELOPMENT

Hotel industry as one of the main part of travel of the recent year, tried to apply some sets of activities as environmental management in order to protect the environment. Due to the fact that protecting environment is one of the necessities of the world, then environment management is important in achieving the tourism sustainable development. Sustainable hotel management plays an important role in decreasing negative consequences on environment (by maintaining balance between environmental, social, economic aspects of hotel management) because it uses the energy of water and earth and primer material. Therefore, it produces sewage, wastes and etc. sustainable development means maintaining
balance between the development and environment. Today, sustainable development category have important environmental, social and economic impacts on tourism development plan. Tourism sustainable development includes two aspects of environmental and cultural heritage protection.

10. GREEN HOTELS

Green hotel refers to single or chain hotels that have more adaptability toward environment and their activities have rare negative impacts on environment.

- Recruiting experts in the domain of environment
- Establishing an environment committee
- Analyzing the hotel’s status quo
- Providing efficient plans and necessary trainings to employees for their cooperation
- Supervision and management for the plan implementation and resolving the weak points
- Wastes management (decreasing garbage, recycle)
- Green environment
- Energy management
- Productivity increase

CONCLUSIONS

A comparative example has been analyzed in the present research and all sustainable dimensions were perceived in it. However, there’s no necessity for all disciplines of sustainable development in landscape. A whole definition for sustainable landscape can be suggested: “a significant relationship between the environment and the addressee that can have unclear future.”

If this balance is needed for each of these sustainable dimensions, we have to observe them. It’s possible that one of these factors is more important than the others. For example, the landscape is mainly depends to social factors but we cannot ignore the role of other dimensions because the sustainable development cannot be analyzed from one dimensions and other factors cannot be insignificant.

Green buildings are those have little negative impacts on environment. Architects should try to use people’s taste in designing the green buildings.

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THE EFFECT OF TRANSVERSE STEEL REINFORCEMENT ON THE BEHAVIOR OF CONCRETE BEAMS REINFORCED WITH GLASS POLYMER REBARS

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ABSTRACT
In this study, through preparing an experimental program, flexural behavior of glass fiber reinforced polymer (GFRP) concrete beams is investigated using finite element method. For this purpose, 4 concrete beams with square section were modeled in Abaqus Software. In all beams, 4 GFRP No.12 rebars and 10 steel rebars (A3) No.8 were used with space of 250mm vertically to resist against shear cracks in beam. Beam no.1 is without transverse reinforcement; beam no.2 has a row of transverse reinforcement in beneath and is placed in plate of vertical reinforcements. Beam no.3 has a row of transverse reinforcement above the beam and is placed in plate of vertical reinforcements; beam no.4 has 2 rows of transverse reinforcement in upper and lower part of beam and is placed in plate of vertical reinforcements. Beams are exposed to force of 6tons gradually. In each beam, values of displacement and strain in mid part of beam are compared to each other. Obtained results show that force-displacement diagram of GFRP beams has been almost linear to the final step and equal in all beams. Adding transverserebar has led to fewer drops in mid part of beam compared to beams without transverserebar. Moreover, all beams were deformed under certain load; although in beams with transverse reinforcement, more load resistance and deformations were observed.

Keywords: Glass Fiber Reinforced polymer, finite element, transverserebars

INTRODUCTION
Experimental investigations show that steel fibers can be used as stirrups in beams, frames and slabs and also as strengthening shear reinforcement in precast beams with fragile body. Reinforcement fibers can be added to concrete mixture in place or on critical areas of members made of Prestressed concrete to remove secondary reinforcements. Fiber reinforced concrete can be used for strengthening plasticity and seismic resistance of structures.

LITERATURE REVIEW
Non-metallic resistant fibers, such as carbon fiber, glass and aramid surrounded in a polymer matrix have shown high potential to reinforce concrete. Fiber-reinforced polymer area available in different forms including Rebar, networks, cables, cords, tendons, sheets and a variety of Construction profiles and are usually known as FRP. With the recent advancements in this field, large number of studies has been reported till now from different perspectives of structural use of FRP in various studies. FRPs have been used to reinforce structures [1].

Ramana et al [3] have studied behavior of CFRPC strengthened reinforced concrete beams with varying degrees of strengthening. This paper summarizes the results of experimental and analytical studies on the flexural strengthening of reinforced concrete beams by the external bonding of high-strength, light-weight
carbon fiber reinforced polymer composite (CFRPC) laminates to the tension face of the beam. Four sets of beams, three with different amounts of CFRPC reinforcement by changing the width of CFRPC laminate, and one without CFRPC were tested in four-point bending over a span of 900 mm. The results indicate that the most increase in first crack and ultimate anchors is about 150-230%. In this study, increase in stiffness of reinforced beams has been considerable and about 110%.

Mansur et al [4] have investigated Shear strengthening of RC deep beams using externally bonded FRP systems. This study explores the prospect of strengthening structurally deficient deep beams by using an externally bonded fibre reinforced polymer (FRP) system. Six identical beams were fabricated and tested to failure for this purpose. One of these beams was tested in its virgin condition to serve as reference, while the remaining five beams were tested after being strengthened using carbon fibre wrap, strip or grids. The results of these tests are presented and discussed in this paper. Test results have shown that the use of a bonded FRP system leads to a much slower growth of the critical diagonal cracks and enhances the load-carrying capacity of the beam to a level quite sufficient to meet most of the practical upgrading requirements.

Obaidat et al [5] have studied retrofitting of Reinforced Concrete Beams using Composite Laminates. This paper presents the results of an experimental study to investigate the behaviour of structurally damaged full-scale reinforced concrete beams retrofitted with CFRP laminates in shear or in flexure. The main variables considered were the internal reinforcement ratio, position of retrofitting and the length of CFRP. Increase in maximum load of reinforced samples was about 23% for shear reinforcement and to 7-33% for flexural reinforcement. Moreover, the reinforcement has led to change in failure mode to fragile failure. On the other hand, strengthening beams has led to reduction of width of crack compared to control beams. The experimental results, generally, indicate that beams retrofitted in shear and flexure by using CFRP laminates are structurally efficient and are restored to stiffness and strength values nearly equal to or greater than those of the control beams. It was found that the efficiency of the strengthening technique by CFRP in flexure varied depending on the length. The main failure mode in the experimental work was plate debonding in retrofitted beams.

Pannirselvam et al [6] have conducted a study under the title of Strength Modeling of Reinforced Concrete Beam with Externally Bonded Fiber Reinforcement Polymer Reinforcement. This research study presents the evaluation of the structural behavior of reinforced concrete beams with externally bonded Fibre Reinforced Polymer (FRP) reinforcements. Three different steel ratios with two different Glass Fibre Reinforced Polymer (GFRP) types and two different thicknesses in each type of GFRP were used. Totally fifteen rectangular beams of 3 m length were cast. Three rectangular beams were used as reference beam (Control Beams) and the remaining were fixed with GFRP laminates on the soffit of the rectangular beam. The variables considered for the study includes longitudinal steel ratio, type of GFRP laminates, thickness of GFRP laminates and composite ratios. Flexural test, using simple beam with two-point loading was adopted to study the performance of FRP plated beams interns flexural strength, deflection, ductility and was compared with the unplated beams. The test results show that the beams strengthened with GFRP laminates exhibit better performance. The flexural strength and ductility increase with increase in thickness of GFRP plate. The increase in first crack loads was up to 88.89% for 3 mm thick Woven Rovings GFRP plates and 100.00% for 5 mm WRGFRP plated beams and increase in ductility interns of energy and deflection was found to be 56.01 and 64.69% respectively with 5 mm thick GFRP plated beam. Strength models were developed for predicting the flexural strength (ultimate load, service load) and ductility of FRP beams. The strength model developed give prediction matching the measurements. The deflections at which first cracks appeared at the tension zone of the beams were higher for GFRP plated beams. The maximum reductions in first crack load were up to 50.59% for 3 mm thick plating and up to 58.59% for 5 mm thick plating.
Yield loads increased substantially due to the bonding of GFRP plates. The increase level of achieved by WRGFRP plates was higher than those achieved by CSMGFRP plates. The increase in yield load was up to 40.00% for 3 mm thick CSMGFRP and 128.57% for 5 mm CSMGFRP, 103.33% for 3 mm WRGFRP and 200.00% for 5 mm WRGFRP plating. Yield deflection values were marginally lower for GFRP plated beams compared to the unplated beams. The reduction in yield deflection ranged from 7.99-28.03% for 3 mm GFRP plated beams and from 5.19% to 28.54% for 5 mm GFRP plated beams.WRGFRP plating resulted in substantially higher ultimate load levels compared to CSMGFRP plating. Increase of ultimate strength ranged from 42.86-103.33% for 3 mm WRGFRP plating and from 60.00-200.00% for 5 mm WRGFRP plating. The increase in deflection ductility ranged from 30.30-56.01% with 5 mm CSMGFRP plating and from 35.16-64.69% with thick 5 mm for WRGFRP plating.

Jahangiri and Khaloo have investigated the behavior of reinforced concrete deep beams with pop-up body using finite element analysis. In this study, they have investigated use of finite element method to analyze continuous concrete reinforced beams with pop-up structure. Obtained results from this study showed that with the increase in pop-up size, shear strength of beams is decreased. The decrease is equal to 15% for square pop-ups and 20% for rounded pop-ups. Through changing the pop-ups into rounded form, ultimate strength of beams is increased to 2-13% and the maximum increased strength for beams with large pop-ups is in span of internal shear. Rounded pop-ups have higher ductility than square pop-up to about 2-16%.

Park et al [7] have studied Strut-and-Tie Method (STM) for CFRP Strengthened Deep RC Members. For analysis of CFRP strengthened deep reinforced concrete (RC) members, the strut-and-tie method (STM) is also a powerful analysis tool since a bonded CFRP element acts as an additional tension tie. In this paper, a practical analysis and design process for CFRP strengthened deep RC members using the STM is presented. In addition, seven effective factor models accounting for reduction of strength in cracked concrete were also investigated. A total of 17 experimental deep beam test results were compared with the proposed STM approach results. It has been shown that the proposed STM approach with an effective factor model depending on the strut angle provides the best agreement with the test results.

El Maaddawy and Sherif [8] have conducted a study under the title of FRP composites for shear strengthening of reinforced concrete deep beams with openings. This paper presents the results of a research work aimed at examining the potential use of externally bonded carbon fiber reinforced polymer (CFRP) composite sheets as a strengthening solution to upgrade reinforced concrete (RC) deep beams with openings. A total of 13 deep beams with openings were constructed and tested under four-point bending. Test specimen had a cross section of 80 × 500 mm and a total length of 1200 mm. Two square openings, one in each shear span, were placed symmetrically about the mid-point of the beam. Test parameters included the opening size, location, and the presence of the CFRP sheets. The structural response of RC deep beams with openings was primarily dependent on the degree of the interruption of the natural load path. Externally bonded CFRP shear strengthening around the openings was found very effective in upgrading the shear strength of RC deep beams. The strength gain caused by the CFRP sheets was in the range of 35-73%. A method of analysis for shear strength prediction of RC deep beams containing openings strengthened with CFRP sheets was studied and examined against test results.

O. Chaallal, B. Benmokrane [10] have found that GRP rebars are very light and show elastic behavior till the time of fracture and have very high ultimate flexural strength and low ultimate strain and low elasticity entry. Moreover, its Coefficient of thermal expansion is similar to concrete. GFRP rebars act properly under pressure similar to similar reinforced rebars and metal rebars; although they would be failed more than these rebars. GFRP rebars used in this study show elastic and linear behavior under pressure and tension till the tile of fracture. The rebars have high strength to weight ratio. Final strain and elasticity modulation of these rebars is low and about 1.8% and 42GPa. Obtained results showed that it is possible to use them in construction industry. Moreover, mechanical and physical properties of the
materials allows using them to design concrete structures such as beams, slabs and columns reinforced by the composite rebars. One cases of using the rebars is areas with coastal zones or regions with ice cycles and concretes including salt, nonmagnetic structures or electricity insulators and non-military structures non-detectable by radars and underground structures. Initial cost of building such GFRP concrete structures seems to be higher than conventional concrete structures; although initial cost can't be good criterion of real estimation of construction cost of the structures during their lifecycle. For example, costs that should be considered in these calculations include maintenance, repair and replacement costs. The problem of corrosion in some structures appears just 5 years after the construction. The cost of repairing and maintenance reaches to considerable amount after a few years, if it is not more than initial cost. This issue can enhance the opportunity to use the materials for real time structures. A perspective of possible and different fibers usable in construction industry is presented in study of V.S Parameswaran [11].

In study of C Cuchiara et al [12] under the title of effectiveness of stirrups and steel fibers as shear reinforcement (2003), results of experiments on rectangular beams with simple bases and made of fiber reinforced concrete with and without stirrups under effect of 2-point symmetric lateral load are presented. A.F Ashour has conducted a study under the title of bending and shear capacity of GFRP concrete beams by 2005 and has presented the results of experiments on 12 beams with GFRP rebars and under effect of 4-point loading system. All experimental samples had no compressive and shear rebar and were divided to two groups based on compressive strength of concrete. Two failure modes of shear and bending modes were observed. Bending failure behavior was mainly as a result of rupture of GFRP rebars and in middle part of span or in beneath of loading points.

Equations of SCI Guide for the design and construction of concrete reinforced with FRP rebars [13]

Tensile strength of design of polymer reinforcements \( f_{tu} \) would be obtained as follows:

\[
 f_{tu} = C_E f_{fu}^* 
\]

Where; \( C_E \) is reduction coefficient related to environmental conditions that can be obtained using table 1 depending on type of fibers and environmental conditions.

\( f_{fu}^* \) Refers to tensile strength presented by producing company of FRP reinforcement determined by tensile test.

**Table 1:** environmental reduction coefficient for fibers under different environmental conditions [13]

<table>
<thead>
<tr>
<th>Environmental conditions</th>
<th>Type of fibers</th>
<th>Reduction coefficient related to environmental conditions (( C_E ))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete is not in direct contact with soil and air</td>
<td>Carbon</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Glass</td>
<td>0.8</td>
</tr>
<tr>
<td></td>
<td>Aramid</td>
<td>0.9</td>
</tr>
<tr>
<td>Concrete is in direct contact with soil and air</td>
<td>Carbon</td>
<td>0.9</td>
</tr>
<tr>
<td></td>
<td>Glass</td>
<td>0.7</td>
</tr>
<tr>
<td></td>
<td>Aramid</td>
<td>0.8</td>
</tr>
</tbody>
</table>

**TENSILE STRENGTH**

As yield is impossible in FRP, tensile strength is the final criterion. FRP rebars under compression are weaker than tension. Compressive strength is depended on smooth or ribbed surface of rebar.
Compressive strength of GFRP is about 317MPa to 470; although its tensile strength is about 552 to 896MPa. Approximate correlation between compressive strength and cement ratio of concrete containing aggregates and concrete containing sand is presented in table 2 based on ACI213R – 79 standard [14].

| Table 2: approximate correlation between average compressive strength and cement ratio [14] |
|---------------------------------|----------------|----------------|
| Compressive strength MPa       | Cement ratio kg/m³ |
| All aggregates                 | Composition of sand and aggregate |
| 17.24                          | 240-305         | 240-305         |
| 20.68                          | 260-335         | 250-335         |
| 27.58                          | 320-395         | 290-395         |
| 34.47                          | 375-450         | 360-450         |
| 41.37                          | 440-500         | 420-500         |

An adequate empirical equation is presented to estimate final strength by ACI544 Committee (for fiber reinforced concrete):

\[ S_c = A S (1 - V_c) + B V (l/d) \]  

(2)

Where; S refers to final strain of matrix \( V(l/d) \) and \( l/d \) is length to diameter ratio; V refers to volume of fibers considered to estimate random effects. A and B are constants that can be obtained through tracing curve against composite strength.

MECHANICAL PROPERTIES OF STIRRUPS

Yield stress of stirrups is equal to 340MPa and final stress is equal to 500MPa (rebar A3). Poisson coefficient and elasticity modulation for reinforcement materials is considered respectively to 0.3 and 200GPa. Strain of yield and fracture of reinforcements are respectively equal to 0.02 and 0.05. Special weight of steel is equal to 77kn/m³.

MODELING IN ABAQUS SOFTWARE [15]:

ANALYSIS OF BEHAVIORAL MODEL OF CONCRETE PLASTIC DAMAGE (CDP)

Fracture criterion in plastic limit of material is expressed under compositional stresses. The criterion is divided to two main groups based on response of the material to hydrostatic pressure. In most cases, ductile behavior is recognized under title of depended on hydrostatic pressure and non-metal materials like soil, rocks and concrete are among these materials and are depended on pressure.
Plasticity state of damage of concrete is one hybrid model developed by Kachanov and is completed by Rabotnov et al. the combined equation of materials gives following damage using Isotropic scalar quantity [16]:

$$\sigma = (1 - d)D_0^s l(\varepsilon - \varepsilon^p) = D^s f(\varepsilon - \varepsilon^p)$$

(2)

Where; d refers to measurement; Cauchy refers to Cauchy stress factor (\sigma). In this equation, refers to variable stiffness drop. Hence, initial elasticity stiffness (not damaged) of strain tensor \(D^s\) is considered as tensor of \(D^s = (1 - d)D_0^s\). However, elastic stiffness is declined. Effective strain tensor is defined as follows:

$$\bar{\varepsilon} = D^s f(\varepsilon - \varepsilon^p)$$

(3)

Where; refers to plastic strain. In regard with formulation, it is required to consider drop variations.

$$d = d(\bar{\varepsilon}, \varepsilon^p)$$

(4)

A series of strain tensors and stiffness (smoothness) of variables \(\varepsilon^p\) is dominant in CDP model. Stiffness drop has been firstly isotropic and as drop variable, \(d_c\) is defined in compression area and \(d_t\) is defined in tension area. Therefore, Cauchy tension associated with effective stress tensor based on drop scalar parameter (1-d) is:

$$\sigma = (1 - d)\bar{\varepsilon}$$

(5)

The damage state in tensile and compressive modes is divided independently to two types of stiffness variables of \(\varepsilon^p_c\) and \(\varepsilon^p_t\) which refer respectively to equivalent of plastic strain under tension and compression. Completion of stiffness variables as presented as follows:

$$\varepsilon^p_c = \lambda \frac{\partial G(\bar{\varepsilon})}{\partial \bar{\varepsilon}}$$

(6)

Cracking (tension) and crunch (compression) illustrated in concrete varies with the increase in amount of stiffeners (emollients). The variables control the growth resulted from the drops in level of elastic stiffness. Fluidity level can determine distance of a surface in stress mode with failure or damage status:

$$F(\bar{\varepsilon}, \varepsilon^p) \leq 0$$

(7)

Plastic current would be controlled by potential function of \(G(\bar{\varepsilon})\) based on following equation:

$$\dot{\varepsilon}^p = \dot{\lambda} \frac{\partial G(\bar{\varepsilon})}{\partial \bar{\varepsilon}}$$

(8)

Plastic potential function of \(G\) is also defined in distance of effective stress.

4 concrete beams with square section are modeled in Abaqus software. In all beams, 4 GFRP rebars No.12 and 13 steel rebars No.6 are applied with spaces of 250mm laterally to resist against shear cracks in beam. Beam No.1 is applied without transverse reinforcement. Beam no.2 has one row of transverse reinforcement in lower part and is placed in plate of vertical reinforcements. Beam no.3 has one row of transverse reinforcement in upper part of beam and is placed on plate of vertical reinforcements. Beam 4
has two rows of transverse reinforcement in upper part and lower part of beam and is placed in plate of vertical reinforcements. Beams are exposed to 8ton load gradually. In each beam, values of displacement and strain in middle of beams are compared with each other (figure 1-12). Elasticity modulation of concrete and polymer fibers is respectively equal to 18.8 and 42GPa [9]. Moreover, final strain of polymer fibers is equal to 0.18 [9]. Also, to model the concrete in Abaqus software, damaged concrete model is used [15].

Figure 1: stress counter of beam no.1

Figure 2: displacement counter of beam no.1
Figure 3: stress counter of beam no.2

Figure 4: displacement counter of beam no.2

Figure 5: stress counter of beam no.3

Figure 6: displacement counter of beam no.3
Figure 7: stress counter of beam no.4

Figure 8: displacement counter of beam no.4

Figure 9: stress counter of reinforcements of beam no.2

Figure 10: stress counter of reinforcements of beam no.1
CONCLUSION

Figure 11: stress counter of reinforcements of beam no.3

Figure 12: stress counter of reinforcements of beam no.4

Figure 13: diagram of displacement per load in modeled beams 1, 2, 3 and 4
In all beams and under constant load, beams with more transverse reinforcement led to more tolerance of load than beams with fewer transverse reinforcements. Under equal load, strain in beam with lower transverse reinforcement percent has been more than beam with higher percent of transverse reinforcement. Load-displacement curve is continued relatively in linear form to the final loads after beginning point related to non-cracked section for all GFRP rebars. This indicates lack of yield of GFRP to the moment of failure. GFRP beams have high ductility and energy precipitation ability. With the increase in amount of transverse reinforcement in member, failure of beams would happen in higher final load and increase in transverse reinforcement in members can result in increase in lower level of load-displacement curve.

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CURRENT ISSUES IN CULTURAL AND AESTHETIC EDUCATION OF JUNIOR SCHOOLCHILDREN

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ABSTRACT
The article reveals the basic problems of cultural and aesthetic education of junior schoolchildren and their possible solutions. Particular attention is paid to the disclosure of meanings and fundamental ideas of cultural approach in the context of updating the role of art in the educational process of modern elementary school. The article deals with the essence of the concept of "cultural-aesthetic education"; based on the practice of the author described the components of aesthetic and educational environment as well as the purpose, objectives, dimensions, substantive content of cultural and aesthetic education of junior schoolchildren today.

Keywords: Current Issues, Cultural and Aesthetic Education, Junior Schoolchildren.

Well-known Russian aesthethician V.V. Bychkov defines the contemporary period of the world culture development as the post-culture characterised by the decline of traditional spiritual values, building of rigid social relationships on the basis of "bare" materialism, utilitarianism and pragmatism, intensification of social conflicts, and the development of electronic technology trends leading to the "information flood". Under the impact of these processes, the whole structure of human mentality is undergoing qualitative changes.

The global educational problem is related to the emergence at the beginning of the third millennium of a new generation of people who are fundamentally different – even as compared with the representatives of human civilization of the end of the XX century – in their main internal, mental characteristics (including mentality, specific features of perception, response and behaviour motivations, the scale of space-time and velocity perception, psycho-physiological reactivity, value paradigms and moral bearings of social and even physiological orientation). The negative impact of the man-made popular culture on the mankind results in a phenomenon described by Marcuse as a "one-dimensional man", and the socio-cultural environment that has been formed over recent years is fraught with the danger of destruction of the human biogenetic foundation, mentality and physicality, as well as deterioration of the gene pool. We cannot ignore the fact that the mankind is on the verge of self-destruction – either in a nuclear conflict or as a result of environmental disasters.

"In the course of the ‘transformational’ and superconsumer activity (which is not morally and spiritually controlled), human beings, as organic part of the biosphere and the Universe as a whole, have become a real threat not only to human existence, but to the entire biosphere." (Bychkov, 2006, p. 326).

At the same time many scholars specialising in cultural studies, aesthetics, education and psychology emphasize that the aesthetic wealth of the classical art, accumulated over centuries, is so deep and multifaceted that its effect and educative value are not weakening but rather strengthening over time. The classical (high, elite) art tackles and artistically resolves the most intimate problems of human spiritual life, and its specific form, always actual for this particular generation, more and more reveals its sensual and emotional expressiveness and appeal, almost "contagiosity". This makes it important to find present-
day psychological and educational techniques, methods and forms of introducing the best examples of art into social and, above all, educational practice.

Since the 1980-90s the methodological framework for educational studies in Russia has been based on the cultural approach, considering the formation of personal (and later professional) culture of an individual as a life-sustaining activity, a "tool" for realization of individual creative powers in various spheres and a result of self-definition in culture. We can state that a shaping personality can successfully socialize only through continuous self-definition under continuously changing conditions of the surrounding world. This continuous process of spiritual quest, achievement of the set goals and setting new ones obviously never ends.

However, currently there is a contradiction between the goals, methods and content of education, on the one part, and the need to implement cultural approach in teaching, on the other part. This contradiction can only be resolved through understanding that "the integrity of the human culture of an individual is achieved as a result of the combination and synthesis of the aesthetic qualities and artistic components of personal culture. It is controlled and dominated by the mechanism of aesthetic perception with the leading sensory and valuation function of its core – taste, interacting with the cultural potential of the objective, natural, existential and human phenomena both in the objective and subjective embodiment of beautiful (perfect in their completeness) natural objects and events. Accessibility, consistency and harmony of integral culture are possible on a large scale on the basis of the present-day aesthetic and artistic education, integral systemic conceptualization and development of aesthetic and artistic blocks of age-specific cultural development and education." (Pechko, 2008, p. 21).

On the one hand, art, due to its rich emotional, intellectual, figurative and creative potential, helps an individual deepen knowledge and intensify the process of cultural adaptation. On the other hand, it allows each individual to build the own cultural type, identifying with certain works of art based on preferences following personal tastes and evaluations and with images of characters causing "purification" of feelings (catharsis) through empathy and emotions. In this context educationalists encounter a serious problem of formation of an ethno-cultural identity of a personality (i.e. self-identification as a carrier of culture of a certain ethnicity with its traditions and values) and, at the same time, multicultural orientation based on the study, reflection and internalization of universal human values.

Unfortunately, we have to state that the results of various psychological and educational studies on the state of socio-cultural development of an individual at all ageing stages "revealed the general trend – an emerging gap between education and culture manifesting itself in curtailing of true culture, its consistent isolation from school, reduction of hours dedicated to the classical artistic legacy in school curricula, closeness and elitism of art initiation processes, outdated traditional content and techniques of aesthetic training and public education." (Shkolyar, 2007, p. 9).

The current stage of development of pedagogical sciences is associated with overcoming the negative trends, search for new methodological frameworks, approaches and innovative technologies of training and education, as well as didactic foundations of the educational process.

However, it is still obvious that today the development of education has nothing to do with strengthening of its cultural and creative role, the necessity of which is declared in all legislative documents. Underestimating the role of art in the development of a shaping personality and the formation of its inner culture can lead to irreversible consequences – a person can stop understanding that the art is his/her mode of existence as a HUMAN BEING.

These findings confirm the relevance of enhancing the aesthetic education of the young generation and the need to review this process from cultural and creative positions.
We believe that the cultural approach is very promising for the aesthetic education because it proclaims the personality as a cultural value and focuses the educational system on a dialogue between the culture and the person as both its creator and subject, who is capable of cultural self-development.

In view of the cultural approach, the aesthetic education is considered in a wider context of culture as its integral part performing all the basic functions of culture: organization of human activity, establishment of relationships between generations, creation of favourable conditions for creative self-realization and self-development of a person, preservation, enhancement and modification of value paradigms and designing of new patterns of cultural life. (Gani, 01/02/2016).

In terms of the cultural approach, the aesthetic education is impossible without an active position of the personality, and it is aimed at the development and formation of an integrated system of aesthetic qualities when acquiring knowledge, skills, values and modes of professional and creative self-realization. In terms of the cultural approach, the aesthetic education is formative in nature, as it allows an individual to be creative, develops aesthetic taste and rejection of vulgarity, fosters cultural behaviour and makes the environment more aesthetic. (Gani, 01/02/2016).

*Cultural and aesthetic education of junior schoolchildren* is actually the process of fostering aesthetic sensitivity, creative thinking, artistic abilities and shaping aesthetic sense as the most important elements of personal culture manifesting themselves in cultural and creative activities.

We can regard familiarisation of children with cultural values, shaping of aesthetic sense and involvement in active cultural activities as the main goals and objectives of the cultural and aesthetic education of junior schoolchildren. To achieve the set goals, such activities and components of learning environment can be used in primary school:

- development of the humanitarian sphere: libraries, training rooms, exhibitions, etc.;
- visits to museums, exhibitions and theatres;
- organisation of art and cultural festivals;
- establishment of artistic associations for schoolchildren interested in poetry, arts, singing and various musical genres;
- involvement of schoolchildren into participation in festivals, competitions and other artistic events and associations;
- organization of exhibitions of works of junior schoolchildren, photo and book exhibitions;
- involvement of pupils in decoration of classrooms and creation of aesthetic external appearance of the school building through drawing competitions and group and class design projects.

We can define the following main aspects of the cultural and aesthetic education of junior schoolchildren in the context of the culture approach:

- social and normative aspect (revealing the social significance of education as a tool of society continuation in every individual through adoption of social norms, traditions and rituals – exposure to all these external impacts is a powerful source of beneficial influence on the shaping personality because culture, including art as its basic component, determines not only activity, but also the pupils' perception of certain facts and events, predetermining their evaluation and choice of behaviour patterns);
- individual substantive aspect (revealing the role of the culturally congruent environment in the search for the meaning of human life, which is essential for fulfilling the main task of the education – to ensure individualized self-realization of each individual);

- axiological activity aspect (revealing the mechanism of training and education understood as a dialogic interaction with a "significant other").

The review of the current situation with cultural and aesthetic activities in primary school made by the author of this article revealed the need to rethink and restructure them to change their substantive, methodological and technological components. The main issues inhibiting the practical application of promising ideas of personal cultural and aesthetic education in the educational process have been formulated and updated. (Aryabkina, 2010a, 2010b)

However, we should note that this process can be complicated by a recent trend to keep some distance between cultural studies and art and aesthetics, when, on the one part, the culture is declared to be of high priority for the achievement of social goals both by a person and society as a whole, and, on the other part, art and aesthetic activities are not used as powerful educational tools in this process. Such differentiation between the spheres of culture and education in the society, in combination with the general crisis in the world of culture and art, makes it vital to find new forms of integration between these spheres, especially with regards to the moral and aesthetic training, education and development of personality.

The distinctive features of the approach to cultural and aesthetic education in Russia include, on the one part, references to its enduring value and the wealth of the accumulated theoretical and practical experience, and, on the other part, the treatment of aesthetic and artistic classes as secondary, not always and not fully obligatory, which is widespread in the practice of secondary educational institutions. Such classes in junior forms of secondary school are held mainly by teachers who have received art education, which is undoubtedly a positive development. However, participation of primary school teachers in the classes of music, fine arts and world art is often reduced exclusively to the organizational role, which demonstrates some kind of professional isolation of teachers of art subjects from primary school teachers who are not only form masters but also authorities in various fields for junior schoolchildren.

The described realities of primary education result in the fact that not all schools (especially it refers to those located far from regional centres) fully provide the cultural and aesthetic educational process with the necessary methodological, material and human resources, aesthetic classes are often replaced with classes in some other subjects or are carried out without taking into account present-day requirements to their organization, and there is hardly any planned monitoring of the results of forming aesthetic culture in schoolchildren, which is essentially the main criterion of effectiveness of cultural and aesthetic educational process at school.

The analysis above led to the conclusion that it is necessary to improve the performance of the cultural and aesthetic education of junior schoolchildren.

In order to help schools to solve such complicated task, I.N. Ulyanov State Pedagogical University established the Centre of Formation of Aesthetic Culture in Junior Schoolchildren. It was the combined effort of the leading university professors (including those invited from other regions), cultural figures, artists, teachers working in the city and the region and students (future teachers) within the frames of the Centre activities that allowed to improve the substantive content of secondary and higher education syllabi for artistic and aesthetic subjects; to develop advanced training programs for primary school teachers and teachers of music, fine arts and world art; to establish the bank of teaching materials
Based on the assumption that a creative personality can be only shaped by another creative personality, each member of the Centre, which operates on a pro-bono basis, can participate in a wide range of activities that allow them to realize their own cultural and aesthetic competencies in educational engagement and interaction with junior schoolchildren with the use of individualized approaches defined by the teachers themselves. During the methodological workshops, hearings, meetings, open sessions and master classes organized by the Centre in cooperation with the Education Administration personnel, they consider the results of the latest studies by leading experts regarding problems of developing in junior schoolchildren the individual aesthetic abilities related to emotional, cognitive, motivational, evaluation and activity-related spheres of their mentality with the use of various practical methods, forms and techniques of art activities. The Centre operation is mainly focused on comprehensive monitoring of such important indicator of schoolchildren's socialization as the level of their cultural and aesthetic education, based on studying and applying the most advanced diagnostic techniques in the field of artistic and aesthetic education. With all that, it is very important that the results of cultural and aesthetic education of junior schoolchildren in primary school are studied directly in the process of children's creative activities in the sphere of art supported by adults.

In the course of psycho-pedagogical experiment held by the author of this article for many years, a careful and painstaking work of primary school teachers included the following stages of studying the level of aesthetic education of junior schoolchildren:

- acquaintance and talk with the pupil;
- acquaintance and talk with his/her parents, questionnaire surveys;
- analysis of the first creative assignment performed by the pupil;
- regular discussions with pupils, questionnaire surveys (more often used among pupils in the third or fourth form) and testing (with elements of games);
- regular discussions with parents, questionnaire surveys;
- control measurements of the level of development of the child's creative abilities through the quality assessment of works performed;
- observing children engaged in the creative process;
- comparison of works created by a particular pupil with those of other pupils in the same form;
- teacher observation of the child's attitude to works performed by other pupils;
- observing pupils engaged in the learning process (their opinions and attitudes to the performance process);
- studying the child's attitude to various pieces of art in the aesthetic perception process and intensity and completeness of aesthetic sensibility expression;
- monitoring behaviour of junior schoolchildren during their visits to exhibitions, concert halls and museums;
- accounting for opinions of other teachers about the child's aesthetic development during aesthetic education activities;

- organisation of open lessons and extracurricular activities in presence of other teachers and parents;

- compiling a plan for the aesthetic development of each child, with participation of other teachers and parents, and its implementation in practice.

As a conclusion, we can state that the development of curricula and educationally expedient interdisciplinary communications based on poly-art and expressive approaches to aesthetic education, reliance on the pursuit of creative self-realization, inherent in all children, target-oriented development of their aesthetic abilities, interests, needs, tastes and the system of aesthetic perception of the reality and the study and use of modern personality-oriented educational technologies for this purpose, introduction of aesthetic components in teaching of humanitarian and natural-science subjects at school, combination of learning and extracurricular activities, and active cooperation with parents and colleagues will allow primary school teachers, on the one hand, to demonstrate the achieved level of their cultural and aesthetic competencies and better understand the necessity to develop them on a regular basis, and, on the other hand, to achieve positive dynamics in the individual development of each junior pupil virtually in all cases.

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PRINCIPLES OF THE RULE “SIMPLE REALITY IS THE WHOLE THINGS” IN THOUGHTS OF LEADER OF THEOSOPHISTS, MULLA SADRA

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ABSTRACT
The Divine, as the sole originator cause, has a simple essence, which is essence of His activity, and meanwhile has numerous essential aspects of excellence through which He can be the cause of many effects despite of His simple activity; and this while conforming to the principle of congruity can be explained and proved by principles of the rule “Al-Wahid” (the rule based on which one thing can be the cause of only one thing) as well. By adding this issue to the entity of relationship between the effects, principles of the rule “simple reality is the whole things” will naturally become necessary in the universe. That is to believe that the Divine has a simple essence which while being simple, complies with essences of all – and not only one – of His effects, due to degree of His existence.

Keywords: Leader of Theosophists, Causality, Connector Existence, Simplicity

THE CAUSE’S STATUS OF ACTIVITY

The truth is that when a thing is simple, and it is the cause of another thing, its essence is the entity of being the cause, so that the reason cannot analyze it to an essence and a cause; otherwise it cannot be essentially simple. Therefore, the simple source which is a cause, due to its simple essence, will be the origin of anything other than itself; so, inevitably, the simple cause has characters due to which, it can originate a certain effect and nothing else. It is therefore that certain character which is the real source of originating the cause, and existence of the cause necessitates existence of the effect. Considering this issue and what mentioned before about necessity of cause and effect companion, it can be concluded that if the cause is existentially prior to its effect, such priority is not related to its activity as the cause; it is rather related to its essence before it has actually caused an effect. Here, it becomes clear that whatever which gives existence to other things is a true cause, and all other things are not true causes; they are preparing causes which are called “causes” for the ease of reference. For further clarification of the subject, Leader of Theosophists has allocated a chapter to this issue in his “Four Intellectual Journeys”, where he explains: the cause can takes either of the two positions in relation with the effect; it either influences the effect directly or not. If the cause does not influence the effect directly, then there has to be a medium, such as a condition, an attribute, a will, a tool, an expedience, or any other things. In this case, whatever has been considered as the cause without the medium cannot be the true cause; the cause here would be a combination of the essence and the medium or mediums which influence the effect. Therefore, in this case activity of a cause depends solely on its essence, nature, and reality, and not on anything influencing on it. According to this explanation, when it is proven that a true cause is active essentially and naturally, and based on this ground we attribute decisiveness and influence to it, it is then proven that essence of cause requires the effect, which is abstracted from the cause and is attributed to it, has to exist.

SIMPLE GENERATION

1 Leader of Theosophists, The Transcendent Wisdom Regarding Four Intellectual Journeys, Volume II, Page 204-205
2 Ibid: 212
3 Ibid: 227
Having proven that the cause is essentially active only when it is singular, and that a cause essentially has to have an effect attributed to it, it can be concluded that the effect occurring as the essential requirement of a real simple cause, comes to existence through a simple generation. According to the Leader of Theosophists, the philosophers consider a cause to be a true cause\(^4\) only when it gives existence to an effect; that it to say the effect’s sole attribution to the cause is the existence; and it cannot be anything else, because, if the cause generates anything anywhere other than existence, the concepts of reflective attribution and illuminative attribution are no more realized, and therefore giving existence does not take place; therefore the causality has not been real. Based on this ground, natural acts cannot be true causes as they do not give existence, and their sole action is to incite.\(^5\) Therefore, it is implied that the true cause gives existence to the effect only through a simple generation. On the other hand, a preparing cause relates an existing being to a state or act such as movement; for example moves a still object. It is therefore proven that an attribute cannot be generated, because firstly it is not simple and a compound cannot be primarily and essentially generated, and secondly it requires compound generation and a true cause gives existence only through simple generation: “and generation and origination are indeed related solely to existence of an attribute and not to the essence of an attribute.”\(^6\)

### 2. SIMPLICITY OF THE EFFECT

Another issue revealed by thinking about aspect and direction of influence of the cause and its attribution to the effect is the fact that aspect and direction of influence of the cause depends on entity of its simple existence (as it is the cause and active)\(^7\), and this simplicity becomes evident when we separate the cause from all the things interfering its causality and effectiveness, in a way that what remains is solely existence of the causal and effective aspect of the cause. Also, when we separate the effect from all the things not influencing continuity of its attribution, it becomes clear that a cause is a cause due to entity of its essence and reality, and an effect is an effect due to its essence and reality. Therefore the effect has essentially no reality other than being attributed and secondary, and has no meaning other than being caused and dependant, without having an essence being attributed to these meanings.\(^8\) Simplicity of generation requires simplicity of the generated being\(^9\) as indicated in discussion of “primary being” amongst all possible assumptions and aspect raised by rational analysis of existence of the effect, including essence, existence, appearance, transformation of essence to the existence or any other assumptions, it is only the existence that can be generated by the cause, and this is due to originality of the existence and unity of the same type of existences. Based on the same ground, simplicity of the primary being is proven.

### 3. PRINCIPLE OF HOMOGENEITY AND RULE “AL-WAHID”

Another way of proving simplicity of directions of activity, generation, and attribution in discussion of causality is proving the rule “Al-Wahid”. Principles of the rule “Al-Wahid” suggest that a real singular cause cannot have more than one singular effect of the same direction. Therefore, it becomes clear that a singular being is a simple being that has no plural composition in its essence; so the singular cause is a simple cause which has become a cause due to entity of its essence, and a singular effect is a simple effect which has become an effect due to entity of its essence. Further explanation of the rule “Al-Wahid” is that

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4 Ibid: 213
5 Ibid
6 Ibid: Volume I, p 210; Comments on the Evidences of Deism, p 396
7 Ibid: Volume II, p 299
8 Ibid: pp 299-300
9 Ibid: P 299
the source of existence of the effect is nothing other than existence of the cause, which is the entity of its essence and has been discussed in details in discussion of direction of activity.

On the other hand, there should be an essential similarity between cause and effect due to which a certain effect is attributed to a certain cause; otherwise, everything should be cause of everything, and everything should be effect of everything. Therefore, if a singular cause whose essence does not consist of more than one direction, generates diverse and contradictory effects that cannot be attributed to that one direction in the cause, then essence of the cause must be consisting of diverse and contradictory directions, while from the beginning the cause was assumed singular and one-directional, and this is against the assumption. Therefore, it is proven that a real singular cause will not generate more than one single effect. Based on the above reasoning it becomes clear that due to necessity of essential homogeneity between cause and effect, this rule is not only limited to the Divine; it includes any being which is simple due to its external existence. Therefore, principle of homogeneity is more general, because it includes both the singular being and the singular type. Therefore, requirements of the rule “Al-Wahid” do not deny attribution of diverse effects to the Divine, because it is not contradictory to the principle of homogeneity and is rather in accordance with this principle. It is clear that the rule “Al-Wahid”, which is based on principle of homogeneity of cause and effect and is included in generality of this principle, requires comprehensive homogeneity of cause and effect in all aspects, so that nature of generation of a certain effect is limited to it and cannot be found in any other effects; otherwise the cause should be of divers directions of activity, which is against the assumption. Therefore, if a really singular cause generates two effects, the two effects are either attributed to one same direction, or to two different directions. There is no way to accept the first hypothesis, because agreeableness is mutual similarity, and mutual similarity is a type of similarity of attributes. It is indeed a unity either between two attributes, which is called similarity, or between two attributed beings, which is called uniformity. In both cases similarity refers to real unity and homogeneity; therefore two directions are related to one direction. On the other hand, the second hypothesis is not acceptable as well, because if existence of the cause consists of two directions, the cause can no more be a real cause. However, the important issue raised due to correctness of principles of the rule “Al-Wahid” is the question of how to explain diversity of beings in the world, where due to necessity of singularity and homogeneity of cause and effect, a singular cause cannot generate more than one singular effect? A cause can generate only one effect, and therefore existence of similar beings which are not in a causal relation is not possible for a singular type. The Leader of Theosophists’ answer is: “the best answer is to say that what is generated is a singular being; but it is accompanied by other things which exist as requirements and are not generated by any generator. According to the questioner, what is generated by the Divine is solely the existence, and nature, potential, and things of that kind do not need to be generated. Therefore such qualities are primary effects and not secondary effects; so the primary effect can cause diverse effects due to its inherent diversity, and is generated by the real singular cause due to its singular existence which has been generated primarily.”

10 Seyed Mohammad Husain Tabatabaei, Ultimate Philosophy, (Qom: Institute of Islamic Publications for Theology Lecturers, 1983) pp 165-166
11 Leader of theosophists stresses on this fact and says (Arabic): The Four Journeys, Volume VII, p236
12 Ibid
Analyzing Reality of Causality

- Connector Existence

One of the most identical philosophical accuracies of the Leader of Theosophists is to provide an image of the effect’s type of existence, showing its entire state of dependence and attribution to another being. In this image, he considers existence of the effect to be the entity of its relation and dependence on an independent existence called the cause, and not an essence which is related to its cause. In other words, in the relationship between cause and effect, and the effect’s attribution to its cause, what comes about through rational analysis consists of two things and not more that. One is the cause, and the other is the relation generated and determined by the cause, and this relation is seen an entity of independent of existence of the cause from and independent perspective; otherwise, it does not have an independent identity by itself; and thus the Leader of Theosophists name it “connector existence”, which means an existence whose identity is entity of relation to its cause, and not an existence which is related to its cause. The Leader of Theosophists explains that “existence of the effect essentially depends on existence of its cause, in a way that it cannot be imagined without existence of its cause.” The most accurate understanding of the nature of connector existence is provided by Scholar Tabatabaie in his image of connector existence in discussion of propositions, suggesting that in all predictive bounding and compound propositions there is something between the subject and the predicate, which is considered a relation, and is neither seen in subject alone, nor in predicate alone, and cannot be seen independently between subject and predicate, or between subject and non-predicate, or between predicate and non-subject. Therefore in such propositions, there is a third being other than subject and predicate, which is not essentially independent of subject and predicate. It is a being which depends on subject and predicate and is not separated from them, and is meanwhile neither entity nor part of either of them. Therefore, existence of a different existence named “connector existence” is proven. Considering what explained above, connector existence in propositions requires identical and essential unity between the two sides of proposition, because its existence depends on realization of existence of the two sides. Connector existence, due to its dependant nature, cannot have an identity; because identity is an answer to “what is…”, and has an independent concept, while connector existences cannot have independent concepts. That is to say, an identity with substantially independent existence makes a concept in accordance to its existence which is indicative of its independent identity as well. The connector existence depends on existence of subject and predicate; so it cannot be of such property, and cannot make an independent concept based on its existence.

- Ambiguous Essence of Connector Existence

An interesting issue about the connector existence is the fact that as per the Leader of Theosophists’ clear explanation of existence of the effect, from an independent perspective, one may see only one secondary existence and not more that, while having thought deeply about reality of the essence of existence, we confirm Mohaghegh Sabzevari’s argument in this regard suggesting that reality of existence is conceptually known by all of us, and this is something clear, yet reality of essence and its origin is something beyond human perception; “its reality is the most know fact, while its essence is ultimately concealed.”

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14 The Four Journeys, Volume I, p417
15 Ultimate Philosophy, p28; The Four Journeys, Volume I, p328
16 Ibid, p30
17 Poetic Interpretation, Volume II, p59
With this introduction it can be concluded that it is not possible to understand reality, state, and essence of being “appointed link”: “we have evidently explained that the effect as a secondary being is related to the cause in a certain way whose essence is not known.”

- **Illuminative Attribution**

Maybe the Leader of Theosophists’ best interpretation for connector existence in position of effect, and its relation to the cause is the term “illuminative attribution” which implies attribution and relation to entity of the cause’s existence, resembling arrays of light for the sun.

In his explanation of types of attribution, he introduces the effect’s attribution to the cause as a specific type of attribution in which, if the cause appears in the world of existence, it has a kind of companion whose existence depends on a being although its existence is accompanied by another being. Existence of this companion is entity of existence of the same effect, and the companionship is specified to this type of attribution, like paternity; a father is inherently a father and doesn’t become a father due to others’ paternity. Here, what is real and original is existence of the cause, and whatever attributed or related to it is considered an aspect of the cause: “…whatever is called the cause, is the origin, and the effect is only an aspect of it; and causality and effectiveness refers to evolution of the cause in its self, realization of its potentials, and not disjunction of something independent from the cause.” The Leader of Theosophists, based on this definition of cause and effect existence, believes that the Divine is the sole real instance of primary and true existence, and therefore nothing other than the Divine could be a primary being. All the beings come to existence due to their attributions to the Divine, and are thus secondary beings. Therefore, reality of effecting and generating consists of granting existence upon the effect by the cause while relating and attributing it to the cause (the Divine) in a way that the effect, due to its attribution to the Divine, is capable of abstracting concept of the existence and becomes an instance for predicating “the being” to it. In *Four Journeys* he says: “the conclusion is that philosophers and followers of the Divine philosophy believe that all the beings, including reason, carnal soul, and corporate forms are all arrays of the true light and manifestations of the eternal existence of the Divine.” Therefore, according to the Leader of Theosophists, attribution to the cause and being an aspect of it is the entire identity of the effect, and as pointed out before, the effect has no essential reality other than this attribution and its sole significance is to be the effect and subordinate of the cause without an essence as subject of such meanings. On the other hand definition of the active cause means to be the origin, source, reference, and influential, and these are all entities of His existence. Beside this true issue, considering the fact that chain of causes end by a simple real being whose light of existence is free from defects, diversities, and uncertainties, it can be concluded that this simple and real source of light, which is the Divine, is inherently active, and His existence is the source of the world of creation and order; and the same fact reveals that all beings are of a same origin and nature, which is the sole reality, and anything else is as aspect of it. He is the true existence, and all other things are attributed to His directions and aspects. It is concluded from this exposition that whatever called an existence in any way is nothing but an aspect from

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18 *The Four Journeys*, Volume I, p414
20 *Footnotes on Shafa Divinities*, p151
22 *Departure & Return*, p56; *Sentiments*, pp53-54
23 *The For Journeys*, Volume II, p291
24 *Ultimate Philosophy*, p28
many aspects, and an attribution from many attributions of the Divine. Therefore, based on what was initially said about preliminary division of existence to cause and effect, it was eventually concluded that the real existence belongs to the cause, and the effect is only as aspect of the cause. Thus, causality and influence is evolution of the cause in one of his aspects, and not disjunction of something contrasted to it.\footnote{The Four Journeys, Volume II, pp299-301} The Leader of Theosophists stresses on inherent singularity of the existence and accordingly limits the causality to manifesting aspects of the cause; meanwhile, believing in unity of the existence, he rather uses attribution instead of causality, and considers the simple existence to be the first thing attributed to the Divine and introduces it as the first thing sourced by the Necessary Being. He doesn’t consider originality of the Divine’s donation of existence to the first being a causal relation, because he believes that causality requires contradiction between cause and effect, which occurs only when their exclusive existence attributed to their unchangeable entity is taken into consideration, while from a unity-oriented approach to the existence, the absolute existence is singular and different from all types of homogeneity including numeral, typical, and corporal homogeneity.\footnote{Ibid: p331} Therefore, due to the differences between attribution and causality, it is revealed that these two concepts are similar in terms of being attributed to the source, but the source can be the cause (in the approach not believing in existential unity) or not (in the approach believing in existential unity); therefore, attribution is more general than causality. That is to say a cause is certainly a source, but a source is not necessarily a cause.\footnote{Ibid: footnote 2 (Sabzevari)}

- Singularity of Existence

Although individual singularity of existence is an indicator of theosophical teachings, it has been criticized extensively. By the way, the Leader of Theosophists has accepted it and tends to prove it as a requirement of attribution-oriented approach to causality.

There are three assumptions about concept of the singularity of existence: 1- Everything is the Divine and nothing else exists; 2- Anything other than the Divine is unreal, void, and illusive; 3- All the things other than the Divine are manifestations and aspects of the Divine. Here we describe the concept taken and proven by the Leader of Theosophists and explain the difference between bounding aspects and causal aspect: in causal aspect there are two realized existences; one is original and exists independently, and the other exists due to existence of the first one. The first existence is named the cause, and the second is named the effect generated due to existence of the cause, and define the effect’s aspect of existence as causal existential aspect. In this aspect, the effect has its own existence, but its existence depends on something else; it is an existence besides existence of the cause. On the contrary, in bounding aspect, the second being has no existence other than existence of its source, and its existence is like the secondary philosophical concepts, which exist and are not solely abstract, yet their existence is realized through existence of their source of abstraction and not separated from it. This bounding existence is the entire and entity of existence of it source of abstraction, like attributes of the Divine which are rooted in His existence. Sometimes this bounding existence is considered only an aspect of its source of abstraction, like powers of the soul for the soul, or beauty for the human. According to Mulla Sadra, all the things other than the Divine are of a bounding aspect and not of causal aspect. That is to say, unlike peripatetic philosophers such and Avicenna, he believes that no existence can stand next to existence of the Divine, and all the things exist due to His existence. Of course they are not rooted in His existence like His attributes; they are rather manifestations of His aspects. This is how the Leader of Theosophists defines individual singularity of existence. Certainly, such definition of existence of all things other than the Divine is derived from, and even similar to, his definition of connector existence, which was explained before. Generally speaking, the Leader of Theosophists argues about individual singularity of existence in
two different ways; one is to suggest that existence of the effect is a connector to the cause, and that the entire universe is of such character; so the entire universe with all its components is the entity of attribution to the Devine. Even the intermediate causes are of the same character, and therefore the entire universe is manifestation of aspect of the Divine aspects from this perspective. In the second argument, reality of the existence is simple and singular, and simple reality includes the entire universe with no exception. Therefore, there is only one existence, and it is individual and singular. Apparently, the main issue is the questionable unity of the existence, in which existence of the Divine and its aspects are seen as effects and degrees of existence, and due to this questionable unity, the personal unity raised by the attribution-oriented approach is realized as a secondary existence. These two are not two things or two existences; it is rather a same reality perceived in two different ways; otherwise, perceiving personal unity of existence as a specific singular existence with personal unity (although its unity is real) besides perceiving diversities as aspects of this personal unit which are of real ranks, is a difficult thing to do in realm of philosophy, and discussing its possibility or impossibility in details is out of our current discussion. By the way, others have made researches in this regard. Some philosophers believe that amongst all reasonable assumptions about unity of existence, only “unity of existence and diversity of the beings” can be proven, which is same as questionable unity or unity despite of diversity. Naturally the Sufis’ approach to this issue, which is unity of existence and beings, can be proven only through contemplation and not in the realm of philosophy.

4. CONCLUSION OF THE RULE “SIMPLE REALITY IS THE WHOLE THINGS”

After proving simplicity of causality (in three directions of cause, generation, and effect) and providing an accurate image of existence of the effect in terms of being attributed to the cause through illuminative attribution, especially from perspective of personal unity of existence, in which there are no contradictions between cause and effect, and the entire existence is consisting of a single reality and its aspects, which are sources of all other beings, reality of the existence can be seen as a singular and simple being which includes the entire universe, yet cannot be related to all its instances separately. Here, the rule “simple reality is the whole things and nothing is independent of it” is apprehended well. That is to say that the Divine is reality of all things, and not all things. All the things which are apparently separated from the Divine are indeed abstracted from a reality which is an aspect of the Devine existence. Therefore, as suggested by the Leader of Theosophists, a simple being, despite of being simple, can carry diverse meanings other than its own concept without negating its unity of essence, or unity of direction of its essence. Mulla Sadra believes that understanding meaning of “simple reality is all things” in a way to consider it a simple rational essence which includes all the things is true, pleasant, and obscure; and for this reason none of the preceding philosophers, even Avicenna, have not been able to apprehend it as it is.

In order to prove the simple reality rule, the Leader of Theosophists brings about a contradictory argument: if something is independent of real existence of the Divine, its existence must be attributed to something depriving from it; otherwise depriving from a deprived being occurs in it, which is indeed the proof of the being, because combining two contradictory beings is not possible. When negation of a being occurs in the Devine existence, the Divine existence would have to be consisting of reality of something and negation of something else; and this requires a composition. Even if this composition is outcome of a rational analysis, it would be against the assumed simplicity of the Divine existence. This argument proves inclusion of all existences in the simple reality. The Leader of Theosophists says:

“When something is simple in all aspects, that thing with its entire characteristics includes all the things. Otherwise, its essence has to be consisting of two qualities. One to be essence of something, and one to be negation of something else; therefore, it will be of a compound essence, though limited to rational

28 The Four Journeys, Volume III, p337
29 The Four Journeys, Volume VI, p187
analysis… Therefore, something which is of simple reality in all aspects, which is indeed the Divine, will be consisting of all the things in the highest degree, and the only thing excluded from it would be defects and shortcomings. This simple existence is in this sense the whole things, and the whole of a thing is naturally prior to and stricter than that thing.”

30 This is extended in the same way to separable beings, which are realized after the Divine existence and are singular and simple.

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THE ROLE OF ALAVI TABARESTAN IN PUBLISHING ALAVID SHI'ITE THOUGHT IN THE TABARESTAN

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ABSTRACT
In the political sphere Sadat Alavi most important result of migration to the north of Iran in the third century AD, was the establishment of the Alavite Shias in the Tabarestan. In the early fourth century with the formation and founding of the school of Nazareth, cities such as Amol and Hosem was considered of the main centers of culture Alavi promotion all over Tabarestan and deilam. This paper is a method descriptive and analytical science of history, was evaluated Sadat Alavi Zeidi efforts in the development the Shiite culture in Tabarestan. It can be concluded, Alevi popularity among the general public Mazandaran on the one hand, and trying Sadat Alavi featured in the spread of Islam and Shi'ite thought was Contact the Shiite government of the territory Tabarestan and Building schools, libraries, establishing debate circles and teaching the religious sciences which has been effective in promoting Shiite culture. That is importance of these efforts, according to the prevailing political situation and Sunni Islam dominant, the region has tried to revive the Shiite culture.

Keywords: Alavids, Tabarestan, Zaidieh, Shiite culture

Introduction
Tabarestan area until the third century with its conquest by Muslim Arabs, has not been completely dominated by the Abbasid rulers. Because of the distance from the center of the Abbasid Caliphate and political power vacuum in the region, could be a good place to Khalifa opponents. That's why when people were harassed Tabarestan agents of oppression Taheri, asked for help from Alavi and escorted them to the people. Therefore, by forming Alavi's government in Tabarestan and political, cultural and religious in the region, favorable conditions were provided for the publication of Shi'a thought in Tabarestan. Many Sadat Alavi of Tabarestan, had spent his life spreading religious sciences and invite people to Islam, a third of them lived in anonymity because of the political situation. On the other hand, those of Sadat who had political power and social services to the public and were known properties and historical resources that they have learned from their abundance Sadat known as Alavi Zaidi in the research is mentioned. In this study, efforts have been made, with the help of historical texts to be paid to the role of immigrant Sadat Alavi Zaidi Tabarestan in the Shiite culture. The Alawite Shiite culture, is the cultural practices and religious Alawite da'is through sources that may include statements regarding prayer and religious rituals, school construction, writing religious books and the formation of the school of thought that this paper will be drawn to it. The main question of the
study was to investigate the role of Sadat Alavi Zaidi and influential figures Tabarestan (third and fourth centuries AD) in the entrenched position of the Shiites and consequently orientate towards the Shia culture in Tabarestan. Subsequently, the assumption is that the issue of the establishment of the scheme and Alavi political power in the goals and ideals of Alavi and Shiite religious views and consequently undermine the foundations of the legitimacy of religious and political power Abbasid hegemony, has a fundamental role in the dissemination and development of the Shi’ite causes.

1- Prelude theoretical research on topics

In the concept of Shiite culture and the role which Sadat Alavi Zaidi Tabarestan played in it, it must be said from a perspective of culture and true basics of Brahman emphasis Shiite Muslim caliphs of the Umayyad and Abbasid rule in the tendency to deviate. Apart from the complex technical and legal issues that naturally among Islamic jurists and different sects there may be differences of opinion over their heads but there was a critical issue that had to involve the public and the issue of sovereignty by agents of the characteristics of a Muslim ruler and how to apply them. From this perspective, two fundamental topics with many different prominent Shia Imamate and the absence of the Imam should have found that the first question is, from this perspective unanimously that all Shiite sects in contrast to the Umayyad and Abbasid caliphs. Secondly, the issue of justice and to avoid discriminatory practices that attracted the attention of people oppressed and unhappy bullying Umayyad and Abbasid rulers towards Alavi. Since that remained in people's memory Islamic countries, especially Iran, justice Imam Ali (AS) and Imam as the leader of the Islamic Society of equality that it did with the lord; this pretext was that the people of Iran and Khorasan in the Abbasid da’is individual sovereignty in the name of inmate that evokes a member of the family of Imam Ali (AS) uprising against the Umayyad invite and thus, the name of the inmate seized the caliphate. But unlike previous promises not only Abbasid caliphs did not have much difference with the Umayyad but the Alavi clans' pressure and had suffered a double oppression. Undoubtedly, this kind of behavior from listening to advice people not hide rulers, so the descendants of Imam Ali (AS) known as the Alavi, to restore the tradition of ancestor government were in various formats to rise. Sacrifice their reputation as well as ethical people saw them, their hearts were attracted to the methods and manners of the family. Although they have different political and intellectual trends, Umayyad and Abbasid caliphs were significant differences but with practice. Among them the Zaidi Shiite political founder of the first independent government in the territory of the Abbasid Caliphate, they are of great importance in the history of Shi'ism. Their political perspective with emphasis to ijtihad Imam Imam and religious issues, in addition to challenging the foundations of the legitimacy of the power of the Abbasid Caliphate, theoretically, too, despite the intentions of their own volition, the underlying problem is due to the superior characteristics of the Imam in Twelver Shi'a in the Iranians. On the other hand, despite the lack of resources in the history of Shi'ite in the early Islamic period because of the oppression and exclusion of opposition leaders and that except for a few whose number was not on the fingers of one hand, historians wrote that caters to the contents can be confirmed by the rulers, therefore, our thorough knowledge of life in that era Shiites is small¹. However, reviewing the services that Alavi of Tabarestan and crowbar to spread Shi'ism is important.

2- Causes escort people of Tabarestan with Sadat Alavi

People have always been a significant element in advancing the goals of the community. At the time of arrival of Muslim Arabs in Iran, despite intense social class differentiation of society and oppression that some Espahbodan had allowed the people, on the one hand, and the slogans of freedom and evangelism as we promised people to justice, for example, at the time of Espahbod sun, Omar bin Alla’ from Mansour Abbasi Caliph was ordered to conquer Tabarestan and provide reasons

¹ Ainehvand, History of Science in Islam, Page 9
was well known for his success, so that Ibn Esfandiar says: "Omar bin Alla’ Amol sat and herald of justice, he said, and the invitation to Islam, according to ridicule and belittling the people of Esfahbod had seen, came in throngs and tribes and accept Islam and his estate toys made clear." But soon people misleading slogans against the Islamic conquerors observed their actions. Thus opening had sought refuge to escape, because Sadat immigrants of Alavi against this practice Khalifa officers were, as a group joined them. The point of the fighting force than before relying on the Alevi movement Deilami are fighting force, and outright hostility and without consideration Zaydis with the Abbasid caliphs provided in common for acceptance Zaydis in Tabarestan territory, especially Deilami. This was a golden opportunity for Zaydis has organized its influence to organize and strengthen their Deilami territory. Daeikabir come to every city, people paid homage to him in the shift and brokers of Taheri were expelled from cities and rulers had chosen it. Tabarestan people and crowbar to meet with officials of the Abbasid caliphs and rulers Taheri allied with each other to advance its objectives, one of the Alavi elders led by their choice. Alavi was known as good manners and justice in the region. They went to Mohammad bin Ibrahim a descendant of Alavi who was renowned in living embryos to asceticism, piety and learning, therefore, the presence of people in the anti-oppression movements that were led by Alavi of Tabarestan, widely and can be viewed effective.

3- The role of the Zaydi scholars in promoting Shi’ism in Tabarestan

Great Sadat of Alavi, mostly in jurisprudence and theology were prominent and inviting people to Islam of enjoining good and forbidding in the form of morality troops, helped to promote religious sciences. As such, after the foundation of political power in Tabarestan Alawi tight, Alawites began a large movement in the realm of science and religion. Aside from Tabarestan, Alavi due to religious zeal anywhere on earth were entering the dissemination of the teachings of Islam and the spread of religious sciences were acting. For example, measures can be considered a great motive. Religious activities Hassan ibn Zayd known the Daeikabir (ruled: 250-270 AH) is famous for publishing and development of religious sciences. When people Mazandaran in Saeed Abad (current Marzanabad) was established pledged allegiance to al-Hasan ibn Zayd, a condition brought homage to the Book of Allah, the prophetic tradition and enjoining good and forbidding wrong. Hasan ibn Zayd after the establishment of the rule, missionaries in various areas, including Sari, Damavand (Danhavand) and sent Firouzkouh. After the relief of its internal and external opponents, to issue a religious decree and determine the spread of Shiite religious and by appointment in a letter to its rule and ordered them to people familiar with the Shiite Islamic culture. The letter was ordered to serve the people of the Book of Allah and the Sunnah of the Messenger of Allah, what is certain of Imam Ali and Imam righteous, Imam Ali, in the principles and secondary principles of religion has come, and their apparent virtues and his superiority over all the nation. Government agencies should stop people from believing in algebra, assimilation and enmity with the people of monotheism, it also prohibits them from attacking the Shiites and annoyed and hurt and do not tell anything about the virtue of God's enemies and the enemies of the Imam Ali, were urged people tell tall Merciful and Compassionate in prayer, morning

2 Ibn Esfandiar, Tabarestan History, Page 176
3 Ibid, pp. 228-232
4 Marashi, Tabarestan History, Rouyan and Mazandaran, Page 129
5 Ibid., 130
6 Amoli, Rouyan History, Page 64
7 Marashi, former, p 129; Oliyaollah Amoli, former, Page 64
8 Marashi, former, p. 130
9 Ibn Esfandiar, former, p 240; Amin, Ayan Al-Shiaa, vol. 5, p. 83
prayer qunut to mark the funeral prayer five said Takbeer, the wiping off of the left shoe, in prayer and brought added sentence, sentences two to two read prayers and beware are from the Zaydi rulers disobeyed orders. This command was also associated with an ultimatum that whoever opposed the directives and vision, blood was lawful.\textsuperscript{10} Efforts in Alavi culture and follow the orders of Imam Ali [as] well reflected in this statement. First, practice the commands of Allah and the Sunnah of the Prophet Imam Ali after the book topped the demands of Hasan ibn Zayd. Respect and protect the Shites, another part of the command that played a significant role in the development of the ideological demands of the Shiite culture. In religious rituals particular attention to cultural differences Shiite with Sunnis. These commands after by Hassan bin Ali Atroush the composition of numerous books, and remained institutionalized and in the aftermath, the grandson of a girl of Atroush, Seyed Morteza in Al-Naseriyat with the celebration of his grandfather as a scholar of Ahl al-Bayt, his/her fatwa has collected.\textsuperscript{11} In addition, according to the documentation of historical texts, Hasan ibn Zayd wrote several books in promoting Islamic beliefs. Including "Al-Hojjat fi Al-Emamah", "Al-Jame fi Al-Fiqh " Al-Bayan" of course, today there are traces of these books.\textsuperscript{12} After him, his brother Mohammad ibn Zayd came to power, he passed much of his reign fighting with the opposition.\textsuperscript{13} As a rule, failed attempts in the promotion and development of religious sciences. But in numerous texts, praised him for wisdom and generosity. As Seyed Zahir al-Din Marashi in "History of Tabarestan and Rouyan and the Mazandaran" and and Ibn Esfandiar in "Tabarestan History » he writes about the people, many Arabs, Persians, Roman, Indian, etc. for friends and willingly took advantage of his presence.\textsuperscript{14} Shortly after he took the rulers Samani on Tabarestan and then Hassan ibn Ali Atroush (Nasser Kabir, ruled: 301 304 AH) was dominant on Tabarestan and Deilaman. During his life he wanted to spread the teachings of Islam and calling people to Islam Deilam serious efforts in this direction counts.\textsuperscript{15} In his book Alahtsab the importance of the issues and rules that it needs an inspector to handle the Muslim community, has said. He legitimate and legal issues that businesses needed it, refer to the separate states and legal rules businessmen with a consensus among scholars on the Prophet [pbuh]. Format traditions that Atroush quoted from Imam Ali. In this book, he is to be counted inspector decided that the slogan inmate give and take a few knocks example, especially in connection with the call to prayer and saying that La ilaha Alaallh at the end of the call twice and finally brought an express order and Amin in Hamd at the end of leave, living on prayer and brought Ali not to bring the action and the name of God with a loud voice say.\textsuperscript{16} In another part of this book writes that some of the prohibitions ban on muhtasib for example, the carpenter and woodworker orders like backgammon and chess gambling machines and refrain from shaving their fatwa is a documentary narrated by Imam Ali. Of the content that relates to the issues and Shiite Muslim community and is consistent with the look of the Prophet Shiite, can be found in abundance in this book that was promoted by them.\textsuperscript{17} From important factors of this book, the author tells the story behind his fatwas of Imam Sadiq. As part of his book of Prophet Hazrat Fatemeh [as] a documentary mentions and quotes from Imam Sadiq says.\textsuperscript{18} In Al-Basat book in ideological and

\textsuperscript{10} Ibn Esfandiar, former, p. 240

\textsuperscript{11} Sharif Morteza, Al-Masael Al-Naseriyat, Tehran: Center for Research and Scientific Research, 1997

\textsuperscript{12} Varedi Koolae, Alavian Tabarestan History, p. 92; Amin, former, p. 91; Sheikh Agha Bozorg Tehrani, Al-Zorriehe Ela to Tasanif Al-Shiaa, vol. 6, p. 255


\textsuperscript{14} Marashi, former, p. 141; Ibn Esfandiar, former, p. 256

\textsuperscript{15} Ibn Al-asir Al-Jazari, Al-Kamel fi Al-Tarikh, vol. 8, p. 81

\textsuperscript{16} Atroush, Al-Ehtesab, pp. 46 -40

\textsuperscript{17} Ibid, p. 47

\textsuperscript{18} Ibid, p. 50

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theological book is a Nasser Kabi book wrote for his school pupils, the unity, and the plot points. As a result of the Nasser Kabi action in publishing and development of religious sciences, especially the Shia, is clear. Authored multiple books on jurisprudence and doctrinal, theological schools and honoring religious figures, the most important measures in this regard. So that enthusiasts from all over to take advantage of his knowledge and facilities that were provided to promote religious, went to Tabarestan. According to some scholars and scholars of the history, school that Nasser Kabi founded in Amol, the first seminary (or at least one of the first schools) in the Islamic world. According to Ibn Esfandiar who lived about three centuries after Nasser Kabi, Religious Science and Education of Nasser Kabi in Tabarestan, Gilan and the crowbar expanded, yet (in the sixth and seventh centuries AD) was established. His successors such as Daei Saghir and al-Moayyid Billah although the culture of the great scholars of his time were Shi'ites but not much. Zahiroddin Marashi about Daei Saghir (ruled: 304-316 AH) wrote: "... scientists and grace and respect ancient houses and was honorably and did not follow any from grace and knowledge". Also Abolhossein Ahmad bin Al-Hossein bin Harun Al-Aqta in the year 380 AH, Deilam people paid homage to him, and since then « al-Moayyid Billah » was called for twenty years, the government and tried to develop teaching religious sciences and law If you and your various writings of the injured. Narrated Ibn Esfandiar for integrity, eloquence including Gill and Deilam responded to the invitation. Al-Moayyid Billah one of the famous characters Zaidi was in the area, was especially Tonekabon. Abu Talib Yahya bin Al-Hossein Bin Harun known as Nageh Al-Hagh; older brother of Abolhossein Ahmad Al-Moayyid Billah the development of science and religion in Tabarestan and was Deilam. According to Ibn Esfandiar "in Gorgan time was engaged in teaching and expression and scholars from around the world before he had arrived and benefits." And the presence of scholars and intellectuals who Sahib Ibn Abbād (Minister Buyids) Lesson learned. He influenced the judge Abdoljabbar and Abolabass Hassani, a representative of the school of conductors in Tabarestan was great, the religious Shiite Zaidi was converted to the faith. He, after the death of his brother Al-Moayyid Billah in the year 411 AH political leadership and raised his leadership and people paid homage to him with scholars and was in office for twelve years. He is the author of the book "Tayseer Al-Mataleb fi Amalli Abi Talib," which is the most important hadith collections Zaidi. This book matters of faith traditions, legal and ethical. This book is of particular interest of Zaidi and many religious books such as the seat of Shams al-Akhbar Zaidi have borrowed from it. The Imam Zaidi, who remained polygraph, since it is published. Of course, Sadat Alavi, were involved in the publication of another Tabarestan religious education that is not to prevent the prolongation of sentences from it. So, given the above, that the political sovereignty of the different aspects of critical importance to Alavian. First they cut Taheri agents and representatives of political rule of the Abbasid Caliphate on the area, prevent the continuation of previous policies and implemented a different approach in governance. On the other hand by removing the previous limits, provided the groundwork for the development of new

19 Atroush, Absat, p. 45

20 Ibn Esfandiar, former, p 275; Marashi, former, p 148; Amoli, Rouyan History, Rastineh Gardani Afshin Parto, p. 110

21 Zeidan, History of Islamic Civilization, vol. 2, p. 625

22 Ibn Esfandiar, former, p. 97

23 Marashi, former, p. 151

24 Al-Nahl, vol 7, p. 405

25 Shoormei, Mohammad and Mahtab Shoormei, Analysis of the character of Al-Moayyid Billah Alavi, pp. 83-87

26 Ibn Esfandiar, former, p. 101

27 Madelung, Sect of Islam, p. 145; Ibn Esfandiar, former, p. 101
teachings. Creating the change at the political level the ground for intellectual and cultural development of the infrastructure provided.

4- Sadat Alavi students in Tabarestan and their role in the dissemination of Shiite culture

Sadat Alavi put all their efforts since their arrival in Tabarestan, inviting people to Islam, publishing religious instruction. In this course, students trained, some of which have been developed by and many people were familiar with Islam and religious knowledge. On the other hand it is clear that religious knowledge and Islamic culture, essential to one another, as with the growth, promotion were different. Announcing the Zaydi sect of Islam as the official religion in the territory of Alawi, build schools, libraries, make circles of discussion, debate, dialogue and teaching the religious sciences by Sadat Alavi and education of many students, including measures in the field of promotion of Islamic culture with the Shiite tendency was Sadat. One of the students Sadat Alavi of Tabarestan, was Jafar ibn Mohammad Niroosi Tabari. His great thinkers of his era (3rd century AD), which has tried for publication and development of Islamic culture in Tabarestan. He was the student of Qasim ibn Ibrahim al-Rassi al-Hassani al-Alavi (Death 246 AH). Imam Qasim al-Rassi although leadership did not introduce the principles of religion but for it to be made a prominent role. His Imamate of practice such as prayer and fasting knew it was from God.28 Jafar ibn Mohammad Niroosi was student and advocate of his thoughts in Tabarestan. Also Abdullah bin al-Hassan al-Eyvazi al-Kelari (who was also a native of Tabarestan) among students Qasim ibn Ibrahim al-Rassi and was one of the first proponents of Islamic culture in Tabarestan.29 Also, students of Nasser Kabir had much effort in spreading Islamic culture. So that, according to Ibn Esfandiar, students Nasser Great efforts in promoting the law, to continue to look after him and was significant for centuries. He mentions people who were in the presence of Nasser Kabir studentship, including Abullalla Alsorouri and Ibn Mahdi Mamtiry.30 Abolhassan Ali ibn Mahdi Mamtiry is the fourth century that has been less prominent scientists in scientific circles. Nazhat Al-Absar and Mahasen Al-Asar book are his valuable work. This book contains many sayings of Imam Ali. And most likely written before the Nahj al-Balagha. Ibn Shah Ashoub in addition to Nazhat Al-Absar called the events attributed to him. Ibn Mahdi Mamtiry traveled to study science in Amol, Basra, Baghdad and Egypt. After acquiring knowledge Tabarestan return and remain until the end of the Mamti.31 Ibn Esfandiar known him as Imams Kabar of Tabarestan who had visited his grave in Mamti.32 Also al-Moayyid Billah Alavi also students such as Abolqasim Hosmi and Ali ibn Balal Amoli, Abuabdollah Hossein ibn Esmaeil Hassani Jorjani, Judge Abolfazl Zaidi ibn Ali Zaidi, Zaid bin Ali Zaidi, Sharif Mankdim train each of which tried to promote Islamic culture. Therefore it can be concluded that Sadat Alavi Zaidi Tabarestan and his disciples trained numerous students and authorship of several books Religious great efforts to spread Islamic culture and Shiite applied.

5- Shia schools of thought in the fourth century Tabarestan

Qasim ibn Ibrahim al-Rassi al-Hassani al-Alavi (Death 246 AH), Sayyid Zaydi Imams were known and who lived in Medina, but with some people in connection with Tabarestan (such as Jafar ibn

28 Mousavi Nejad, familiar with Zaidi, p. 92
29 Ibid, p. 14
30 Ibn Esfandiar, former, p. 97
31 Ibn Shahr Ashoub Monagheb Al Abi Talib, p. 379
32 Ibn Esfandiar, former, p. 97
Mohammad Niroosi). So his thoughts released in areas of Tabarestan and students and da'i he had an active presence in Tabarestan. His school considered as "Ghassemieh." Another school that was founded by one of Sadat Alavi Tabarestan but the big difference with Ghassemieh school was Nasiriyah school. The school was founded by Nasser Kabir. He has thoughts and ideas on jurisprudence have to some extent Zaydi Imams were different. He believed in the law and the law of the Shia Imami was approached about the inheritance, accepted the terms Shiite and Sunni discriminatory views refused about the inheritance. As a result, after the Zaydis the sidelines of the Caspian Sea were divided into two rival communities Ghassemieh and Nasiriyah.

6- Sadat Zaydi schools

Each school and attitude challenges and ideas with schools competing needs two basic elements, one political power or eliminate the possibility of supporting and non-political threat against the propagation and dissemination of their faith; the other schools foundation to promote and publish its teachings to train specialists in religious belief and strengthen the theoretical aspects of religion in a way that will have the ability to process theories of their faith. Obviously, since the Caliphs Umayyad and Abbasid in different ways were prevented at promoting Shiite ritual and since the possibility of having school provides continuity and promoting various Sunni sects and Nezami were promoting their beliefs, any attempt to schools by Sadat Alavi, could be an opportunity to expand Shiite culture among the general public. In this regard Alawi In addition, schools of thought, from building schools and providing educational opportunities for knowledge seekers were ignored. Although first-hand historical sources such as Ibn Esfandiar Tabarestan are silent on the details of how the formation of religious schools, the exact location and function of schools in promoting religious issues in Tabarestan. Sources later in this chapter did not pay to details, however, in consideration of the results that were achieved in the following decades, especially in training apprentices, can be partly realized the importance of these schools. School that Nasser Kabir founded in the early fourth century AH in Tehran, the first seminary (or at least one of the first schools) in the Muslim world. It can be noted in the old theological school in Gorgan and its activity in Atroushe time. Daei Saghir also founded a religious school in Amol was the place of publication and development of science. Some of these schools can be pointed to two important scientific areas Amol curriculum and Nasser Kabir School and Daei Saghir School. Also, Al-Saer Bellha Abolfazl Jafar ibn Mohammad of Nasser Kabir relatives, after mastering the Tabarestan, established a library and school. Abu Talib Yahya bin Al-Hossein bin Haron, known as Nateq Al-Haq, the ZS and Tabarestan the resources Zaydi scholars have named him as leader, established schools in Tabarestan and Deilam. To theorize affect a missionary school education, need serious training, Alavian Tabarestan probably after the establishment of the Zaidi in Tabarestan, had this important issue.

7- The role of sire Sadat Alavi Zaidi Tabarestan at shiite culture

33 Madelung, Sect of Islam, p. 142
34 Local, Al-Hadayegh Al-Verdiyeh fi Managheb of Imams Al-Zaidieh, p. 7
35 Ibn Anbeh, former, p 374; Zidane, former, p. 625
36 Madelung, Shiite of Imami and Zaydi in Iran, p. 183
37 Ibid, p. 14
38 Seyed Kabari, Shiite seminaries in the context of globalization, p. 550
39 Ibid.
40 Marashi, former, p. 155
History has shown that the majority of Sadat Alavi effort and intention of Tabarestan, in the Shiite culture has been published. Since Hassan ibn Zayd and Mohammad ibn Zayd Alavi tried in order to develop political power of Alavian and most of the time they passed in political struggle with the opposition, and had less space for cultural activities and gave less rosy than Nasser Kabir role in spreading the Shiite culture. Also their behavior was different manner than Nasser Kabir, therefore Sadat, who had a strong role in the development of culture Shiite, was Nasser Kabir. Historical sources, Nasser Kabir rule with justice, fairness and openness are introduced.\textsuperscript{41} This is by Sadat Alavi, so that people would be interested in Islam. Ibn Esfandiar on "Tabarestan History» says: "However, Sadat time that regionalism them (people of Tabarestan) ran and piety, knowledge and piety were sitting and said what he believed to be a Muslim character, is with Sadat."\textsuperscript{42} Various historical sources, the majority of Sadat has a good moral and spiritual potentials and owner equity are introduced.\textsuperscript{43} Hassan Bin Qasim (Daei Saghir) has gained considerable influence and power had earned and political character; but the nobility and courage against indigenous leaders of Islamic laws did not silence. He warned local leaders and dignitaries from drinking wine. This is his insistence on implementing the teachings of the Quran, they rebelled against him and caused numerous problems for him to make and finally lost their lives in this way - on 25 Ramadan 316 AH.\textsuperscript{44} Although some minor Dai behavior is not approved; but his insistence on the implementation of the law of God, even at the cost of losing the support of some influential, he is reminded of the state of Alavi. In the tradition of many Sadat Alavi, forgiveness was a priority offenders. Like the story of the Nasser Kabir and Hassan Bin Qasim (Daei Saghir). After the establishment of Nasser Kabir, he is part of the responsibility of government of Daei Saghir and then some of the local rulers of the embryo and the crowbar, Daei Saghir have deceived and to assist each other, against Nasser Kabir revolted, he was arrested and jailed in fort large. But after a time, Nasser Kabir with the ruling of Saari (Leili bin Neman) was released from prison and returned to power. Nasser Kabir having achieved Hassan Bin Qasim, not only took revenge on him; but she was pardoned and brought his granddaughter to marry him and appointed him as the governor of Gorgan.\textsuperscript{45} Sadat Alavi Tabarestan attempted, humility maintain the highest political and social positions, and the people were very significant. Although some of Sadat Alavi in terms of gaining position and power, did not remain a good record, but most of them were disinterested world of wealth and ambition. As they spent most of his life with minimum resources, to promote Islam and this has caused many people to show their interest such as Mohammad ibn Ibrahim Alavi and Nasser Kabir. Therefore, asceticism, piety, and godly of Sadat Alavi was such that people are seeing them and view them good manners, they tend to them.

\section*{Result}

Emigration of Sadat Alavi and the subsequent establishment of Alavi's government in Tabarestan, Alavian chance to walk in a way that further development and spread of religious sciences. Among Tabarestan public support of Sadat Alavi, had a major role in their success. The formation of Nasiriyah and Ghassemieh School during the reign of Alavian in Tabarestan, suggesting an attempt Sadat Alavi was in publishing and development of this religion. Among Great Sadat Alavi Zaidi, Nasser Kabir role in the conversion of the people crowbar and Tabarestan and training teachers and students writing religious books was very impressive. Religious School founded in Amol and the revival of the old theological school in Gorgan, was including work. Also, Sadat Alavi Zaidi, tried

\textsuperscript{41} Haruni, former, p. 56; Ibn Esfandiar, former, p. 269; local, former, p. 214

\textsuperscript{42} Ibn Esfandiar, former, p. 228

\textsuperscript{43} Local, former, p. 56

\textsuperscript{44} Spuler, the history of Iran in the early centuries of Islam, vol. 1, p. 155

\textsuperscript{45} Ibn Esfandiar, former, p. 274; Marashi, former, pp. 147-148
Alavi with nature and with justice and fairness, have dealt with people and even during the rule of Tabarestan not out of this behavior. This resulted in attracting people to the culture Tabarestan to Alawite Shiite culture. As a result, the rule of Shiite Tabarestan territory and the construction of schools, libraries, establishing debate circles and teaching the religious sciences by Sadat Alavi among the measures has been active in the promotion of Shiite culture.

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THE ROLE OF SOCIAL NORMS TO INTERPRETATION

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ABSTRACT
Interpreting is shaped on three forces: cognitive conditions of the setting, the competence of the person interpreting and the social norms of interpreting. This study tends to display more light on the role of social norms on interpreting. This will be done through getting data from peer-reviewed articles, concentrating on one case which majored on conferences and the interpretations that go there. Here we see the various shifts that the interpreters go through. This study will shed new knowledge on interpreting studies through the methodology in descriptive studies.

Keywords: social norms, interpretation

INTRODUCTION
Social norms are being known for their efficacy, and this is seen in how it is trending. Interventions have been set up for social standards that are misunderstood. The interventions are supported by top federal agencies of the government together with other non-governmental organizations. The social norms approach gives us a theory of human way of doing things that has benefits for health prevention practices and promotion. (Rubington, Weinberg, 2015) The plan states that our individual behavior is influenced and affected by the incorrect way in which other groups see us. For instance, people might concentrate on the negatives of peer pressure like alcoholism, drug abuse, smoking and forget that peer pressure can also be active, aiming toward good behavior. (Ritwik, Banerjee, 2016)

The approach also points out that once a problem behavior is overestimated, the problems will increase while individuals are discouraged from engaging in healthy behavior. Enforcing corrections of these norms may result in decreasing the problem or making health behavior more prevalent. Extensive research has been done thus validating these assumptions. Interventions on social norms focus significantly on peer influence (Hess & Hareli, 2014). This is because peer influence is much stronger as compared to biological, religious, familial or even cultural influences (Aline & Melanie, 2015). Peer influences can be based on more than what we think other people are thinking than on the real thing that we need to believe.

HISTORY
H. Wesley and Berkowitz were the first people to come up with the social norm approach in 1986. They were doing some analysis of the patterns of student alcoholism. In their study, they found that college students overestimated the level of permissiveness of drinking behavior. Due to this overestimation, the students were able to predict how much an individual student drank. This research showed that recommendations with clear and accurate information about the behavior represented just a small percentage from other traditional strategies. (Higgs, 2015) They also discovered that prevention of drug emphasized on the problem. Since the inception of social norms approach, models have been made to describe proactive ways to incorporate these norms in a positive way.

TYPES OF NORMS
There are various types of norms. One of them is attitude, or what individuals feel is the right thing to do based on their beliefs or the morals they uphold. The second type of norm is our behavior, the way we do
things or what we actually do. According to research, there have been more misperceptions of the injunctive norms as compared to the behavioral norms. (Higgs, 2015) A misconception is a gap that is created between the actual or real behavior and what people actually think about other folk’s behavior or even attitude. Misconception mainly occurs when there is overestimation or underestimation of attitudes or behavior of a particular population. However, from the research, it is not quite clear if one of these types of norms is likely to change the behavior hence interventions of the social norms should be preferred. According to Perkins (2013), behavioral norms are not obligatory, and feedback from the injunctive norms can effectively be used in the interventions on social norms for they are usually more conservative than actual behavior (Light, 2014).

The purpose of this study is to try and relate social norms to interpretation and get to see the role social norm plays on interpretation. Currently, emerging groups of people have been supporting the social norm theory in order to describe the interventions based on the theory. Interpreting is a way of communication whereby the process is designed in revealing meanings and relationships of our cultural and natural heritage through the involvement of objects, artifacts, landscapes and sites. It can also be defined as not only presenting information but also a specific communication strategy used to translate information to people from one technical language of the expert to the everyday language of the new individual or visitor. Interpretation is more of a social act that involves shared behavior which is usually contributed and shared by our ways of thinking. The behavior of an interpreter is not entirely individual but rather other parties or actors are involved, for instance, the people he or she is interpreting to.

A long time ago, interpreting studies concentrated on cognitive processes in interpreting behavior. According to Baker “[t]he vast majority of research [on interpreting] has been, and continues to be, devoted to investigating cognitive aspects of interpreter performance. […] Little or no attention has so far been given to investigating constraints which arise from the nature of the role played by the interpreter and the pressures on him or her by other participants in specific settings. (Baker 1997: 111)” In spite of this well-researched significance, an adequate description of interpreting behaviors and activities should be given (Alan, 2012). The main forces that shape up the performance of the performance are the competence of the interpreter as he or she interprets, the on-site cognitive requirements, the social norms of interpreting. The relationship can be represented as seen in the figure below.

![Diagram of interpreting factors](image_url)

The three forces that shape up the interpreting performance and the social norms of interpreting are defined as the values that are shared and the ideas among professional interpreters. The social norms of interpretations are the rules or regularities of translation behavior. Interpreting is a social behavior and hence has to be governed by given norms. They reflect the shared values of a cultural or a social group.
(Alan, 2012) The norms that govern interpreters guide them on what they end up choosing as their strategies in the interpreting behavior and in shaping the interpreting activities in a social setting. The significance of this research is to identify the social norms of interpreting and identifying the role the norms play in interpreting. The paper also focuses on the various methods used to investigate norms in interpreting. In this case, the method for identifying methods of investigating norms should correspond to an interpreter’s definition of a social norm (Alan, 2012).

RESEARCH QUESTION
This study aims to conduct a descriptive study in the interpretation of activities in different settings. This study also tries to explore the actual norms that are there in interpreting; especially those related to text or targeted text.

METHODOLOGY
In this study, The researcher decided on using past articles that have done research on social norms and interpretation. The researcher used almost 20 articles; all peer reviewed who have done vast research on the topic at hand. The researcher gave more attention to those articles which gave more focus to social norms role and interpretation.

DATA COLLECTION
In one of the articles, there is a study whereby a research was done by the Chinese Premier Press Conferences. The main speakers in that conference were Zhu Rongji and Wen Jiabao; there were interventions in the form of questions from journalists from all over the world. Although the speakers had prepared a press conference before, there were five interpreters on-site. With the data from the peer-reviewed articles, we were able to do a bit of analysis in Excel.

DISCUSSION
The press conference case study was defined by three factors, the interpreter’s competence, the cognitive conditions and the social norms that govern interpreting. However, in this study, the main focus was on the social norms and their roles.

SHIFTS
There were three types of shifts used by the interpreters. The interpreters add some cohesive textual devices or some logic expressions in their interpretation to make their textual implicit. The second shift is to elaborate the background information contextual on the significance of the targeted text. The third shift is to refer to the specific idea being interpreted and make it implicit to the text. The fourth shift refers to two kinds of repetition, which is, repeating phrases and words that are synonymous in the targeted language. The fifth shift refers to the information that is not in the text.
R1 shift is when the interpreter omits what they think is not useful information from the person who has spoken as they are interpreting. R2 shift occurs when the interpreter minimizes and hence loses the structure of the original text.
Shift C occurs when the interpreters knowingly corrects the phrases of the original text that they themselves believe is wrong.

![C shift graph]

**DISCUSSION**
We took only one case study of conference, but these shifts happen in conferences. This shows an incidence that the interpreter’s are used of as part of their interpreter’s behavior.

![Average frequency of shifts across conferences graph]

According to our analysis of the shifts of the interpreters, it can be clearly seen a trend in the behavior of the interpreters. The interpreters tend to stick to the norm of feeling adequate as they carry on the interpretation. They tend to pursue accuracy because it is a social norm that has been there they are only trying to conform to it. They also pursue consistency and feeling complete of a job well done. This explanation applies to the interpreters being specific on the information they interpret, the level of them being explicit and being logic. The social norms have shaped the interpreters to turn out and be the best and interpret the right thing for easy passing of information. The social norms studied in this case study maximize recovery of original information.
CONCLUSION
In this study, we see that social norms are very important in interpreting based on the setting of the interpretation. The study may also give us more insight on qualities involved in interpreting; quality should be based on norms and not quality criteria between the source of information and the target audience.

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SHAREHOLDING CONCENTRATION IN THE INCREASE OF BANKING INDUSTRY PROFITABILITY LISTED ON INDONESIA STOCK EXCHANGE

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ABSTRACT
In the area of financial management, especially for the investors, potential investors as well as management, the profitability of the company becomes an important consideration in decision-making to achieve the goals of the company. Therefore, it is necessary to study the effect of shareholding concentration in the increase of banking industry profitability. The approach used in this study was descriptive and explanatory. This study was conducted on the banking industry listed in Indonesia Stock Exchange (BEI). The results show that the shareholding concentration has positive effect and significant to profitability. It means that the more concentrated the shareholding concentration in the banking industry listed in Indonesia Stock Exchange, the profitability will increase every year.

Keywords: Capital Markets, Stock Exchange, Shareholding, Profitability and Banking

INTRODUCTION
Capital market is one means of capital formation and allocation of funds directed to increase the community participation in order to support the financing of national development. The existence of capital market basically is aiming to bridge the flow of funds from the investors (who have the funds) and the companies that need funds (for business expansion or to improve the company's capital structure) as well as the government in collecting funds for national financing. The availability of funds which is relatively large and the ease in obtaining funds in capital markets may increase the interest of the company to popularize its shares (go public).

In 1988, the Government issued a policy in the financial sector which makes a substantial change, especially in the capital market. Listing requirements to enter the stock exchange becomes easier and more foreign investors are allowed to perform transactions to the level of 49% from the entire shareholding in the industry. Subsequently in 2000, the Government permits ownership by foreign investors as high as 99%. This policy makes exchanges increase, both in number of transactions and in terms of Indonesia Composite Index (IDX Composite). In recent years, the requirements of foreign investment in the stock market is no longer restricted so often it is not known who is buying a stock, but all have understood if the exchange is booming, foreign investors have entered to buy stock and it is usually followed by local or domestic investors (Mawardi, 2005:83).
One of the corporate governance mechanism that can be conducted to address the agency problem is by concentrating the ownership structure of the company. In a company with a very diffuse ownership, where the shares are held by a lot of shareholders, of course, the company cannot pay any such shareholders to perform its monitoring function. The presence of a majority shareholder can mitigate the problem, thus making of operating decisions and strategic decisions of the company is not completely in the hands of management, but also divided with the shareholders (Shleifer and Vishny, 2012). In addition, the ownership concentration in some particular faction can also increase the speed of decision making, especially on the type of industry which has a high volatility.

However, a too concentrated ownership can also trigger conflict between controlling shareholders that may injure the rights of the non-controlling shareholders, for example, the majority shareholder might become the opportunist for their personal gain. They also can push the company to the practice of inefficient resource allocation, such as the purchase or sale of assets over their control with a price that are detrimental to the minority shareholders (Zhang, 2011). In addition, a study by Fama and Jensen (1983) also shows that the ownership concentration in fact, negatively affects the performance of the company, because it will increase the capital costs as a result of the reduced market liquidity and diversification of the company, especially in getting the capital.

Claessens et al. (2012) mentions that the ownership structure in the companies in East Asia, including Indonesia, Singapore, Malaysia, Thailand, and Philippines have ownership structures which tend to be concentrated and dominated by family business. Given the weaknesses caused by the concentrated ownership, it is not impossible to cause the investors to be reluctant to invest in the East Asian companies. However, a study by Tsionas, et al. (2012) shows that there is a positive correlation between the ownership concentration and the shipping company's performance (shipping). Surprisingly, this study also reveals a simultaneous relationship between the two variables. It is by chance can certainly be said as a "blessing in disguise" for the investors, so they do not need to worry about the negative aspects of the ownership concentration.

Concentrated ownership is a phenomenon that is commonly found in countries with a growing economy such as Indonesia and in the countries of continental Europe. By contrast, in Anglo-Saxon countries such as Britain and the United States, the ownership structure is relatively very dispersed (La Porta and Silanez, 2011). Shareholding is said to be concentrated if the majority of shares are owned by a minority of individuals or groups, so that the shareholders have a relatively dominant number of shares compared to others (Dallas, 2010). Ownership concentration could be an internal mechanism in disciplining the management as one of the mechanisms that can be used to increase of the effectiveness of monitoring. Due to large ownership, the shareholders have access to the information that is significant enough to offset the informational advantage owned by the management (Hubert and Langhe 2012). If this can be realized, then the act of moral hazard of the management in the form of hiding the information can be reduced. Furthermore, the results of research by Claessens et al., (2012) says that the ownership of companies in East Asia including Indonesia is found tend to be concentrated. Ownership concentration resulting in a conflict of interest (agency problems) changes from the conflict of shareholders with management to be a conflict between the majority and minority of the shareholders. Controlling shareholder or the majority have an incentive to expropriate the minority shareholders. Controlling shareholder also has the ability to affect the financial reporting process. Therefore, the majority shareholder of the company with ownership concentration can affect the quality of financial statements.

Results of the research conducted by Nada Kobeissi (2004), Early (2005), Sanghoon Lee (2008), Mudjilah Rahayu (2009), Chandrapala and Guneratne (2012), Gladies (2013), and Zakaria (2015) show that the ownership concentration has positive effect and significant to the financial performance or profitability of the company. While the results of research conducted by Miguel (2010) and Sarra and Neila (2012) show that the ownership concentration has positive effect and but not significant to the
financial performance. Zhilan Chen (2005), and Issham Ismail show that the ownership concentration has negative effect and not significant to the financial performance. Mudjilah Rahayu (2009) show that the ownership concentration has positive effect and significant to the stock market index. Then, the results of research by Gul (2007) show that the ownership concentration has negative effect and not significant to the stock market index.

Profitability in the form of return on equity (ROE), return on assets (ROA) and return on investment (ROI), is an important measure to assess whether the company is healthy or not which affect investors to make decision. The higher profitability produced by the company, the higher financial performance achieved by the company, so automatically it will attract investors to invest in the company. If the profitability level achieved by the company is higher, then the returns to be received will also be high. Decent profits distributed to the shareholders is the profit after the company complied all its fixed liabilities, namely interest expenses and taxes. Companies that gain the profit will likely to pay a larger portion of profits as dividend. The greater the profits, the greater the ability of the company to pay the dividend. But in this study, profitability is measured by using return on equity (ROE).

Profitability achieved by the company may affect the rise and fall of the stock market index. Results of research conducted by Majed (2009) show that profitability has positive effect and significant to the stock price index. While Meythi (2011) shows that profitability has negative effect and not significant to the stock price index.

As for the development average of the banking industry profitability which is listed on the Jakarta Stock Exchange can be seen in Table 3 below.

Table 1. Average Development of Profitability and Loan to Deposit Ratio in Banking Industry on Indonesia Stock Exchange 2011-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Profitability (%)</th>
<th>Development (%)</th>
<th>Average LDR (%)</th>
<th>Development (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>18.92</td>
<td>-</td>
<td>84.94</td>
<td>-</td>
</tr>
<tr>
<td>2012</td>
<td>14.63</td>
<td>(22.67)</td>
<td>82.75</td>
<td>(2.58)</td>
</tr>
<tr>
<td>2013</td>
<td>13.84</td>
<td>(5.40)</td>
<td>87.61</td>
<td>5.87</td>
</tr>
<tr>
<td>2014</td>
<td>11.76</td>
<td>(15.03)</td>
<td>86.92</td>
<td>(0.79)</td>
</tr>
<tr>
<td>2015</td>
<td>10.86</td>
<td>(7.65)</td>
<td>97.63</td>
<td>0.82</td>
</tr>
<tr>
<td>Average</td>
<td>14.00</td>
<td>(12.69)</td>
<td>85.97</td>
<td>0.83</td>
</tr>
</tbody>
</table>

Source: ICMD 2011 - 2015, and reprocessed

Table 1 shows the development of profitability and loan to deposit ratio of the 37 banking industries listed in Indonesia Stock Exchange 2011-2015. Average profitability achieved by the banking industries listed in Indonesia Stock Exchange is amounted to 14% per year, and decreased from year to year, with an average reduction of 12.69% per year while the loan to deposit ratio is with an average of 85.97% per year. Loan to deposit ratio in 2012 and 2014 decreased from the previous year, but in 2013 and 2015 increased from the previous year, so the average of loan to deposit ratio increased by 0.83% per year.
Based on the background above, this study aims to determine the effect of ownership concentration to profitability in the banking industries listed in Indonesia Stock Exchange. It is expected to provide benefits and contribution in the practical development in the field of financial management, especially for investors, potential investors as well as management for consideration in decision-making to achieve the goals of the company.

**RESEARCH METHOD**

This study used two approaches, namely descriptive research and explanatory approach. This research has been conducted in the banking industries listed in Indonesia Stock Exchange (BEI). Selection of the banking industries listed in Indonesia Stock Exchange as the object of this study was based on the grounds that: (1) the companies listed in the Indonesia Stock Exchange data could be trusted for accuracy, (2) most investors chose to invest their shares in the companies listed, (3) the ease of access to information, and (4) consideration of cost and time of the study. The choice of location was expected to describe the research problems that had been formulated in the conceptual framework, and as for the time spent on doing research was for four (4) months i.e. from June to September 2016.

The research population was all banks listed on Indonesia Stock Exchange, as many as 37 units in 2015. Sample selection was conducted by purposive sampling method with the aim to obtain a representative sample in accordance with the predetermined sample criteria. The predetermined sample for selecting the companies as the sample was as follows: 1. Bank had listed and remain listed on the Indonesia Stock Exchange since at least January 2011 until December 2015; 2. During that period, each bank published the annual financial reports continuously; 3. During that period, there was shareholding with the largest proportion of ownership by a single shareholder, or the largest blockholder; 4. Data associated with research variables from 2011-2015 was available.

Based on those criteria, then there were 26 companies that met the criteria as the sample in this study. The companies that met the criteria were in Table 2 below.

**Table 2. Name of Sample Company**

<table>
<thead>
<tr>
<th>No</th>
<th>Code</th>
<th>Issuer</th>
<th>Code</th>
<th>Issuer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AGRO</td>
<td>Bank Rakyat Indonesia Agroniaga Tbk</td>
<td>BMRI</td>
<td>Bank Mandiri (Persero) Tbk</td>
</tr>
<tr>
<td>2</td>
<td>BABP</td>
<td>Bank ICB Bumi Putera Tbk</td>
<td>BNBA</td>
<td>Bank Bumi Arta Tbk</td>
</tr>
<tr>
<td>3</td>
<td>BACA</td>
<td>Bank Capital Indonesia Tbk</td>
<td>BNGA</td>
<td>Bank CIMB Niaga Tbk</td>
</tr>
<tr>
<td>4</td>
<td>BBCA</td>
<td>Bank Central Asia Tbk</td>
<td>BNII</td>
<td>Bank Internasional Indonesia Tbk</td>
</tr>
<tr>
<td>5</td>
<td>BBKP</td>
<td>Bank Bukopin Tbk</td>
<td>BNLI</td>
<td>Bank Permata Tbk</td>
</tr>
<tr>
<td>6</td>
<td>BBNP</td>
<td>Bank Nusantara Parahyangan Tbk</td>
<td>BSIM</td>
<td>Bank Sinarmas Tbk</td>
</tr>
<tr>
<td>7</td>
<td>BBRI</td>
<td>Bank Rakyat Indonesia (Persero) Tbk</td>
<td>BSWD</td>
<td>Bank of India Indonesia Tbk</td>
</tr>
</tbody>
</table>
The analysis method used in this research was "Path Analysis", a basic model for analyzing pathways in estimating the strength from the causal relationships described in path models. The use of path analysis was because it was assumed that there were correlational relationships between independent variables, so there were direct or indirect effects to the dependent variable.

RESULT AND DISCUSSION

This study uses the data of banking industries listed on Indonesia Stock Exchange with the data sample consists of 26 company samples by using the data from 2011-2015. The research variable consists of ownership concentration variable and profitability variable. Based on the existing data, each indicator of research variables can be analyzed descriptively, as follows:

Shareholding Concentration of Banking Industry on Indonesia Stock Exchange

Description and development of shareholding concentration variable in the banking industry that become the research sample during the observation in 2011 - 2015 is shown in Table 3 below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Ownership Concentration Variable (%)</th>
<th>Development (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>57.61</td>
<td>-</td>
</tr>
<tr>
<td>2012</td>
<td>60.14</td>
<td>4.39</td>
</tr>
<tr>
<td>2013</td>
<td>60.50</td>
<td>0.60</td>
</tr>
</tbody>
</table>
Based on Table 3 above, it shows that the average level of ownership concentration in the 26 banking industries listed on Indonesia Stock Exchange from 2011 to 2015 has fluctuating development, with an average of 59.74 per year or an increase of 0.97 % per year. In 2012 to 2014 the ownership concentration has increased from the previous year, which in 2012 increased by 4.39% from 2011, in 2013 increased by 0.60% from 2012, and in 2014 increased by 0.18% from 2013. While in 2015, it decreased by 1.30% from 2014. From the 26 banks as the samples only three banks that the ownership concentration is above 80%, namely Bank Rakyat Indonesia Agroniaga Tbk (AGRO) with BRI's primary ownership of 86.45%, Bank JTrust Indonesia, Tbk (BCIC) with Recapital Securities’ primary ownership amounted to 94.91%, and Bank CIMB Niaga Tbk (BNGA) with CIMB Group's primary ownership of 96.86% per year.

Banking Industry Profitability on Indonesia Stock Exchange

Description and development of profitability variable in the banking industry that the become the research sample during the observation year of 2011 - 2015 is shown in Table 4 below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Ownership Concentration Variable (%)</th>
<th>Development (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>19.65</td>
<td>-</td>
</tr>
<tr>
<td>2012</td>
<td>13.93</td>
<td>(29.11)</td>
</tr>
<tr>
<td>2013</td>
<td>13.04</td>
<td>(6.39)</td>
</tr>
<tr>
<td>2014</td>
<td>10.23</td>
<td>(21.55)</td>
</tr>
<tr>
<td>2015</td>
<td>9.4</td>
<td>(2.83)</td>
</tr>
<tr>
<td>Average</td>
<td>13.36</td>
<td>(14.97)</td>
</tr>
</tbody>
</table>

Source: Result of Processed Data(2016)

Based on Table 8 above, it can be explained that the average ROE as an indicator of the profitability achieved by the 26 banking industries listed on Indonesia Stock Exchange in 2011-2015 amounted to 13.36% per year. But viewed from the development, the profitability achieved by the company decreased from year to year, which in 2012 decreased by 29.11% from 2011, in 2013 decreased by 6.39% from 2012, in 2014 decreased by 21.55% from 2013, and in 2015 is amounted to 2.83% from 2014. Thus, the
average reduction of the banking industries profitability listed on Indonesia Stock Exchange amounted to 14.97% per year.

Based on annex 10, it shows that there are only three banks that the average ROE is above 20%, namely BBTN of 40.44%, BBRI of 26.66%, and BBCA of 22.38%, and for 23 companies the average ROE is below 20%. This means that most of the return on equity achieved by the banking industries listed on Indonesia Stock Exchange is still small.

Effect of Shareholding Concentration to the Banking Industry Profitability on Indonesia Stock Exchange

Table 5. Hypothesis Testing: Direct and Indirect Effects

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Direct Effects</th>
<th>Indirect Effects</th>
<th>Total Effects</th>
<th>P-Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Shareholding Concentration (KKS)</td>
<td>0.091</td>
<td>0.000</td>
<td>0.091</td>
<td>0.025</td>
<td>Significant</td>
</tr>
</tbody>
</table>

Source: Processed Data (2016)

Based on Table 5 above, it can be seen that the ownership concentration (KKS) that has positive effect and significant to profitability (PROFIT) is acceptable. This is proved by a positive regression coefficient of 0.091 and significant value equal to 0.025 or less than 0.05. This means that if the proportion of ownership concentration in the banking industry shares listed on the Indonesia Stock Exchange increase more, the banking profitability will increase annually.

Ownership concentration describes how and who is in control of the whole or a large part of the ownership and business activities of a company. Ownership is said to be more concentrated if it is used to achieve the control of dominance or majority where the merger of fewer investors is needed. If the control in a company can be held by less investors, it will be easier. Compared to the mechanism of large shareholders, concentrated ownership has lower control power because it still has to coordinate to run the right of control. On the other hand, the concentrated ownership mechanism also has a smaller possibility for the emergence of opportunities for the investor groups who are concentrated to take actions that harm other investors.

Issuers in Indonesia have a quite different ownership structure composition when compared to the existing companies in Europe or America. In some European and American capital markets, the separation of ownership and control has been carried out by an independent body which has a very strong power. The ownership structure is dispersed (dispersed ownership) so that the agency problem may occur between managers and shareholders (owners). This problem seems to occur most frequently in the United States companies listed on NYSE (Husnan, 2001).

The ownership concentration of bank in this study is the largest proportion of shareholding by the single shareholder, either individual or institutional which is stated as % (percent) of the banking stocks listed on the Indonesia Stock Exchange. In the development of the largest shareholding, an observation is conducted during the 5 years of the study from 2011 until 2015.
The shareholding concentration in theory affect to the increase of profitability of a company. The results of this study show that the shareholding structure has positive effect and significant to the profitability in the banking industries listed on Indonesia Stock Exchange. The results of this study imply that the high ownership concentration will affect to the increase of profitability achieved by the banking industry. These results support the results of the study conducted by Nada Kobeissi (2004), Early (2005), Sanghoon Lee (2008), Mudjilah Rahayu (2009), Chandrapala and Guneratne (2012), Gladies (2013), and Zakaria (2015) which show that the ownership concentration has positive effect and significant to the financial performance or profitability. The results of this study do not support the results of research conducted by Miguel (2010) and Sarra and Neila (2012) which show that the ownership concentration has positive effect but not significant to the profitability or financial performance, while Zhilan Chen (2005) and Issham Ismail show that the ownership concentration has negative effect and not significant to the company’s profitability.

The ownership structure reflects the decisions taken by the current shareholders and potential parties to be the shareholders. In concentrated ownership structures, the majority shareholders have an incentive to supervise and monitor the running of the company. The costs for monitoring are smaller than the profit obtained in the form of increased profitability and value of the company since the company is run properly. The majority shareholders also have the power to suppress the management to improve the company's profitability. It is in contrast to the dispersed ownership structure, where the problem of "free rider" appear. On the dispersed ownership structure, the costs for monitoring is greater than the profit. Small residual claim causes the shareholders on the dispersed ownership structure become reluctant to make the efforts to monitor. This can lead to oversight mechanisms do not running and free rider problem arises.

Companies with low ownership concentration show lower profitability as well, by doing control to the characteristics of the company and industry. Empirical evidence in developed countries shows that despite the level of ownership concentration is low, it may increase the market value of the company effectively (Barclay and Holderness, 1991). So even though the level of ownership concentration is low, it is still effective in the context of strong governance. In fact, according to Dharwadkar (2000) the ownership concentration can work effectively only if there is a dominant ownership (greater than 75%), related to the voting mechanism. The first reason is when the number of shareholders increases, the collective action becomes expensive because of the higher coordination cost. Second, there is a little information available, no norms uncovered, and the absence of an intermediary to obtain the information complicate the regulatory process of the minority shareholders.

Most companies listed in Indonesia has shareholders in the form of business entity such as a Limited Liability Company which sometimes is a representation of the company's founder (Husnan, 2001). Characteristics of the ownership structure in Indonesia is more concentrated (closely held) so the founder can also sit on the board of directors or commissioners. Husnan (2001) also states that in general, the companies in Indonesia are the owner-controlled firms so that in the such circumstances, the agency problem is not between managers and shareholders, but between the majority (controlling shareholders) and minority shareholders. These characteristics are often found in the companies listed on stock exchanges in Indonesia and Korea, (Husnan, 2001)

Large shareholdings by certain parties in a company will not only have an impact on increase of profitability, but also in the quality of the implementation of the corporate governance of the company. Drobetz et. al., (2014) states that there are two main effects of the amount of shares owned by certain parties. First, by increasing the rights of the cash flow from the largest shareholder in a company which will lead to a positive effect namely: a better quality of the implementation of corporate governance. Then the market will appreciate it, so that the value of the company will increase and will result positive effect on the value of the shares they have (the largest shareholder). Thus, the shareholders will get incentives to
improve the quality of the corporate governance implementation of the company concerned. The second view is with the more concentrated company ownership, the majority shareholders will increasingly dominate the company and has more influence in the decision making (negative impact). Thus, the majority shareholders think that the protection of minority shareholders, the need for transparency, and several other corporate governance mechanisms that is a component of corporate governance ratings is not in their interest anymore. If this happens, then the corporate governance will only lead to one stakeholder only (the largest property holder) or in other words, a good corporate governance is ignored.

CONCLUSION

Based on the analysis and the previous discussion of this study, it can be concluded that the ownership concentration has positive effect and significant to the profitability. It means that the more concentrated ownership in the banking industry that are listed in the Indonesia Stock Exchange, the profitability will increase every year. This study does not classify the ownership concentration that is owned by the institution and individuals, because in reality the management might be controlled by the controlling shareholder group collectively. Therefore, for the next researcher, it is suggested to try using the ownership concentration proxy by certain groups for example, the ownership by a family or business group that have similar interests. The shareholding concentration has no significant effect to the profitability and the stock market index. Therefore, the majority shareholders should build trust by aligning their interests with those of minority shareholders and do not use the organization's resources for personal gain.

REFERENCES

APPLICATION OF MENTAL ASPECTS OF THE ORGANIZATION OF LEARNERS SECRETARIAT MODEL OF WEST SULAWESI PROVINCE

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ABSTRACT
The purpose of this study is to identify and explore the elements of learning organization there, especially from the mental aspect of the model. The research is a qualitative research with in-depth interview method, in the field about the existence of the five disciplines of learning organization in West Sulawesi Province Regional Secretariat. Sources of data obtained from informants: 2 Assistants, 3 Heads, 3 Head of Sub Division and 3 staff that are directly related to the formulation of the vision, and policies related to the increase in the capacity of individuals and organizations at the District Secretariat of West Sulawesi province. Based on the discussion of the results of identification or a search which has been found it can be concluded that the mental element of discipline learner existing models and in general practice employees. This is seen in the average value of the frequency of the element of mental models is quite good. While employees who are less able to work based on elements of learner discipline due to the low spirit of these employees to learn new things. They are always waiting for orders from superiors in completing their duties and functions.

Keywords: Learning Organization, Organizational Development, Mental Models, and Discipline Learner.

INTRODUCTION
Change or renewal of the organization is a natural thing, but a prerequisite for the stability of an organization. Likewise, the bureaucracy in Indonesia, if it wants to get out of problems and want good governance, the way out is to make changes. According Trilestari E.W. (2007:14) changes within the government bureaucracy in Indonesia felt long before the order of reforms in 1998. But since the reform gave rise to the idea of transforming the culture, especially the culture of reform want to learn amid the wind and keep the updates that are being blown up today.

In the case of the renewal of the workings of the bureaucracy through the learning process can occur based on changes in values, habits, attitudes, norms and patterns of thought (mind set). The changes are a challenge for developing countries including Indonesia, because, according to Riggs, (1985: 333) that the workings of each personal apparatus developing countries have formally established since the days of empire (pre-colonial) and imperialism known as bureaucratic culture patrimonial or paternalistic, which reveal the value traditional-value. In a cultural perspective, although the Indonesian bureaucracy has revealed a modern structure, it still carries the values of patrimonial or paternalistic environment bureaucratic life. The impact of their work is based on orders from superiors (paternalistic) so that the performance of employees less than the maximum, creative, and innovative (Dwiyanto, 2003: 34).
Dwiyanto research results (2003: 12-16) shows that the attitude of customs, and behavior of the apparatus that are less efficient and effective implications for the low performance of public bureaucracy. The values of patrimonial and feudal still persist in the body of the bureaucracy in Indonesia. This is in addition to the influence of the royal period (pre-colonial) and imperialism, as well as the misuse or abuse of the meaning of autonomy Law 32 of 2004. For example, there is a pattern of work is patron-client is more concerned with power than the interests and or community service. They work on command (patron-client) so that the innovation and creativity of the apparatus less visible. Although it has made various efforts to change the mindset (mind-set) of concepts pradja-civil (ruler) to the civil service (public servants) but still remain the same.

The findings Dwiyanto a factor on the low performance of public bureaucracy in carrying out the task of development and governance in Indonesia. By him that bureaucratic apparatus of government of West Sulawesi province, especially in the Regional Secretariat of the Environment of West Sulawesi province should change will increase the capacity of self through the dimensions of learning organization; remember: First; Regional Secretariat bureaucracy West Sulawesi is a government organization which is quite large and has a function or a very important role and strategic, ie, as the organizer of government, development agencies, regulators, public service delivery and empowering the community. Second; that the external environment of today's bureaucracy experienced tremendous changes, particularly in the fields of science, technology and transformation of cultural values. Toffler (1985:126), refer to it as the era of knowledge (knowledge era) where the organization is required to always reinvent itself in order to be able to increase its capacity. Therefore, organizations must rely on human capital dimension of quality, creative, critical, and innovative. If interpreted further in the context of the Regional Secretariat bureaucracy in West Sulawesi province, the key reform bureaucracy towards learning organization lies in personal or individual learners as well as the commitment of the apparatus that was driven by the leadership in the government bureaucracy. Government officials should be willing to change and continue to want to learn to be an individual and a team of qualified, creative, critical, innovative and useful for the bureaucratic internal and external communities.

Therefore, if the Regional Secretariat of West Sulawesi Province to open the heart, honestly and objectively see the reality that occurs in the body of the bureaucracy, then it should be willing to admit shortcomings and mistakes that have been made. Therefore, a realistic objective, faces bureaucratic work behavior in the eyes of the local community, already branded as corrupt bureaucracy, lack of discipline so that the low performance of the apparatus, and various other unfavorable predicate (Trilestari, EW 2007:26 ).

Several other research for example: Dwiyanto (2003), Prasojo (2006), Yuliani P (2007) found that the low performance of the apparatus of government bureaucracy in Indonesia, including in the Regional Secretariat West Sulawesi because: a) the apparatus still embrace traditional values or paternalistic (work follows the pattern of patron-client) means working under the command so that the low productivity, b) the discipline of work and their creativity is low and tend to complicate the service, c) they are less sensitive to human values and social environment, d) behavior-oriented highly formalistic rules, e) they prefer things that are routine and not the things that are new and innovative through the results and the learning process (learning process). All values and habits is expressed through the system and mental models of the apparatus in the majority of government agencies, both at the level of central government as well as the level of local government, including the Secretariat of West Sulawesi province, so that government bureaucracy stamped bureaucracy less professional that employee performance is quite low.

From the various findings above, the question arises, why is weakness in the body of the government bureaucracy is difficult to overcome in a period of time long enough? Why is the willingness to learn from mistakes and weaknesses that have been done or owned (learning how to unlearn) the bureaucracy is still low? Why is the government bureaucracy is less interested in learning from successes beyond their
environment to get something better to be applied to him (learning how to learn)? Why the bureaucracy has not been able to change the way it works become more proactive work behavior and productive performance in order to create good governance.

The above mentioned conditions is strengthened by the observation of the applicants do, as well as the news media, namely newspapers Radar 08, and December 12th, 2014 that there are organizers of governance and development in West Sulawesi, which shows: the quality of services remains low, mental remuneration of public service which is difficult to overcome, discipline is still low, and the creativity and innovation of the apparatus is still low. Quality of care is still low in the Secretariat of West Sulawesi province is the basis of the importance of identifying the presence or absence of the dimensions of learner discipline in the work unit. Where the phenomenon of learning organization in West Sulawesi Provincial Secretariat with the dimensions of a shared vision; where understanding the vision is still a small percentage that expressed their ignorance caused by: a) they had never seen such a vision, b) the vision has not been communicated and disseminated by the leader of his work unit, c) vision is not considered important to note, d) rarely or never even heard of any socialization vision Provincial Secretariat of West Sulawesi. They argued that: a) there may be socialization, but will only be made to certain people only, b) the preparation of the work program in accordance with the vision has never dikomunukasikan to employees, c) target to be achieved is still short-term. Also regarding Personal Expertise, whereby if individuals themselves are not motivated to challenge the objectives of growth and development of science and technology, it is difficult there is growth, low productivity, skills and abilities of individuals are also low. However, there is also resistance or rejection of personal expertise derived from the cynicism of those idealists who were frustrated by the failure of its management. Rejection occurs in a minority of the Regional Secretariat of the Environment officials in West Sulawesi because of the fear that the acquisition / personal expertise threaten the established order in a well-managed organization. Fear happens if there is no shared vision and mental models of the same, the organization empowers individuals to maintain coherence and in the same direction, it created stress and load management is very heavy.

This condition is a major reason to review the organization's fifth learners to be able to uncover potential apparatus and constraints experienced in improving environmental performance in the Secretariat of West Sulawesi. The focus of research has been done by the previous investigators more oriented to the attitudes and behavior of personnel in performing their duties and functions. Research has found that the author specifically and holistically assess the dimensions of learning organization in government institutions in Indonesia. Therefore, this study has important significance to identify and explore the elements of learning organization that there are particular aspects of mental models.

RESEARCH METHOD

The research is a qualitative research with in-depth interview method, in the field about the existence of the five disciplines of learning organization in West Sulawesi Provincial Secretariat. Source of data obtained from informants, namely: (three 3) Heads of division, (three 3) Head of Sub Division, (three 3) staff and (two 2) assistens the regional secretariat is directly related to the formulation of the vision, and policies related to increasing the capacity of individuals and organizations at the Regional Secretariat of West Sulawesi Province.

These studies explore the dimensions of organizational discipline as a critical organizational learning skills that exist in West Sulawesi Provincial Secretariat with the performance of employees, the unit of analysis is the individual. The focus in this study refers to the formulation of research problems, namely the Mental models are the attitude of the apparatus to: work, honesty and discipline, technology, policy changes, priorities, a change in behavior and thought patterns (mind set) towards towards a more creative,
innovative, and makes the experience both failure and success becomes a very valuable learning toward success short term, medium term and long term.

RESULT AND DISCUSSION

One thing that needs to be known by all the elements of leadership is that many of the best ideas difficult to implement because of the strategy that is considered very effective by leaders failed rendered by its members into action. Systemic profound insight hard to find operational policies for each apparatus has a different perspective. Only the satisfaction of every person with mental models is a new approach brings better results.

This led to the discipline of managing mental models visible at the surface in the form of testing, and internal conversion employees about how real people in the organization of work, in addition expected to be a breakthrough for building a learner bureaucracy. What do you have in mind is the image of an employee, the assumption and the story as a reflection of a mental model on each apparatus. Besides knowing the internal and external environment, also know how to take action. Mental model of the apparatus can be expressed by the way: although not always using theories such as those used by his spouse, but they actually use theory is believed to be correct.

Why mental models are so powerful in influencing the work of employees? In part, because he was influenced by what they see. However, the most important is an active mental models that shape how the apparatus should act. An employee trust other people who can provide the skills they need. How to mental models shape perception, for example: Governor of Gorontalo at every opportunity to dialogue with all circles always expressed confidence and trust that the apparatus can be passionate and disciplined if given something that is best for themselves for example: Benefits Regional Performance (TKD) received directly in the room the treasurer, Another example mentioned by General Motors, that people buy cars based on the model, not the quality or reliability, so that the model of continuous innovation, though there are still buyers who prioritize quality and reliability. Similarly, the needs of people who want the quality of work of the government apparatus, with a high level of efficiency as well.

Principle desired by mental model for employees is openness and competence (merit system), however as the result of interviews with Assistant of Administration as follows:

"I feel that the openness of the leadership of the difficulties to be fully implemented because: a) associated with strong habits to protect themselves from threats and criticism that comes from expressing his thoughts openly; b) the ability of the leadership to protect themselves from illness and threats because of circumstances always require learners to learn new skills and apply innovation in the local government of West Sulawesi province; c) Employees tend also demands a lot, but the performance is still low; d) tend leadership did not want to be known by his subordinates shortage ...."

Results of the interview above, is an aspect that is a barrier to developing an organization's ability to work with mental models. Furthermore, there are two conditions needed to develop the organization with the mental models that work ability can be improved, namely: a) learn new skills; b) and implementing institutional innovation. Both are done by lifting to the surface mental models and develop learners face to face.

Employee attitudes toward work

There are differences in employee attitudes in the face of the same work that employee attitudes, which runs the job with the help of a computer and an attitude which is less skilled employees using computers
as a tool to speed up the work. State employees through interviews of Head of Empowerment program, as follows:

"... I see my employees no difference to employee morale smart operate a computer in performing routine tasks, with less skilled employees using computers. A man carrying a laptop every day in addition to personal computers (PCs) in the work space. He is very eager to work, its performance is very good. Instead the B always avoid work that must be done on a computer, so that these employees to be lazy, truancy, and less vibrant. However I always encourage these employees to want to learn, so I can work like any other colleague ..."

Apparently, a boss or leader attempts to transform the mental apparatus from less productive to more productive quite successful. It is based on the information of employees who are able to adjust to the new policies relating to the leadership of the working methods, equipment, and procedures that require the expertise, skills and abilities that a new individual. While other employees who have difficulty adjusting to using the new equipment, new work methods, because it is caused by several things, among others: a) difficult to abandon the old way of working for so many years under their control; b) difficult to learn new things; c) do not along with his position; d) contrary to the establishment of these employees. For more details on the employees in the adaptation to the new policy of the local government of West Sulawesi province, based on the above facts it can be concluded that a leader easily create a new policy, but there are still difficulties to change the mental all employees to follow the policy. This shows that it is not easy to change the mental apparatus to be able to work more productive and proactive in accordance with the changes and demands of internal and external. This was reaffirmed by one Head of Sub Division in the Institutional Management of Organization, through the following interview:

"... I see that aspect difficult to change the self apparatus is mental, because however good equipment, air conditioned work space, available computers, monitoring the presence tightened, there are still officials who are lazy, less eager to work. This condition needs to approach coaching apparatus with patience and brotherhood ...."

Consequences apparatus that would not change in terms of expertise, skill and ability will result in low quality of work. This condition sometimes causes people disappointed with the service of employee because of the fulfillment of needs that are not timely, as a result of working methods were slow due to lack of skilled use of office equipment such as computers.

Honesty attitude and Discipline

According to Trilestari (2007) that the various surveys that have been conducted by various research institutes both at home and abroad governance and development in Indonesia is a government bureaucracy that is ranked at a high level in terms of corruption because it is not honest, disciplined low, less creative and innovative. The result is that many tasks can not be done or resolved with time, purposes, and objectives that have been set previously. But in the context of this study, showing generally apparatus Secretariat of the Regional Government of West Sulawesi province has a level of honesty and good discipline. The nature of honesty and self-discipline is a fundamental principle in achieving good governance (good governance) and a clean government (clean governance) in Mamuju. Besides honesty and discipline also required hard work, knowledge and skills, as well as serving a polite gesture. This finding reinforces the view Dwiyanto (2003), that good governance can only be achieved if the bureaucratic apparatus uphold moral values and ethics in carrying out the task of governance and development.

In addition, there is still an employee has a level of honesty and discipline is poor, due to: a) assume oversight is still weak; b) employee income level is still low; c) violation of the rules, the existing norms
are considered unusual. Mental models such as dishonesty and indiscipline should not be allowed because it is a disease that can spread rapidly and can alter mental employees disciplined become dishonest and undisciplined again, so as to thwart the various work programs in the Environment Secretariat of the regional government Sulawesi West.

Employee attitudes toward use of New Technologies

One of the advantages of a unit at the Environmental Secretariat of the regional government of West Sulawesi province because in general are working with devices using computer-based Local Area Network (LAN). The level of use of LAN in carrying out the duties and functions quite high. According to them the task of routine to use computers to save time, effort and the resulting product is very neat. In addition, computer technology is used to access information on the Internet so as to enrich their knowledge and expand the horizons of professional governance. Another plus the use of a LAN can change the mindset towards more productive apparatus. While other employees pointed out that they still have difficulty using a computer, either as a word processor and data, as well as access to information on the Internet due to: a) is not interested in using the computer; b) interested but not skilled to use it; c) limited computer in his room; d) there is a computer but it is damaged.

Furthermore, to change the mental employees so willing to learn new things, should be radically through changes in work systems, working mechanisms, even working structure that suggests it is carried out using a computer network (LAN). Will thus consciously forcing employees to turn himself into learning to use the computer properly and continuously. The leadership of the new policy may change if the employee mental urging or pressure related to an employee's career and position. To strengthen the statements of employees, which employees are willing to learn in order to improve the shortcomings of perfection of work in the future. Recognized also by the employees that due to the acceleration of the development of science and technology and changes in the internal and external environment of an increasingly diverse organization causes difficulty for employees to follow. But with determination and willing to learn all these difficulties can be overcome. Here are the results of interviews Head of General about the importance of leadership support for creativity and innovation for the use of technology:

"... I feel it is important because: First: Leaders have tolerance and acceptability (good reception) to the creativity and innovation of employees in carrying out its duties and functions, to the extent not eliminate the content of these activities; Second: Leaders in giving orders, directives, and tasks, have to follow the rules, systems, and procedures that are flexible, Third: will learn to employees who have the skills better, to improve the capabilities of individuals and other counterparts in the implementation of daily tasks -day...

Changes in employee attitudes towards government policies Regional Secretariat.

Any policy changes that occur to achieve the vision and mission of the Regional Secretariat of the Environment in West Sulawesi province, will have an impact on the mental readiness of employees to make it happen. For example a working system is integrated with the local area network facilities. If all this work is done conventionally, then with computerized work system each apparatus should learn and be able to use it.

This is similar to the results of interviews with the Head of Public Relations, as shown below:

"... I see my colleagues will continue to abide by the rules of the organization; despite heavy rules implemented because it is kensekuensii as a member of the organization. Even the motivation shown coworker has been pretty good because it is supported by a conducive working atmosphere, the support of the head of the organization, the positive challenge in the implementation of tasks
and functions, systems and procedures are clear, coordination of tasks and functions work well and support facilities of the organization ... "

In connection with this change in policy, whereby employees are ready to run the policy by learning to use a computer to learn both independently and through co-workers. However, there is still an employee said that the mental changes to follow changes in the new government policy, requires a long process, the following reasons: a) employees are familiar with the conventional work patterns; b) less interested in using computers; c) there is no performance-based incentives. Mental conditions like this in line with the results of interviews with Assistant Public Administration, as follows:

"... I observed that there is still government officials of West Sulawesi Province in the face of every policy, still give priority to the security and interests of the scope of work is a mental position employees are diverse, because the interests and perceptions are different. Will we as leaders will always try to approach the work under the leadership of units and other operational staff to work as a state apparatus that serve the public, not we who are served by the public ..."

Every regulations related to the achievement of the vision, mission, and programs, is always followed by a new working method to realize it. One form is the standard working methods operasinal procedure (SOP) which aims to carry out the duties of employees who are easily controlled implementation and evaluation of the success rate. In relation to this, there are also employees who propose not agree if they are deemed not capable of adjusting to any new working methods. It is recognized by the consideration that the consequences as a public servant should always follow the rules set by the leadership despite the adjustment to go through a long learning process. While employees who admit it is difficult to adapt to new working methods, and prefer to use the workings of a conventional / traditional because it is based on the following considerations: a) difficulty learning new things; b) who have approached retirement age; c) for more operational work done by the staff; d) would not burdened with the use of new technologies.

When examined the opinion of employees who said it was difficult to adjust to new working methods. This means discipline difficult to change the leadership of the organization is a person's mental apparatus because of the diversity of perceptions, feelings, desires.

Determination of Priorities of work

There is a tendency that every employee wants to have the freedom to determine their own work based on priorities that they set themselves based on the basic tasks. This means that in general the Environment Sekretariat employees in the local government, do not like being told, but they would rather be directed in accordance with priorities such work. Where there are employees argued difficult to determine priorities in the work, due to: a) sometimes overlapping duties, so that they are deciding which jobs should be prioritized; b) the duties and functions is less clear; c) too many tasks incidental or additional assignments from the boss; d) because there are no orders from above, so it is not done. There are several advantages if employees are given the freedom to determine the priorities of work, among other things: a) high morale; b) a sense of great responsibility; c) the error rate low job; d) the innovation and creativity of the work can be created; e) the efficiency and effectiveness achieved.

In connection with this, the Secretariat of the regional government to develop the ability of members of the organization to work with mental models by using two strategies: 1) planning as a learning means in planning the construction of medium-term (RPJMD), always learn from any weaknesses and deficiencies of the planning period ago. The failure of a plan past due are not supported by the attitude and actions are proactive, to make it happen, 2) management of the personal and interpersonal level by improving the skills of reflection and inquiry, so that employees concerned have confidence in the success of any government program. The second strategy aims to balance questions and the defense (mutual questioning
in order to reach understanding and explicit the hidden thoughts). Thus espoused theory versus theory-in-use (reaching similarity between what is said by the theory of what actually lies behind the actions of employees in the province of West Sulawesi Regional Secretariat)

Awareness and willingness apparatus

After conducting interviews of key informants 8, was building a learning organization in the bureaucracy at the Environment Secretariat of the regional government of West Sulawesi province, is not enough just to use the dimensions in the fifth discipline. In this study found a dimension that can synergize to the five disciplines, namely a combination of awareness, willingness, and action. The emergence of this dimension begins when researchers conducted in-depth interviews with informants, the following conclusions from several informant interviews:

"... I saw the apparatus in the Environment Secretariat of the regional government of West Sulawesi province, because of his position as a civil servant (PNS) so that attention to increase its capacity both individually and in teams is determined by the consciousness and the will of its own. There is an impression that employees are skilled and unskilled have the same salary for the same group. I also noticed there many times employees attend the training but the way it works is mediocre, while there is only one employee joined the training turned out to be greatly improved labor productivity. I see also that however tight the attendance list, and counsel each apple Monday, there are still employees, both staff and the leadership element prefer defaulters, and leave work early without the knowledge of the leadership. Indiscipline is clearly disrupt the mechanisms and procedures so that the internal and external services are not run efficiently and effectively. To change the mental and mindset (mind set) employees so that they work more productive, creative and innovative should be based on individual and team awareness, agat create conducive collaboration. Factors awareness and willingness apparatus, is largely determines the success of governance and development in Mamuju in the future... "

Mental model of employees contains expertise reflection and investigation are key in the discipline of mental models which balance the defense of the investigation, trying to bring the assumptions that can not be uttered surface, and form the basis of the assumptions and beliefs that connect "what we see "with" what are we to conclude ".

Mental models with systems thinking apparatus can not be separated because it includes several things, among others: a) think the system without a mental model will lose power because of the perception of each employee is integrated into the system; b) which is deeply rooted mental models will thwart the change that comes from thinking the system, so that changes in thought patterns (mind set) employees conducted processed to achieve the same perception towards a system that is applied; c) the systems thinking is as important as working with mental models effectively means that if the apparatus has a mental more productive, automatically the system can be implemented properly; d) accelerate the mental model requires a generic structure which is based on the basic pattern of the system so that officers have the authority more flexible so that faster innovation and creativity.

CONCLUSION

Based on the discussion of identification or search result that has been presented in the previous chapter can be concluded that the elements of learner discipline mentl existing models and in general practice employees. This is seen in the average value of the frequency of the element of mental models is said to be good. While employees who are less able to work on elements of learner discipline due to the low
spirit of these employees learn new things. They always wait for orders from superiors in accomplishing duties and functions. To build a learning organization within the Secretariat of West Sulawesi Province can be done by taking into account the strategic steps of the mental side of the model are as follows: Realizing the empowerment of human resources by taking into account strategic steps: 1) commitment to the achievement of a common vision; 2) recruitment and development based on competencies (merit system); 3) implement a system of reward and punishment were fair; 4) openness and exemplary leadership; 5) put the leadership as a motivator and a teacher in learning; 6) establish assessment center; 7) avoid paternalistic work culture by developing value egalitarian and participative leadership.

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EFFECTS OF COMPETENCE ON LECTURERS’ PERFORMANCE AT PRIVATE HIGHER EDUCATION INSTITUTIONS IN GORONTALO PROVINCE, INDONESIA

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ABSTRACT
This study aims to see how is the effects of competence on the lecturers’ performance at private Higher Education Institutions in Gorontalo province, which is expected to contribute ideas on how to improve the lecturers’ performance particularly at Private Higher Education Institutions (Private HEIs) of the region through competence and human resource development. This study used quantitative descriptive analysis approach with the analysis technique of Structural Equation Method (SEM). The data collection was conducted in accordance with the variables in this study, namely the lecturers’ performance at the private Higher Education Institutions and lecturers’ competence. The population in this study was 566 lecturers and 234 samples were taken. The results show that the competence is essential in achieving the lecturers’ performance, because competence is the most dominant variable which affecting performance. The more competent the lecturers, the better their performance will be.

Keywords: Competence, Performance, Lecturer, Private Higher Education Institutions, and Globalization of education

INTRODUCTION
The world of education in Indonesia experiences the greatest challenge today where globalization occur not only on the economy but also on the world of education. Are the universities in Indonesia able to answer the challenges of globalization? These challenges can be answered by looking at the competence and performance of the existing lecturers at the universities in Indonesia. The low performance of the Higher Education Institution lecturers so far has shown that it is due to the truth of the condition of Higher Education Institutions in Indonesia. One of them is where the salary of a professor or lecturer is still very low so they need additional income. Other sources and activities that are time-consuming as the educators of the Higher Education Institutions still operate ineffectively and inefficiently. For example, the low presence of lecturers, curriculum that is not responsive to labor market needs, education cost which is increasingly expensive and Drop Out rate which is still high, as well as with the administration of the learning process that is still not in accordance with the quality and credibility standards. As a result, the Higher Education Institutions have not been able to satisfy the stakeholders or the general public (Directorate General of Higher Education, 2005 in Sambung 2010: 6-7).

The tendency of the declining lecturers’ performance is implied by various indicators of causes which are very substantive such as the lecturers’ competence as the capability of lecturer in carrying out the duty of teaching education such as the preparation and evaluation of learning, research tasks such as publishing paper in the scientific journal, and the task of public service such as the provision of material or training to the community and other supporting tasks. In addition, there is also a lack of commitment to remain consistent with the selected profession as a lecturer as well as the lack of support especially those involving organizational support, which is needed by the lecturers in improving their competence through the human resource development. Those overall factors or variables have the potential to be developed so with the improvement of the factors or variables it is expected that the performance can be improved.
The achievement of organizational goals in these theories is the main theory in a study about the relationship of human resource development, organizational commitment and organizational support to the competence and performance which is an integral part of the Human Resource Management as a whole. In relation to human resources management, then the approaches used to improve human resource management is from the viewpoint of activity. According to Rivai (2007: 17), the viewpoint is used in viewing the importance of human resource management in performing the activities in the organization. Here, we can use five approaches, as follows: 1). Strategic approach. HR management should contribute to the strategic success of the organization. If the activity of the manager and human resources department achieve the strategic objectives, the resources are used effectively; 2). HR approach. HR management is a human management. The importance of human dignity should not be overlooked; 3). Management approach. HR management is the responsibility of every manager. HR department exist in order to serve managers and employees through its expertise; 4). System approach. HR approach takes place within a larger system namely organization. Therefore, the HR must evaluate the employee contribution that is given to the organization productivity; 5). Proactive approach. HR management can increase its contribution on employees and organizations to anticipate problems before they appear. The description of the human resource management mentioned above is linked to the objectives to be achieved through improved performance of human resources in an organization. Stoner (2004: 94) states that an effective, efficient, and quality human resource management can be seen from of the achievement of the performance shown. Related to the achievement of private Higher Education Institutions (Private HEIs) lecturers in Gorontalo which is associated with the development of human resources, it shows that there is a difference with the reality found in the private Higher Education Institutions all this time. The phenomenon that occurred all this time indicating that the performance of Higher Education Institutions lecturer, primarily private Higher Education Institutions in Gorontalo is still far from the actual expectations. In fact, many private Higher Education Institutions have not conducted these efforts properly.

In this study, the focus of the research is the private Higher Education Institutions in Gorontalo Province where they represent the condition of Private Higher Educational Institution in the Eastern region of Indonesia. The condition of lecturers at the private Higher Education Institutions in Gorontalo is still alarming where the level of competence in terms of the level of education have not been adequate. This can be seen in the following table:

Table 1. Qualifications of level of education of the Lecturers at the Private Higher Education Institutions in Gorontalo

<table>
<thead>
<tr>
<th>No</th>
<th>Private Higher Education Institutions</th>
<th>Level of education</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Undergraduate</td>
<td>Master</td>
</tr>
<tr>
<td>1</td>
<td>Universitas Gorontalo</td>
<td>93</td>
<td>56</td>
</tr>
<tr>
<td>2</td>
<td>Universitas Ichsan</td>
<td>118</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Universitas Muhamadiyah Gorontalo</td>
<td>51</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>STIA Bina Taruna</td>
<td>29</td>
<td>13</td>
</tr>
<tr>
<td>5</td>
<td>STITEK Bina Taruna</td>
<td>15</td>
<td>4</td>
</tr>
</tbody>
</table>
Data Source: Gorontalo Private Higher Education Institutions 2015

Lecturers at University of Gorontalo are still dominated by the educators with undergraduate level. Where lecturers with undergraduate degree as many as 406 people, 153 people of master degree, and seven people of doctorate degree. In terms of the functional positions of lecturers it can be seen in the following figure:

From the figure above, it shows that the levels of functional positions are still a lot on the level of experts. Even the University of Gorontalo has not had a professor. So the competence of lecturers still inadequate. There are some previous studies of the lecturers’ achievement conducted by Dunggio (2011) with a focus on the lecturers’ performance, Adam (2011) on the lecturers’ performance, Sambung (2010) on the lecturers’ performance affected by job satisfaction, and Kusumastuti (2013) on the competence of individuals that affect the lecturers’ performance. According to Spencer in Moheriono (2009: 8), the relationship between the employee competencies and performance is very close and important where there is strong and accurate relevancy, even the employees who want to improve their performance should have the appropriate competence to the job. The advantage of the morale is improving the employee's
performance. Morale has effects on the employee achievement. Good morale will stimulate a person to work and be creative in his/her work (Hasibuan, 2007: 94). According to Siagian (2003: 57), morale indicates the extent to which employees are passionate in performing the duties and responsibilities within the organization.

This study aims to see how is the effects of competence on the lecturers’ performance at the private Higher Education Institutions in Gorontalo province. The results of this study are expected to contribute ideas on how to improve the lecturers’ performance particularly at the private Higher Education Institutions of the region through competence and human resource development. Moreover, it can provide feedback that the lecturers’ performance of private Higher Education Institutions can be improved by providing organizational support and improving competence through the human resources development.

RESEARCH METHODS

The data were collected by stratified random sampling in order to make the representative of the population maintained. Analysis of the research data used SEM with a data-processing technique began with descriptive statistics to determine the characteristics of the data. Furthermore, the construct reliability test of measurement model and goodness of fit (Model Coefficient Estimate) as well as coefficient test were performed. Data analysis, descriptive structural model and the measurement model were tested using Linear Structural Relations (Lisrel).

RESULT AND DISCUSSION

The achievement of organizational goals in these theories is the main theory in a study about the relationship of human resource development, organizational commitment and organizational support to the competence and performance which is an integral part of the Human Resource Management as a whole. The research variables in this section will be explained with descriptive analysis, an analysis to determine the frequency distribution of the perception of respondents regarding the indicators of variable human resource development, commitment and organizational support as well as the competence and performance of lecturers at the private Higher Education Institutions in Gorontalo Province. From all the variables, the frequency distribution is obtained from the score of respondents' answers to the questionnaire circulated. The descriptive analysis aims to interpret the meaning of each variable based on the frequency distribution and the average of respondents' answers which are categorized into five Likert scales.

Lecturers’ Competence at the Private Higher Education Institutions in Gorontalo Province

The lecturers’ competence is "...Basic characteristics which consist of skills, knowledge as well as other personal attributes which are able to distinguish someone who does and does not do" (David McClelland). Knowledge is information that has been combined with an understanding and potential to act; which is then embedded in a person's mind. Skill means the ability to operate a work easily and carefully that requires basic abilities. Attitude is part of the tendency of human beings to perform an action in accordance with the conditions of feeling or knowledge owned. Behavior is all activities or human activity, whether observed directly, or which cannot be observed by outsiders.

In Table 2 below, it presents the measurement of lecturers’ competence in the study, which consists of 4 (four) indicators which can be seen from the recapitulation of description overview of the results to the average score of respondents' statements on each indicator variable of lecturers’ competence.

The result of the descriptive analysis of data to each indicator variable lecturers’ competence in Table 2 shows that the indicators that give the largest contribution to the formation of competence variable is the
behavior with a mean value of 4.49. It indicates that the behavior is very necessary to declare the competence of a lecturer, while the indicator that give the fewest contribution is a skill with a mean value of 4.30.

Table 2. Descriptions of Lecturers’ Competence Variable (Y)

<table>
<thead>
<tr>
<th>Variable Indicators</th>
<th>Frequency of Respondents’ Answer (f) &amp; Percentage (%)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge (X11)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X111</td>
<td>170 72.65</td>
<td>4.73</td>
</tr>
<tr>
<td>X112</td>
<td>155 56.41</td>
<td></td>
</tr>
<tr>
<td>X113</td>
<td>72 30.77</td>
<td></td>
</tr>
<tr>
<td>X114</td>
<td>79 33.76</td>
<td></td>
</tr>
<tr>
<td>X115</td>
<td>98 41.88</td>
<td></td>
</tr>
<tr>
<td>Mean of Knowledge Indicator (X11)</td>
<td></td>
<td>4.31</td>
</tr>
<tr>
<td>Skill (X12)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X121</td>
<td>60 25.64</td>
<td></td>
</tr>
<tr>
<td>X122</td>
<td>97 41.45</td>
<td></td>
</tr>
<tr>
<td>X123</td>
<td>138 58.97</td>
<td></td>
</tr>
<tr>
<td>X124</td>
<td>103 44.02</td>
<td></td>
</tr>
<tr>
<td>X125</td>
<td>115 49.15</td>
<td></td>
</tr>
<tr>
<td>Mean of Skill Indicator (X12)</td>
<td></td>
<td>4.30</td>
</tr>
<tr>
<td>Attitude (X13)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X131</td>
<td>180 76.92</td>
<td></td>
</tr>
<tr>
<td>X132</td>
<td>96 41.03</td>
<td></td>
</tr>
<tr>
<td>X133</td>
<td>92 39.32</td>
<td></td>
</tr>
<tr>
<td>X134</td>
<td>97 41.45</td>
<td></td>
</tr>
<tr>
<td>X135</td>
<td>119 50.85</td>
<td></td>
</tr>
<tr>
<td>Mean of Attitude Indicator (X13)</td>
<td></td>
<td>4.37</td>
</tr>
<tr>
<td>Behavior (X14)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X141</td>
<td>155 66.24</td>
<td></td>
</tr>
<tr>
<td>X142</td>
<td>85 36.32</td>
<td></td>
</tr>
<tr>
<td>X143</td>
<td>153 65.36</td>
<td></td>
</tr>
<tr>
<td>X144</td>
<td>107 45.73</td>
<td></td>
</tr>
<tr>
<td>X145</td>
<td>126 53.85</td>
<td></td>
</tr>
<tr>
<td>Mean of Behavior Indicator (X14)</td>
<td></td>
<td>4.49</td>
</tr>
</tbody>
</table>

Mean of Lecturer Competence Variable (X) 4.37

Source: Results of primary data processing, 2015

Nevertheless, these skills must be improved to support the competencies of the lecturers. In totality, the mean value of the competence variable is 4.37. Indicator variable competence of lecturers (Y) is knowledge (Y11) which has a mean value of 4.31 and loading factor value of 0.794. skill (Y12) has a mean value of 4.30 and loading factor of 0.935. Attitude (Y13) has a mean value of 4.37 and loading factor of 0.923 and behavior (Y14) has a mean value of 4.49 and loading factor of 0.715. These four indicators have a value of reliability construct of 0.989 and variance extracted of 0.92, so the value of reliability and variance is acceptable because the value ≥ 0.70 and ≥ 0.5. It states that the most dominant indicator in the formation of lecturers’ competence variable is skill (Y12) with the highest loading factor value of 0.935, while empirically is behavior (Y14) with the highest mean value of 4.49.

Lecturers’ Performance at the Private Higher Education Institutions in Gorontalo Province

Lecturers’ performance (Y) according to the Ministry of Education of Indonesia (2004) is the ability to take the jobs or tasks owned by the lecturers in completing their work task, namely to implement Tri Dharma Perguruan Tinggi (the Higher Education Institutions’ three main responsibilities: education, research, and community service) and other support. Tasks in the field of education and teaching can be either teaching in the classroom, or tutorials, guiding and testing both seminars and laboratory practice, community service, thesis as well as developing teaching materials to guide young lecturer and carry out scientific speech.
In the research and development of scientific paper, the lecturer task in this field is to produce scientific work in the form of individual and group research, retell the scientific books, edit scientific work and works of art as well as make the draft of work of art and the publishing of the work too. Community services, this task is in the form of activities to occupy leadership positions in the government institutions/state officials therefore they should be released from the organic positions, carry out the development of education and research outcomes that can be utilized by the community such as provide training/counseling to the community, provide services to the community or other activities that support the implementation of the common tasks of government and development, create/write the work on community service, this task is in the form of activities to occupy leadership positions in the government and development, create/write the work on the committees between institutions, actively participating in scientific meetings, receiving honors/awards in writing and achievement in the field of sport and art. Further details in Table 3 presents the results of the description analysis to the average score (mean) the respondents' statement of the in each sub-indicators and indicators namely education and teaching, research and community service as well as other support, which give contributes to the formation of lecturers’ performance variables. Descriptive analysis of the data on individual indicators of lecturers’ performance variables in Table 3 indicate that the indicator that becomes the biggest contributor to the formation of lecturers’ performance variables is the first indicator, namely the teaching education with a mean value of 4.41.

**Table 3.** Description of Lecturers’ Performance Variables (Y)

<table>
<thead>
<tr>
<th>Variable Indicators</th>
<th>Frequency of Respondents’ Answer (f) &amp; Percentage (%)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SS (5)</td>
<td>S (4)</td>
</tr>
<tr>
<td>Education and Teaching (Y11)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y111</td>
<td>119</td>
<td>50.85</td>
</tr>
<tr>
<td>Y112</td>
<td>109</td>
<td>46.58</td>
</tr>
<tr>
<td>Y113</td>
<td>101</td>
<td>43.16</td>
</tr>
<tr>
<td>Y114</td>
<td>102</td>
<td>43.59</td>
</tr>
<tr>
<td>Y115</td>
<td>88.00</td>
<td>37.61</td>
</tr>
<tr>
<td>Mean of Education and Teaching (Y11)</td>
<td></td>
<td></td>
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<tr>
<td>Research (Y12)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y121</td>
<td>55</td>
<td>23.50</td>
</tr>
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<td>Y122</td>
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<td>36.32</td>
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<tr>
<td>Y125</td>
<td>81</td>
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<tr>
<td>Mean of Research (Y12)</td>
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</tr>
<tr>
<td>Community Service (Y13)</td>
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<td></td>
</tr>
<tr>
<td>Y131</td>
<td>64</td>
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</tr>
<tr>
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<td>23.50</td>
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<tr>
<td>Y133</td>
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<tr>
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<tr>
<td>Y135</td>
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<td>29.91</td>
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<tr>
<td>Mean of Community Service (Y13)</td>
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<td></td>
</tr>
<tr>
<td>Other Supporting Activities (Y14)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y141</td>
<td>64</td>
<td>27.35</td>
</tr>
<tr>
<td>Y142</td>
<td>70</td>
<td>29.91</td>
</tr>
<tr>
<td>Y143</td>
<td>70</td>
<td>29.91</td>
</tr>
<tr>
<td>Y144</td>
<td>73</td>
<td>31.20</td>
</tr>
<tr>
<td>Y145</td>
<td>54</td>
<td>23.08</td>
</tr>
<tr>
<td>Mean of Other Supporting Activities (Y14)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean of Lecturer Performance Variable (Y)</td>
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<td></td>
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</tbody>
</table>

Source: Results of primary data processing, 2015

This shows that indeed education and teaching is the main thing in looking at the lecturers’ competence. The smallest contributor is the fourth indicator namely other supporting activities with a mean value of
4.04. However, this indicator is still needed in improving the lecturers’ performance so it needs to be improved.

Indicators of lecturers’ performance variables (Z) is education (Z11) which has a mean value of 4.41 and loading factor value of 0.636, research (Z12) has a mean value of 4.13 and loading factor of 0.849. Community service (Z13) has the mean value of 4.09 and loading factor of 0.839 and other supporting activities (Z14) has a mean value of 4.04 and loading factor of 0.805. These four indicators have the value of reliability construct of 0.987 and variance extracted of 0.950 so that the value of reliability and variance is acceptable because the value ≥ 0.70 and ≥ 0.5. It states that the most dominant indicators in the formation of lecturers’ performance variables is research (Z12) with the highest loading factor value of 0.849, while empirically is education and teaching (Z14) with the highest mean value of 4.41.

Effect of Competence on Lecturers’ Performance at the Private Higher Education Institutions in Gorontalo Province

The test of structural relationship model is performed after the structural model built in this study correspond to the data observed and the suitability index of structural model. The goal of the testing to the structural relationship model is to determine the relationship between the latent variables designed in this study.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Standardized direct and indirect effects</th>
<th>Path Coefficient (Standardized)</th>
<th>C.R/ (t-value)</th>
<th>Probability</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>H1</td>
<td>Lecturer’s Competence (X) → Lecturer’s Performance (Y)</td>
<td>0.527</td>
<td>3.296</td>
<td>***</td>
<td>Significant</td>
</tr>
</tbody>
</table>

Source: Result of data processing, 2015

The effect of lecturers’ competence variable (Y) on lecturers’ performance variable (Z) with a coefficient path value of 0.490, indicates that the lecturers’ competence in the form of knowledge, skills, attitudes, and behavior give significant effects on improving the lecturers’ performance.

Competence affects significantly on the lecturers’ performance; it means that the competence also plays a role in the formation of lecturers’ performance. Competencies that have indicators of knowledge, skills, attitudes, and behaviors give effects on the lecturers’ performance in terms of implementing the *Tri Dharma Perguruan Tinggi*. Knowledge helps the lecturers to be more competent in performing their duties as an educator because with the knowledge, lecturers can conduct educational task of teaching, research, community service and other supporting tasks. With the knowledge, the ability of the lecturers can be guaranteed. Similarly, training assists the lecturers in improving their skills, especially the skills of teaching, because teaching is not easy for it requires special skills and abilities. On the other hand, attitude and behavior of the lecturers are also decisive in performing the duties in the implementation of the *Tri Dharma Perguruan Tinggi*. Therefore, the attitude and behavior of the lecturers will be a reference to behave for the students.

In line with the theory expressed by Spencer in Moeheriono (2009), competence lies in part in every human being and always there on the personality of a person that can predict the behavior and performance broadly in all situations and the work tasks. While Armstrong states that competence is a dimension of action from tasks, where such measures are used by employees to complete their job duties satisfactorily and what is given by the employees in different forms and levels of performance.
Research that supports this study is Sabah Agha, Laith Alrubaicee, Manar Jumhour (2012) *Effect of Core Competence and Organizational Advantage on Competitive Advantage.* The point is that competence gives positive effects on the of competitive advantage and organizational performance. Dyah Kusumastuti (2013) concludes that competence significantly affects performance. Endang Setyaningdyah, Umar Nimran Kertahadi, Armanu Thoyib (2013) and Eddy Yunus (2009) also state the same. The relation of this study with previous research is that both equally examine the relationship of competence on the performance, the difference is the location and the object. The location of the previous studies is outside Indonesia and the objects are in private enterprise while the object of this study is the lecturers of private Higher Education Institutions in Gorontalo.

**CONCLUSION**

Competence is an important item in the achievement of lecturers’ performance, because competence is the most dominant variable that affects the performance. The more competent the lecturers, the better their performance will be. So it is suggested to the leaders and managers of private Higher Education Institutions in Gorontalo province, to be able to develop the human resources, particularly the lecturers, through education, training, development and learning. Therefore, from the above results, it is recommended to always provide support in the form of funds and opportunity as widest as possible to the lecturers to be able to improve the competence and performance. It is expected that the full time lecturers at the private Higher Education Institutions in Gorontalo province to be able to improve the development of human resources, organizational commitment and competency improvement so that it can improve the performance. For the government, it is expected to be able to increase the education budget in particular the cost of studying further and training for lecturers in order to increase the competence, and give more support of greater opportunities for the private Higher Education Institution lecturers in the region to have access for studying further by revoking the moratorium on the opening of new courses especially postgraduate programs of master and doctorate degree in the region so that the competence and performance of the lecturers can be improved more.

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Jakarta.

FEATURES OF THE ARCHITECTURE OF THE MAIN CHURCH OF THE DON COSSACKS

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ABSTRACT
The main Church of the Don Cossacks was the Troop Resurrection Cathedral, which was located in Cherkassk. Cherkassk was the Don Cossack capital and the center of spiritual culture till 1805. XVIII-th century was the time of transformation of Russian architecture, as at this time there were active changes of the Russian state according to Western European standards. At the same time the blossoming forth of temple architecture on the Don land comes. To this date, there are no accurate answers, when they started to build the first Churches on the Don, what they were like, what year was the first stone temple of the Don laid down, who was the architect and what was its architecture initially. The history of the Don Cossacks attracted and still attracts many researchers, and the interest is growing. Existing studies touch on the history of the region, peculiarities of life of the Cossacks and other issues. However, not many authors pay attention to the history of architecture, and in most sources the information differs from each other. To the filling of this gap, the architectural studies of the first stone Cathedral of the Don Cossacks are dedicated, the results of which are given in this article. With the method of analysis, comparing the data from the archives, and comparisons with similar objects, the archival research were structured, which allowed to establish the sequence of changes of shaping of the temple and its interior, to ascertain the date of its construction and to identify the stylistic features of the monument.

Keywords: the Don Cossacks, temples of the Don Cossacks, architecture of the temples, the Troop Cathedral, Cossack architecture

INTRODUCTION
The history of the Don Cossacks still attracts many researchers, and the interest to this problem is growing. Existing historical studies of the Don Cossacks tell us about the culture of the Cossacks, their values and way of life, specific of upbringing and military skills, about the campaigns and battles for the Russian lands. You can also find the description of the city of Cherkassk, the first capital of the Don Cossacks, where Cossacks began to lead a settled way of life.

The first, the most generalizing work on the history of the Don Cossacks was written in 1778 by a military engineer, Chief builder of the fortress of St. Dmitry of Rostov, the General-major A. I. Rigelman. In 1807 in Milan the essay by A. L. de Romano was published in two volumes in French language. In 1896 in Novocherkassk M. Kalmykov has published an abridged translation of the writings of de Romano. However, the translation of M. Kalmykov hides the peculiarities of the author's narrative, is not accurate, there are gaps in the text, abbreviations, and inaccuracies. A small essay on the history of the city of Cherkassk of the famous Don historian V. D. Sukhorukov was published in the journal "Northern archive" in 1823. The authors A. Kirillov and A. Filonov turn to the history and architecture of the Cherkassk, describing the construction of the Efremov’s farmstead and the Church of the Don icon of the Mother of God, and the beauty of other monuments of cult architecture of the Don capital. Brief historical information about the architecture of Cherkassk can be found at many authors’. For example, V. V.
Suslov, S. M. Soloviev, E. P. Zablonsky, H. I. Popov, I. M. Sulin. N. Lavrsky was one of the last historians of architecture of the pre-Soviet period, who studied the architecture of the Don capital. His book was published in 1917. The author described in details Church architecture of the town, the interior decoration of the churches and of the Resurrection Cathedral, pointed Kiev's influence on religious buildings of Cherkassk. Interesting point of his work is that he does not agree with the description of Cherkassk, given by V. V. Suslov, and claims that he has never been to the town. After the October revolution the number of historical publications has sharply reduced, many scientists were forced to emigrate abroad. A range of studies on the history of architecture of this period is very limited. In the XX-th century, the architecture of Starocherkassk was explored in the works of E. M. Astapenko, who has pointed new facts of the construction of the temple, M. P. Astapenko, V. L. Bogaevsky, V. I. Kuleshov, V. N. Korolev, V.V. Pishchulina, G. V. Esaulov, A. G. Lazarev and others.

All of these studies were somehow addressed the issue of the religious architecture of the Don capital, but they are mostly sketchy, incomplete and do not cover all of the most important issues in the history of the construction of the temples of Cherkassk.

In our time, there is the possibility to analyze and appreciate from the new positions this part of the architectural heritage. Nowadays, the peculiarities of interaction of cultures in the region are known, new historical facts, related to the research object, new chronicle and factual documents are found, that define the relationship between the historical events and changing of shaping the architectural monuments on the Don land.

In the present study a thorough analysis was carried out, through the gathering and systematization of archival data, to create a complete picture of the evolution of shaping the architecture of the cathedral from its foundation to the present time and to identify its characteristics.

THE HISTORY OF THE CATHEDRAL

The history of the construction of this outstanding monument of architecture is peculiar. The dates of foundation vary in archival and literary sources, and disputes about what architectural style the temple belongs to, are still going. Having systematized archival documents that were collected in the state historical archives and the archives of Starocherkassky historical and architectural Museum-reservation, we were able to trace some chronological sequence of events, which occurred during the construction of the temple and during its life cycle.

Back in the spring of 1637, intending to storm the impregnable Turkish Azov, the Cossacks gave a vow in the Monastery town, that if God contributed to their success in this most serious event, then they would resume the tradition of the Orthodox Baptist churches in the Muslim Azov, and would "build the Cathedral with the chapels" their place on the Don.

From the letter of the Don Cossacks Army to the Tsar it is known that on October 3, 1652 new Church was consecrated, however, four chapels (of the Annunciation, St. John the Baptist, St. Nicholas, St. Alexei, the man of God) had remained unconsecrated(1). It's hard to tell, how that temple looked like, but, on the assumption of the academician of architecture V. Suslov, "it was a small wooden Church, which was usually built on the Don and Southeast of Voronezh and Tambov provinces"(2).

In 1670 the Church burned down. The Cossacks again turned to the Tsar with a request to permit the building, which he had not only given, but also helped with money and utensils for the construction (3). The new Cathedral was built in 1672, but in 1687 it was also destroyed by fire, and on December 25 of the same year the group with a troop’s petition has arrived to Moscow. The resolution was imposed to the Cossack’s petition on February 13, 1688, to satisfy the request of the Cossacks. Instead of the burnt
wooden Cathedral Church they were allowed to build a stone one, which was confirmed by the letter sent on March 9, 1688 to the Don.

In March 1690 the Cossacks got the money and the materials, and then sent to Moscow a petition with a request to give to the artist Romanov "paint and other things needed for icon painting in the Cherkassk Cathedral Church". This, most likely, refers to a temporary wooden Cathedral, which, according to V. D. Sukhorukov, was built together with the Cherkassk one and with the fortress’ walls two years after the fire. But V. D. Sukhorukov, the only one of the historians, mentions about the construction of the temple after the fire of 1687, No one of the researchers of the history of the Church of later times, reports about it.

In most literature sources the date of construction of the Troop Resurrection Cathedral is indicated in 1706-1719, but other information indicates that the construction started earlier. In 1704 in the reference of the Embassy department it was written about the support in the construction of the Church, which had the Don Army, and of the supply with the necessary utensils in previous years. Therefore, the construction of the Cathedral was conducted up to 1704(4).

Research materials on the history of Cherkassk Cathedral of the end of XIX - beginning of XX century suggests that the construction of the Cathedral was finished in 1716. At the beginning of 1716, the army ataman Maxim Frolov refers to Tsar Peter I with a request of the blessed Charter of the Metropolitan Stefan of Ryazan and Murom, which gives the right to bless and to open the Church for worship, and on May 10 of the same year the permission for the consecration was given, but three days before that the apprentice Simon Kondrat'ev died in the temple. Just with this misfortune the delay in the consecration of the Church nearly for three years is connected. But was it the only reason?

The number of archival documents leads to the conclusion that the Cathedral wasn’t finished in full to 1716. According to archives the Cossacks stressed in the petition for the name of Peter that "in Cherkassky on the island a real stone Church of God is being built, named of the Resurrection of Christ our God, and two chapels, one named of the Annunciation of the blessed Mother, and the other named of John the Baptist. And the aforesaid Church of God last year 716 occurred in the stone, the crosses were raised, and the heads covered with white iron"(5). However, the casks under the heads were not covered with white (i.e. canned) iron, but only covered with boards, as well as church-porch roof. The army, using the monetary salary, sent by the Sovereign, sent the Cossacks to Romanov, to the Sovereign’s Lipetsk factories, where the iron was bought for 2300 rubles, but they could not take it to the Don. According to military estimates, for full coverage of the temple they had to buy at least another ten thousand iron sheets. The question arose regarding the windows’ frames. An agreement was reached with the representative of the Solovetsk monastery, the monk Pachomius, about the acquisition of mica in the abode (to fulfill the role of modern glass) in exchange for the cypress boards for the monastic icon-painters (6). The Cossacks moved to Solovki, only in 1718. There was not a plate of iron for the three Church doors (Southern, Northern and Western). There was no iconostasis in the church, but there were also no experts for gilding, making and writing icons, and also for roofing works on the Don.

Peter Yegoryev with comrades came to the Ambassador department in Moscow on April 28, 1717. They managed to find in Moscow masters, who agreed to go on a distant, murky Don to the construction of the Temple. Three teams were hired: "icon artists, headed by Dmitry Loginov, six persons; six gold-craft masters, headed by Nikita Semenov, and tinker Nazar Ivanov with his friends-five persons"(7). At the end of July 1717, the Cossacks with the masters, the material and the products arrived to Cherkassk.

Archival sources confirming the chronological framework of the construction of the Bell tower have not yet discovered. But a number of monographs on the history of Cherkassk and Resurrection Cathedral, as
well as mortgage Board on the wall of the building determine the time of construction of the Bell tower in 1725-1730, at ataman Andrey Lopatin time.

V.Chernitsyna and V. Korshikov in the article "The beauty of the Don region" write that in the book of L. V. "In the old Cherkassk, in the land of the Don Cossacks" the completion of the Bell tower construction dates back to the 1733(8). But no other source names just this date. Thus, the years of construction of the Bell tower of the Cathedral in Cherkassk are considered from 1725 to 1730.

THE ARCHITECTURE OF THE RESURRECTION TROOP CATHEDRAL

The Cathedral belongs to the type of centric type of cross-domed churches. In the basis of the composition of the Cathedral is "the window of the mansion surrounds" the principle of traditional Russian five-domed church, which has turned by the fantasy of an unknown architect to the ten-domed construction, amazing in its beauty and the logic of the architectural image. Its expressive form scope-spatial composition is formed by nine octagonal towers’ volumes, which are finished by light drums and crowned by bulbous domes with gilded crosses on under-cross apples. Being a complex version of the wooden churches, the Cathedral of the Resurrection has inherited characteristic features of their planning structure. The Central dominant dome in the octagon is located above the central crossing; four towers with smaller bulbous domes are accurately oriented to the cardinal points: East-West and North-South, smaller towers with smaller domes are located diagonally, in the inner corners of the "Greek cross".

The whole Church scope rests on a strong ground floor – basement with spacious vaulted rooms in the lower tier. The temple is surrounded by an external gallery (walking place), with a central double-row three-match open porch.

For a long time there existed a version that the gallery, surrounding the Cathedral, was added later. In particular, B. L. Bogaevsky wrote that although the Cathedral's exterior seems great, but " the Cathedral was even closer for visits of the Cossacks, diligent to the faith, so it was closely attached from the three sides by large porches and wide gallery"(9). The current state of the Cathedral and exploration of pits during the restoration of the temple showed that there are common chords and transverse walls, which suggests that external gallery was built simultaneously with the Cathedral.
During the last restoration, in the course of excavations, the stone foundations of the verandas were discovered and it was found that the cultural layer (more than a meter) significantly reduced the height of the Cathedral. But drawings and paintings of these verandas are not preserved. According to paintings on numerous plans of Cherkassk of 1748, 1761, 1776 the verandas was appeared and disappeared and, in the end, instead, they built a porch. To the construction of the porch, in the opinion of the restorers, historians and architects, contributed spring flooding of the Don, the water level of which was recorded in different years by the stamps on the walls of the porch (Pictures 1,2,3).

Three inputs, i.e., three porches existed in the Cathedral until 1852. The existence of three staircases is also confirmed by the materials of the St. Petersburg department of the Institute of archaeology. In their article Chernitsyna and Korshikov write that in the funds of the well-known pre-revolutionary scholar and restorer P. P. Pokryshkin, the materials of survey of the Cathedral of the late nineteenth century were found, published in "Izvestia of the Imperial archaeological Commission", where it is said that up to 1852 the Cathedral had three separate indoor pathways, then they were destroyed and replaced by one entrance with two platforms in the middle of the stairs and in front of the entrance door to the church-porches (10).

The engineer-captain Rodionov was entrusted to watch the construction of a new porch, who pointed out in his report that, the work is performed according to the project, solidly and of high quality, of good materials.

In 1973, during the restoration, the architects suggested to restore three porches. The project of restoration of the porches of the Cathedral was designed by the architects on similar examples, found in Russian and Ukrainian churches of the XVIII century.

The existing church-porch was broken and one porch was built, but it couldn’t be admitted as successful in the architectural and artistic aspects. It prevented the view of the temple itself, weighted its
architecture, and was uncomfortable from the standpoint of utilitarian function. They had to rebuild the church-porch again, and a built porch is still in an incomplete form (Pictures 4,5,6).

![Pic.4. The Cathedral after the demolition of the porch and construction of the veranda. Photo of 1970-s.](image)

The materials used for the Cathedral, were both imported and local. In Cherkassk there were four brickworks, where bricks of big size (280x140x70мм) were produced. The walls are lined with the chain system of masonry, which was made into lime mortar, mixed with egg yolk. The thickness of the walls in the main part of the Cathedral is of two meters, the thickness of the walls of the aisles is up to 1.5 m. The bars on the windows and the doors were also forged in Cherkassk. It was used the local wood from the northern regions of the Land of the Don Cossacks Army.(11) The Cathedral was coated with a thin layer of lime and not plaster, which clearly distinguishes laying bricks and gives originality. The research of the foundation of the Cathedral confirmed the correctness of the legend, that it was built on marshy ground, so in the process of construction they "quenched the bog with a booth and oak sleepers"(7).

The plasticity of the facade of the Cathedral, uncommonly, is simple and expressive. The corners of the towers and octagonal components are completed by semi-columns, pilasters; and similar half-columns
with steals form the frames of the openings and end by the profiled head moldings. Architectural and artistic image of the Cathedral is added by heavy shaped cornices, corbels, niches, panels (on the eastern facade), and the pilasters in the piers of the main, western entrance.

Pic.6. The Resurrection Cathedral before disassembling of the porch and construction of the veranda.

The Cathedral and the Bell tower were located at an angle to the axis of the opening of the entrance tower of the Epiphany gates, which identified in the best way the volume of buildings and the plastic quality of the facades. This shows the unity of design concept of all composite elements of the maidan. The revealed relationship shows that the construction of the Bell tower was assumed together with the Cathedral (Picture 9).

In the three-dimensional solution of the maidan, the asymmetric planning was knowingly applied as a means of artistic expression – traditional approach to solving the main square, typical for the Russian Kremlin of the XVI-XVII centuries. The Bell tower stands separately from the Cathedral, at a distance of 15, 2 m.

The Bell tower of the Resurrection Troop Cathedral is the only tent-shaped bell tower of the XVIII century in the South of Russia (Pictures 7,8,9). It reproduces the tent-shaped type of Moscow bell towers of the second half of the XVII century, with the typical octagonal shapes, placed on a stepped rectangular of the base, cut at the bottom by the arched recesses(2). V. D. Sukhorukov wrote that the architectural appearance of Starocherkassky Bell tower repeats the characteristic features of the towers of the Moscow Kremlin (12).
According to the existing acts of 1894, August 28 – "the foundation under the Bell tower is laid at a depth of 4 ¼ feet, just on the soles is the flooring of oak logs, then at the height of ¾ yards is a rubble of limestone, brick crushed stone wall and a second row of rubble logs of the same thickness is laid as in the bottom row, above brick masonry. Both masonries are on the lime mortar. Oak logs are situated in moist soil and are well preserved"(13).

Architectural and artistic image of the Bell tower is designed in the same stylistic direction as the Cathedral. In the three-dimensional planning design of the Bell tower a simplified compositional principle of a tent-shaped Church of the XVI century is used, which resulted in the erection of a tent on a high octagonal structure, set, in turn, on a cubic quadrangle. The volume of the quadrangle is divided into two tiers, closed by arches and having independent functionality.
The lower level of the quadrangle is a basement, hard in its plan, a huge cellar with a high vaults, protruding from the ground. On the one side of the arched doorway is the iron door that leads inside. The thickness of the walls is over three meters.

The top part of the quadrangle consists of tetrahedral, covered with closed arches of the room. In the upper quadrangle are the windows, the treatment of which frames is extremely simple. They are circled with the rectangular frame of the interceptions. There are two iron doors: one led into a vaulted room, which is located in the quadrangle, and the other - on the spiral staircase that led into the octagon.

The space of the octahedron contains two rooms, connected to the wall by the stairs. The basement played the role of a storage room that is roofed with the cloistered vault. The second room – the belfry, covered with a tent. The octagon has a spiral staircase: sixty-two steps of a knee height, which leads to the observation deck. There are also tightly laid lucernes. After reviewing all available literature, we met at I.V. Kulishov’s book the following description: "... in the lucernes around the octagon the bowls were set, that were lit in the days of holiday illuminations...". This suggests that once lucernes of the octagon have been opened through.

**Pic.9.** Drawing of the General plan of the Troop Cathedral and the Bell tower. 1896.

**Pic.9.** The Bell tower of the Resurrection Cathedral in Starocherkassky.
The separation of the tiers of the quadrangle was focused on the facade by the platform of baluster with a carved porch, which existed until 1800 (14). These elements are borrowed from the civil residential architecture. They are traditional for the flooded villages of the Don. Their use here was dictated by the business and administrative and ceremonial-honorable functions of the area. The brinks of the Bell tower, as in the Cathedral, are separated by smooth semi-columns (14).

The transition to the tier of bells is selected by a columnar zone of balusters, which, like curbs in the towers of the Cathedral, is the main motif of ornamental decoration. The openings of the bells are topped by a decorative headdress. In the center of each side of the octagon there are round holes, tightly laid now.

The tier of bells (the top of the octagon) is cut with eight arched openings, finished with gables, which create a harmonious transition from the octagon to the bell tent.

Tent top is extremely small compared to the octagonal tower and the base of the bell tower. This has led the researchers to write about Starocherkassky tower that it is devoid of proportionality of Moscow tent-shaped bell towers, giving them their distinctive beauty. But, despite the comments of researchers, Cathedral bell tower in Starocherkasskaya gives the impression of an impressive, and at the same time, a light stone building. The tent of the bell tower, like the openings of the bell, is decorated with architectural headdress. On each of the eight sides of the tent, there are five through holes – lucernes. Totally, there are forty of them along the tent. At the top of the tent there is a stone cupola of bulbous shape on the cone. It stands on a square drum, the transition from which to the tent is in the form of a belt with eight keeled gables.

Vertical composition of the bell tower ends with the cross of the XVIII century, surmounted by a crown, which refers religious building to the "state building".

The unity of artistic and decorative solution of the monument is achieved by the repetition of the same architectural motif in different tiers, by subduing all the architectural elements of the total composition vertical, which is reflected in the grouping of the Windows of the quadrangle in such a way that the axis of three-quartered columns at the corners of the octagon coincide with the axes of the extreme columns of the frames of window openings of the quadrangle.

The bell towers were built next to churches with special meaning. The bell tower – the belfry of God, as if connects the earth to the heavens. And the bell tower was always supposed to be 2-3 meters higher above the nearby temple. According to modern measurements the height of the bell tower is 45 meters, and according to the dimension of the military architect Sedov in 1848, it was 64 ½ yards (11), nearly 46.5 m..

The bell tower was not only a guard tower, but the fire one. There was a fire bell on it, and an on duty fire guard from 2-3 Cossacks was there.

FEATURES OF THE ARCHITECTURE OF THE RESURRECTION TROOP

CATHEDRAL

The techniques of the temple architecture of the considered period on the historical territory of the Ukraine and the Don army Region, where the object of study is situated, differ from those used in the North and Central regions of Russia. The survived monuments of folk architecture are dated here not earlier than the XVII century, but the historical information in relation to this architecture is not sufficiently complete and reliable. Therefore, the question about the origins of the formation of the temple
architecture of the South of Russia can be considered open until the time, when the interaction of cultures and arts of the peoples who lived in the South of modern Russia will be precisely defined.

The time of construction of the studied monument falls in the period of national growth, when social basis of art was expanding and monuments of monumental architecture reflected the national ideas and aspirations.

It is considered that the architecture of the Resurrection Cathedral belongs to the Ukrainian Baroque. But this is not so.

Of course, the prototype of most of the churches of the Don region were the Ukrainian churches of the XVI – XVII centuries, which can be traced in the forms of log houses (the octagon rising from the ground) and in the gallery, which is a characteristic of the Ukrainian churches, encountered in any form of log cabins and surrounding a church with a circle (Pictures 10,11). Such galleries are often found on the territory of the Ukraine and on the Don, judging by the extant monuments, this element was considered exceptional.

**Picture 10.** Nicholas Church. Old Vinnitsa

**Picture 11.** The Church of the Assumption in Dashkivtsi.
But through the analysis of the spatial and decorative solutions, you can also see the borrowing of Russian wooden architecture. Comparing the plans of the southern Russian temples and churches of the Ukraine with the plans of the churches in Northern and Central Russia, you can find that they have similarities in the techniques of the combination of four - and eight log cabins, the similarity of the planning structure (Pictures 12,13,14). In addition, there are traditional features such as a high basement, three verandas, which were originally in the Cathedral, and later the porch; the decorative design of the façade certainly belongs to the Russian Baroque. For example, the plan and the facade of Trinity Church in the churchyard of Nenoksa can be seen a wooden five-steeple Church "in the twenty walls" with the octagonal log cabins, main in the volume, raised on basement and belted with the gallery (Pictures 15,16). Picture 17 shows a drawing of the plan and facade of Cathedral of the Resurrection, with proposed changes to the exterior entrance of 1859. The drawing shows the building porch and verandas, typical of the architecture of the churches of Russian architecture.

![Picture 12. Uspensky Church in Yarushev, Source:22](image)

![Picture 13. Nicholas Church in the village of Sinyavy. Source:22](image)

![Picture 14. Nicholas Cathedral in the Medvedovsky monastery. Source:22](image)
Having considered all stone temples on the territory of the Ukraine during the construction of the studied object and before it, a comparative analysis was conducted. It managed to find a number of monuments with similar architectural techniques on the territory of Chernigov. All the temples were built around the same time, had similar shapes, combinations of log cabins and decorative solutions of the facades and all were built with the participation of the Cossacks.

The diocese of Chernigov is one of the oldest dioceses in Russia. Originally it was called diocese of Chernigov and Ryazan. It included the lands of modern Chernigov, Orel, Kaluga, Tula, Kursk, Ryazan, Vladimir, Moscow, part of the Mogilev and Smolensk regions. Later almost half of the territory was ceded to newly organized Ryazan (1118), Smolensk (1137) and Vladimir (1214) dioceses, after which it was called just Chernihiv (23).
One of the earliest monuments of the five-domed cruciform composition is Nicholas Cathedral in the town of Nezhin (1650-1660). (Picture 18). Apparently, it is the prototype of this group of architectural counterparts. Nizhyn is one of the most remarkable cities of the Left Bank, including architectural matter. In 1649 it became the center of one of the largest Cossack regiments. In 1656 Bohdan Khmelnytsky moved here the rich Greek merchants and since that time the city became the largest shopping center not only of local but also of East-European values.

The Church has a structure of five towers and a vertical composition through coming up ending, representing the traditional Ukrainian overlap with the creases (with two creases of the central volume and one crease of the side volumes) (18).

The volume and spatial concept of the temple is a bright example of Ukrainian Baroque style on the Left Bank of the Ukraine. The monument combines the traditional forms of folk architecture of the Ukraine with the variety of relief decoration, which reflects the influence of Baroque in Russia. The same combination can be seen in the architecture of the Resurrection Troop Cathedral. In front of the entrance to the Nikolas Cathedral the Bell tower was built, and next to it a chapel.

The temple was built by Cossacks of the Nizhyn regiment under the supervision of a well-known public and spiritual figure of the Peter I time Stefan Yavorsky. The building was dedicated to the victory of Peter I over the Swedes, and the architect of the Cathedral was Moscow architect Grigory Ustinov.

The next monument is the Trinity Cathedral of the Gustynsky monastery (Picture 19). The Cathedral was founded in 1672. The architecture of the Church contains all the distinctive and original that gradually developed in the Ukrainian architecture. Cross-shaped volumes of the building, as in some other cases, the external corners are reinforced by the extension of additional amounts linked with the accounting of general pyramidal composition. To this purpose, they are divided horizontally into two parts: the lower rectangular, the upper faceted. Pear-shaped domes, characteristic of the Ukrainian churches, all of different sizes and have an irregular shape (18).

The architecture of the complex of Gustynsky monastery influenced the subsequent construction. Features of this architecture are obvious in the buildings of the Maksakovsky and Krupitsko Baturinsky monasteries and in the Saviour Cathedral in Priluki (1716).

Another Church, with the same shapes of the wooden architecture, but made of stone is St. Catherine Church (Cathedral of St. Catherine) in Chernigov. It was built for the funds of brothers Semion and Jacob Lizogubs in honor of the heroism of the Cossacks of the Chernigov regiment, shown during the storming of the Turkish fortress of Azov under the command of J. Lizogub in 1696. It was consecrated in 1715 (Picture 20).

Several analogs can be seen on the territory of Kharkov region. This is the Spaso-Preobrazhensky Cathedral in Izum (1684г.) and three-domed Intercession Cathedral in Kharkov (1689г.). Here can be found an organic combination of the Ukrainian and Russian techniques (Pictures 21,22).

Troop Cathedral of the village of Starocherkassky has ten frames of logs with nine domes. Drums of heads are of octagonal shape are very characteristic for the Ukrainian architecture. The dynamism of the composition and complexity of the silhouette is characteristic of Baroque. But the bulbous domes are more typical of Russian Church architecture. Just as the domes, the Bell tower maintains the traditional Russian forms. (Picture 23)

Based on the review of stone and wooden temples of the Ukraine, the similar variation of the three-dimensional solution with nine domes is not found till the construction of the investigated object.
Apparently, the Troop Resurrection Cathedral is the first and unique of its kind. After its construction a ten-domed church, the Trinity Cathedral in Novomoskovsk was erected. Zaporozhian knights started its building from wood in 1773, two years before the destruction by Catherine II of their camp, and completed in five years (Picture 24).

The later analog of the studied object on the territory of the Volga Cossacks is in Dubovka of the Volgograd region, which was inhabited at that time mostly by Ukrainians and the Don Cossacks. Nine-domed Cathedral started to build in 1762, and in the XX century it was destroyed (Picture 25).

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<th>Chernigov Region</th>
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<td><img src="pic18.png" alt="Nicholas Cathedral in the town of Nezhin (1650-1660). Source:35" /></td>
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<td><img src="pic19.png" alt="The Trinity Cathedral of the Gustynsky monastery (1672). Source:36" /></td>
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<td><img src="pic20.png" alt="Cathedral of St. Catherine in Chernigov (1715). Source:34" /></td>
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<td>Pic. 21. The Spaso-Preobrazhensky Cathedral in Izum (1684). Source:37</td>
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<td>Pic. 22. The Intercession Cathedral in Kharkov (1689). Source:38</td>
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Rostov Region. South of Russia

| Pic. 23. The Troop Resurrection Cathedral in Starocherkassky c-t (1715). Volgograd region, the former territory of Zaporozhsky camp. |
Still don't know the name of the author of the project of the Resurrection Cathedral. Researchers are trying to examine and analyze trends in the volume-spatial and architecturally-art decisions of the Ukrainian and Russian Baroque, exploring the temples of the Ukraine, South and North of Russia, to determine to which direction the architect was closer to in the construction of the temple.

And if you look from the other side? Not from the point of view of the history of architecture but from the point of view of the history of the construction of the Cathedral and of the events which occurred at that time in the country?

Pete I showed a special arrangement to the Don Cossacks to build the temple after their petition; it is considered that the Tzar sent the plan of the Cathedral, masters, two bells are "connecting iron", books, utensils and even 100 rubles of money in addition to those released earlier(14). It can be assumed that the drawing of the plan, which was submitted for construction, could be done by the Tzar himself.

During the great construction of St. Petersburg in parallel was the construction of the Military Cathedral. And, as you know, in the decisive part of the creation of Petersburg the Tsar was personally involved. No one of the significant building was built without the direct involvement of the Tzar in all phases of construction, from the first drafts and ending with the finishing works. The Military Cathedral also played a significant role in the strategic political development of the South for Russia, and for the Tzar it was an important building, like the construction of the city on the Neva river, for the development of the country. Peter not only approved or rejected the projects, but he took up the pencil himself to outline accurately and clearly what can rightfully be called the first idea of construction (22). There are many paintings and drawings of Peter, which then were technically processed by the architects.

Peter I was well versed in architecture. In addition to the fascination with literature of technical content, in his library there were also books on architecture and garden and park art: of Jean Beren, Charles Lebrun, Daniel Marot and others (20)

G.-F. Bassewich wrote about Peter I: "No man ever combined in himself so many posts and did not carry so much work. He was the legislator of the Church and the state, a warrior on the sea and on the land, a mathematician and a pilot, an architect, a builder of ships, a surgeon, a carpenter – and all this with
extraordinary skills; had a great knowledge in many sciences, arts and crafts, finally, over and above all had the gift of governing the state”(20).

The question arises, how such a unique architectural image could come to the Tzar, which fits precisely in the environment and the mentality of the South of Russia, with its characteristic originality and uniqueness, while Peter himself was among European architects with modern trends in construction?

If we consider the entourage of the Tzar at that period, so one of the closest persons to Peter the Great was Stefan Jaworsky, Kiev hierarchy. Since 1691, the prefect of the Kiev Academy, Professor of philosophy and a brilliant preacher in 1700, after calling by the Tzar to Moscow, was appointed the Metropolitan of Ryazan. He participated in the construction of the St. Nicholas Cathedral in Nizhyn, which was mentioned above.

As one of the favourites was named Ivan Zarudny, a native of the Ukraine, who participated in the Azov campaigns in the rank of centurion, in the 1690s he often came to Moscow on the orders of the Hetman I. S. Mazepa(22). He was the Royal architect in the personal possession of Peter I, and his appointment related to the Church construction. During the 1714 Decree on banning the stone building, I. P. Zarudny served the personal orders of the Emperor for the construction in Moscow, in direct violation of the law, issued by the Tzar himself. The documents say that Zarudny arrived to Moscow before 1701, he was also closely connected with his famous countryman Stefan Yavorsky. Under the assumption of the academician I. E. Grabar, S. Jaworski knew I. Zarudny still in Kiev and brought him to Moscow. Perhaps this environment inspired the shapes of the Cathedral with knowledge, views and stories about the architecture of the Ukraine.

Paintings and drawings of Peter I has received little attention, apart from the drawings of the ships. However, they deserve serious study as cutting across all areas of construction at the time. For example, in 1706, (long before the construction) the Tzar has put his hand for the building of the Twelve colleges’ building, where the idea of a building itself, which has no analogues in the history of architecture, belongs to Peter the Great.

Perhaps, being at that time in the creative mainstream of creating beautiful architectural forms, Peter could also make a sketch for the Military Cathedral of the Don Cossacks. And being a wise and gifted political figure, the Tzar realized that the Cathedral played a significant role in strengthening ties with the Cossacks on the territory of socially turbulent Don land and its architecture must be unique (which confirms the continuation of construction after the 1714 Decree, prohibiting the construction of stone buildings).

INSIGHTS

So, gathering all the historical puzzles together, it is possible to build a common timeline for the construction of the Troop Resurrection Cathedral in Cherkassk:

- in 1652, and in 1687 wooden Troop temples were built a little higher to Don from the location of the present Cathedral (both burned);
- construction of the Troop Cathedral in stone was completed in the spring of 1716;
- roofing work was partially performed in 1716, and then continued from the autumn of 1717;
- glazing of openings of the Cathedral was conducted in 1718-1719.;
- the wooden carved iconostasis was ready by the spring of 1717;

- painting icons for the iconostasis was carried out in the Cherkassk from the autumn of 1717, and, apparently, to the end of 1719;

- temple gallery was originally designed and built in the main period of construction of the Cathedral;

- up to 1852, the Cathedral had three separate indoor runnings, which were broken and replaced by a single entrance with two platforms in the middle of the stairs and in front of the front door on the porch;

- the architecture of the Cathedral is not of a single architectural style, combining motifs of wooden and stone architecture of Russia and the Ukraine;

- on the territory of Chernigov and Kharkov regions of the Ukraine a number of monuments with similar architectural volumes and built with the participation of the Cossacks is found;

- the temples of a similar three-dimensional solution with nine domes were not detected till the construction of the studied object, the Cathedral is the first and unique of its kind;

- perhaps the author of the project of the Cathedral is the Tzar Peter I;

- the Troop Resurrection Cathedral was politically and ideologically significant in strengthening ties with the Cossacks on the territory of socially turbulent Don land.

CONCLUSION

In the result of the study of archival documents and scientific works, devoted to the Don Cossacks, and the architecture of the South of Russia, the precise chronology of the construction of the Resurrection Cathedral was clarified, and was also proved that modern image of the Cathedral differs from its original architectural image, having survived the hostilities and the number of restorations in the twentieth century.

The question of belonging of the Cathedral to a certain architectural style requires longer and more careful study.

National identity of Russian wooden architecture and the new trends in architecture of that time merged in the Troop Cathedral, creating, thus, a unique monument of Church architecture which is unique, the same as the Don Cossack People.

It is hard to say what shapes of Russian or the Ukrainian architecture are dominated to the Cathedral, as it is difficult to answer the question of who are the Don Cossacks. It is categorically impossible to include the monitoring Cathedral to any one type of the Ukrainian or the Russian Baroque, or to say whose influence was greater when constructing the monument, it is a synthesis of Russian architecture and the Ukrainian Baroque, it is a manifestation of identity, the uniqueness of the architecture of the Don Cossacks.

The more materials are reviewed and considered, the more questions appear about the formation of types of wooden churches in the Ukraine and in Russia, on the sequence of the origin of architectural images geographically and borrowing of these forms, as well as the origin of the Ukrainian Baroque and its prerequisites. All these issues require careful consideration of all the monuments of Church architecture, followed by the classification, identifying common features and prerequisites of formation. It should be
noted that the majority of churches with similar architectural forms, stylistic and historical features are found on the territory of the Chernigov region.

Also the question remains about the author of the project of the studied monument. The architect is presently unknown, but while studying and consideration of certain historical processes of construction in Russia and having considered a number of documents and drawings, we can assume that it is possible to know the name of the author.

The history of the main buildings, erected during the lifetime of Peter I is still not fully disclosed, because they do not keep materials of the intermediate stages, that preceded the finally approved projects and already built buildings. But some, at first glance, elusive moments in the iconographic materials suggest the authorship of the Tzar.

By assumption of some experts the architect of the Cathedral could be J. D. Starov(7). Having considered a number of architectural monuments of the same time, you can see that the authors were the Moscow architects who could also have a hand in the project. The author could be Peter I himself, who was well versed in the construction craft, actively participated in the design of the buildings in the period under review, and already had experience in creating unique architectural images.

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THE MYTHOLOGICAL IMAGE OF SHURALEN AND ITS REFLECTION IN THE FOLKLORE OF VOLGA-URAL REGION

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ABSTRACT
Shuraleh is an ancient mythical image kept in folklore. Owing to the man’s image this fictional character occurs frequently in folklore as myths and fairy tales of the Volga and Ural people. The image is given in a special way in each nation’s folklore. Having common features they also have differences, directly related to people’s national mentality. The main purpose of our work is to make an analysis of the character or similar images in the Volga-Ural region folklore works and to show the peculiarities as well.

Keywords: Shurale, folklore, the Volga and Ural people

INTRODUCTION

ORIGIN AND MEANING OF THE WORD SHURALEH

According to the connection of a low spirit and the image of Shuraleh there were different opinions in the science regarding to the origin of the word. For example, the ancient Turkish word “sher” meant an “evil” and “harm”. Scientists suppose that the word Shuraleh is derived from the words “sher” and “el” alongside with suffix “leh”. “Sher-el-leh” or “puckish hands” [1]. In this case, people emphasize that Shuraleh likes tickling people with his long fingers and therefore this ‘game’ can hurt people. G. Gilmanov offers to find the similarity of the word origin Shuraleh and Chuvash folklore image Arsuri in the ancient Turkic folklore and to associate the etymology of the word “evil” with the components of “sür” (“sur”, “shur”).

METHODOLOGY

The problem of the relation of the national literatures and folklore, including the interliterary reception of the Volga region people is traditionally regarded by the Comparative Literary studies, the founder of which was A.N. Veselovsky. The writings of M.P.Alekseev, V.M.Zhirmunsky, N.I.Konrad, I.G.Neupokoeva developed the basic theoretical propositions of the domestic comparative literary analysis [2; 3].
In a study of the folklore and literary connections of the Volga region people the typological approach to the study, based on the concepts of “general typological series” and “literary era” introduced into scientific circulation by I.G. Neupokoeva is dominated [3].

Typological study suggests, first of all, determining the conditions of occurrence and development of the homogeneous folklore literary phenomena and processes. This type of research has allowed Kazan literary critics, linguists and cultural researchers as R.R. Zamaletdinov, V.R. Amineva, F.G. Galimullin, A.F. Galimullina, L.I. Mingazova, R.K. Ganieva, L.S. Karabulatova, O.N. Korshunova, S.M. Mikhailova, R.F. Mukhametshina, E.F. Nagumanova, Yu.G. Nigmatullina, A.M. Sayapova, F.S. Safullina, A.Sh. Yusupova, consider the language, folklore and literary relationship in the context of the system-integrated study of languages, literature and art, in the frame of the integration of studies of humanities and social sciences, in the context of interaction with the conceptual studies, methodologies and research techniques peculiar to various fields of social science [4-11].

Thus, the basis of our research of the folklore interaction of the people of the Volga region became comparative-historical, comparative-typological, comparative and functional, subjective and mythological methods that allow us to do a comparative and qualitative analysis of the artistic text itself and reveal its intercultural (interliterary) relationships taking into account time verticals to determine the typological similarity with other pieces of literary fiction. We focus on M.M. Bakhtin’s theory of the dialogue between cultures as a form of their existence in the big time, during which the culture and literature of every nation, ethnic group becomes one of the participants in the dialogue with other cultures, as a result of which new meanings and forms are being formed [12].

THE MAIN BODY

THE ORIGIN OF THE MYTHOLOGIC IMAGE OF SHURALEH. ITS FAMILY

It would be a remarkable coincidence the origin of the names of forest creations, which are related to folklore, like Shuraleh (the similar creations are Leshiy (‘Wood spirits’), Yarimtiq, Arsury (Arsüry), Aleeda (Nyulesmurt, Palesmurt), Viryava (Targylytysh) are connected with various ancient beliefs of different nations.

It is known ancient people believed in existence of some unusual creatures as well as all creatures and things have their own souls. This belief was kept in many folklore works, primitive fables, different beliefs and animistic worldview. For example, such imaginations as wind, thunderstorm, the sun, forests and mountains are animated and therefore there are legends, stories, fairy tales about their mystic force and endless abilities. Hence, due to the origin of half-zoomorphic and half-anthropomorphic Shuraleh has far animistic worldview period origin: at that time people perceive a forest as a holistic and alive organism. After a while the forest was identified in zoomorphic appearance and later in anthropomorphic one. Therefore, there is a half-zoomorphic and half-anthropomorphic image of the King of a Forest (“Forest devil”, “Forest Sheep”).

There are different opinions and views on Shuraleh’s origin in folklore of Volga and Ural nations but at the same time they have similar features and ideas: Shuralehs are “the souls of people who died unnaturally and not buried according to their traditional funeral and memorial rituals” [13]. For example, “in the Mari mythology Targylytysh is a one-eyed spirit of a person who had an unnatural death” [14].

Due to these beliefs, many people’s forbid to bury people in the cemetery, who died not with their own death. The people believed that, turning into evil, creatures, souls of such people were obliged to wander in the forests, lakes and wells, and the earth didn’t accept them: “After the Christianization of Mordvinians there was a legend that Vir-Av (Viryava) didn’t turned up from egg, that laid on the world
tree: forest spirits were people accursed by God, – neither earth nor sky did not take them” [14]. At the same time, according to the beliefs of individual nations, Leshiy (‘wood spirits’) “…are born from the marriage of devil with an earthly witch, and sometimes from men who have committed a serious crime” [14]. There are also other legends about origins: “Wood spirits, mermen, hobgoblins and other spirits descended from the armies of Satan, who was overthrown by God on the earth”, and etc. [14]. For instance, “Only God and the devil were on the earth. God created a man as well as the devil tried to create one but he couldn’t form a man only the devil. … God found out that the devil had created several devils; he became angry with him and ordered the Archangel Gabriel to overthrow Satan from the sky. Gabriel obeyed him. The evil spirit, who fell in the forest, became a wood spirit, who was in the water, became a merman, who appeared in the house became a hoboblin” [15].

In Bashkir folklore the origin of Yarimtiq has a very simple origin: “Yarimtiq, who lived in our village, was a man. Being bewitched, he could not come back home; he ate a variety of herbs and therefore he turned into Yarimtiq. Hornless. Naked man. Without fur” [16].

In fairy tales and myths Shuraleh lived in a family and he had his own children: “Shuralehs live in the dark shadowy forests ... they lived collectively as family members” [13]. In the matter of engagement, in several fairy tales of Volga-Ural region nation there are some reveal motifs of an engagement of a man and Shuraleh’s girl or a marriage of woman and Shuraleh. Beginning to compare these types of works from ancient time we can notice some disappearing of mythological strength of the Shuraleh’s image and the passage a human “century fear” of Shuraleh. “Vir-ayta led girls and women away into woods, but at the same time Vir-ayta decoyed the man and could have their common children” [14]. Based on the view that the children were born from the marriage of a female and Shuraleh could have the aptitude to do good deals, Shuraleh’s image is ambivalent in some legends: “Vir-ava (Viryava) could help out a lost man from a forest and could kill by tickling till his death” [14]. In the Chuvash folklore, namely in a fairy tale about Mamaldyk Arsuri has positive character and good qualities. (Mamaldyk was used as a male name in the Chuvash nation. L.M.). After the events which are typical for fairy tales, Arsuri saved Mamaldyk from death and said about his future: he would get married to Arsuri’s daughter. True divination is obtained: “Mamaldyk kept going further and now he had already reached his future father-in-law Arsuri. Seeing Mamaldyk, Arsuri was delighted and took his daughter to him as his bride and they celebrated their wedding without delay” [17]. At the end of the fairy tale we know about happy family life of Mamaldyk and Arsuri’s daughter. The similar motif can be found in the Udmurt folklore. But the outcome is otherwise: a hunter Imanai fell in love with Alida and married her. Starting to live together, the she forgot about her mother Alida’s words that she was a representative of another world. Eventually, Alida could not live away among people and pass away [18].

The folklore of the Volga and Ural nation has stories with similar motives about marriage and having a family of Shuraleh, but there are different stories at the same time. For example, it seems unreal Shuraleh visiting the village having an aim to get married to his sweetheart. But there is alike motive in Russian fairy tale “The Leshy” (‘Wood-goblin’) and it has the following interpretation: “… he was dressed in gantry boots, a red shirt, a coat and all of this appearance was like as a real merchant or a clerk from the Peter. He opened his wallet and there was a lot of money that would be enough to cover the whole village. There was his brother, his mother and all other relatives, that’s why it was as a wedding ceremony” [19]. After their leaving six weeks passed and the girl who disappeared that day came back at night for a moment only to return her cross to her father. She said that she had a happy life, but any prayer was forbidden.

In this passage let’s have a look at the Mari fairy tale “Targylytsh and a man”: “Targylytsh and his mother, who was a She-devil, live in that lake” [20]. There are two important moments. Firstly, the mother of Targylytsh is called a She-devil. Secondly, Targylytsh’s place of residence, he lives in water. The previous tradition is also continued and developed in this fairy tale: the person is smarter than
Targylytysh and his mother – She-devil: the man is more clever and intelligent than Targylytysh and his mother – She-devil. They do not understand of Mari man’s tricks and as a result they presented a lot of gold and silver as a treasure and let him go away.

Thereby there are different opinions on Shuraleh’s origin, family and engagement in the works of Volga and Ural region people. But in each of them has a significant opinion on their mythological origin based on their close connections.

**SHURALEH’S APPEARANCE, PLACE OF LIVING**

To show Shuraleh’s appearance, image the myths and fairy tales of Volga and Ural region append and supplement each other or color with new features or replicate one another. Despite the famous scientist and folklorist of Tatar people F. Urmanche wrote in one of his works: “Due to the folklore materials Shuraleh’s appearance is alike a man” [21], in the folklore of Tatar people and Volga – Ural region nationalities this hero is often given as woman: “…the body is like a woman body, hair is short, but it has bristle, with breast on the shoulder” [22], “To his surprise the old man saw a girl – Shuraleh, sitting on a horse. They say, her hair was dissolved, there was a horn on her forehead, she was ugly and plain with big beasts», etc. [22]. «A strange, shaggy woman appeared there. And the girl understood that it was a hostess of forest – Viryava» [23].

According to aforesaid examples, Shuraleh’s appearance is like human’s one and he or she could speak as a man. He has long arms. When he walks on the forest his arms touch his knees and reach his knees. There is no fur on his fingers at all but his fingers have wrinkles all around. Shuraleh’s body is hairy or naked, his head is small, his eyes are big, sometimes his ears are very long, and his beasts always hang down. He is skinny and tall and therefore it is difficult to see him among trees. But in spite of all “…he is like a man and has only some differences as long finger, long and hard fingers, breast is like a bag. She put her breast on the shoulder” [14].

As a feature or a peculiarity of the Tatar mythological stories and fairytales, we can notice Shuraleh’s big breasts. Kayym Nasiri paid his attention to it in the 19th century. In his work “The origin of beliefs and customs in the Kazan Tatars life appeared besides the influence of the Islam religion” he writes: “Shuraleh is like Leshy (‘Wood-goblin’) in Russian. Shuraleh has very big breasts, he puts one breast on the right shoulder and he puts the second one on the left shoulder” [24]. This image is like with the description of Viryava, an image in Mordovian folklore: “When he sleeps, he puts his breasts under his head” [14].

The Chuvash name “Arsuri” means “a half man”. However, there is another name “Upate” which means “monkey”. “Arsuri” is represented in various appearances: as a human (a usual man, gray-bearded old man, the giant) or as an animal” [25].

In this case, there is ambiguous attitude of Udmurt people to Alide. “Alida is the essence of male and female in a huge size: when they go on the grass, they become in the length of the grass, and when they run through forests, they are as high as trees” [26]. In some version they claim “he has only one leg and this leg is topsy-turvy, he has one big eye and a great breast which he presses into people mouth and chokes them” [26]. In Russian folklore “Leshy (‘Wood-goblin’) has a length as grass or as a pine trees and usually it is a man, who wears his coat wrapped up to the right side and he puts his shoes on the wrong way; He is similar to a man, but he is covered with hair from head to toe” [19].

As it was noticed, despite Shuraleh is given in human appearance (walking on two legs, can talk, etc) he has also animal qualities: he is covered with hair from head to toe, he has a tail, he often has a horn, and lives in the woods, etc.
As Shuraleh the common names of forest mythological creatures of Chuvash, Bashkir and Udmurt people as Arsuki, Yarimtiq, Alida are related to one meaning – half. For example E.A. Enderov writes, “The word arsuri has different phonetic variants, ar – duri (ar-sori), ar – dirrj (ar-sorri), etc. As we see, it consists of two components: ar means “a man” and surri means “a half”, that means “a half man”, in other words half and half, etc.” [27]

It is known that the substances, who has only a half body, one hand, one leg, are related to mythology of most nations. Speaking on Tatar Shuraleh, the scientist L. Mingazova considers, “in the last epoch his “halfness” has almost disappeared and only his unicorn hints resemble us his former appearance… According to intellectual development and a new world view on ancient ideas, a forest devil changed from half into whole” [28]. Continuing and developing this point of view it would be interesting to give an example of R. Ahmetyanov’s observations. In his opinion, the historical bases of appearing of legends about halves were a forest tribe, which have a custom of tattooing the half body [29].

Meeting with the Shuraleh. There are many different fairy tales as “The Invisible Clothing of Targylytysh” in Mari people folklore. A plot of them is very simple: one Mari man went on a hunt. There he met Targylytysh, killed him, and take away his skin. A little bit later, he realized that the skin of Targylytysh was magic: if something touches the skin, it would become invisible. Because of this magic skin, Mari gained lots of money and became wealth but that posh life did not last long. Targylytysh’s friends decided to take revenge and set fire to Mari wealth.

As a general rule, stories of different folklores tell us that meetings with Shuraleh had always grief failure and bad endings. Also in Tatar folklore Shuraleh has only a purpose to bring people only misfortune and trouble: “When Shuraleh sees humans, meets people, he asks them for playing the tickle-tickle game with him and in the end of the game he tickles them to death” [22].

According to certain beliefs, even if Man could escape from this Shuraleh with ruse, he would bite the dust: fell to failure or death. Maybe it is the main reason why the Shuraleh and creatures like him have quite negative image in various mythological stories of Tatar, Mari, Russian, Udmurt, Bashki, and Mordovian folklore. However, with the passage of time humans have realized that Shuraleh is not sophisticated creature. Thinking them superior to it, they learned ways of getting rid of him and absolutely lost sense of fear of him. For example, there is a rule when you face Shuraleh: do not show him your teeth. He might think that you are laughing and he can start to tickle you and play with you. In addition, he endlessly asks questions so you can get rid of him only by asking any question yourself. It is necessary to go to a forest only with a dog because Shuraleh is deathly afraid of a dog. Also they say that he is afraid of whips and rods, salt, water and the word “bitter”. He has got quite big breasts and that’s why the skin under them is keeping raw. If you sprinkle this place with salt, he will die without any doubt. So people in the forest always repeat the phrase “give me some bitterness” to frighten the Shuraleh. [13].

In addition there is motive of Islam in Tatar mythological tale “Shuraleh”. This story is about a greybeard, who lost his way in the forest because of calling of Shuraleh. But there are some differences: the greybeard does not return home for a long time, and his old wife invites Mullah to read a prayer for her husband soul and gave a vow if he came back alive, she would make a sacrifice. On the second day the greybeard comes back white as death [23]. Apparently, such motive appeared because of influence of Islam and the religion laws in Tatar tales. Also there is a motive of Christianity, for example, an old man met a wood-goblin’s family eating porridge in the middle of forest and guessed that it was a leshy (‘wood-goblin’), and reads the Jesus prayer and the spirits disappeared [19]. So there is a motive of “weakness” forest mythological creature in comparison with a man. All in all there is frequent stories with the same ending, but without connection with a religion. For example, there are fairy-tales “Perya
Hercules” in Mordvian folklore, “Leshy and Soldier” in Russia folklore. These fairy tales have also a motive of Shuraleh “weakness” in the foreground.

Perya Hercules has an opponent Viryava, who has “a huge head that can be seen above the trees”, when he sleeps “the needles are falling off, and his nose sparks fire” If Perya Hercules won Viryava with simple tricks, the fairy tale “Leshy and Soldier” has an interesting and unusual plot and conflict solving. The soldier visited the house where Leshy lived and decided to sleep there: “…suddenly, a man of the medium height in white clothes entered the house.” Starting to spealk to him, the soldier realized that it was the Leshy and decided to have a trick on him, keeping talking to him. “We never die, but only walk in the forest, visit houses. But, if at her is a needle and it sticks into our leg, we will die”, the Leshy says: “You can have fifteen harness horses and but they can never take out our bodies. But tying a hen and cock on wisp, frighten them and they will carry us away; if wind blows, nothing will be.” Later, the soldier used this information to win the Leshy.

In this way, we can say that Shuraleh has represented in two images. On the one hand, he is frightful, strong; on the other hand it is narrow-minded naive. He believes in everything and therefore it has a second name “Forest sheep”.

CONCLUSION

So, Shuraleh is a complicated, syncretic, variable image, which was created owing to people perception of the world. The creation of this image is connected with our ancestors adopting the world as alive and trying to understand their existence.

SUMMARY

The image of such mythic character as Shuraleh and similar images are very popular in the folklore of the peoples living along the Volga and Ural. They have different description. In the beginning Shuraleh initially embodied the spiritualized forces of nature, namely, the spirit and the owner of the forest. Sooner this character was represented in zoomorphic and anthropomorphic direction. The cult of unnatural death also played an important role in forming the image of Shuraleh.

In the folklore of Volga and Ural peoples Shuraleh was given in two aspects. On the one hand, it is a dangerous, strong mythic character; on the other hand, it is a very narrow-minded and naive viewed hero, who can be cheated easily. Such contradictions led to loose of some features in the image of Shuraleh (e.g. a rude, dangerous image) and to have new characteristic peculiarities. There is an important point of view as an advantage of human being in comparison with mythological images and therefore dominance of a man in contrast with Shuraleh.

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PSYCHOLOGICAL COUNSELING STRATEGIES FOR WOMEN REGARDING THEIR LEVEL OF FULFILLMENT OF NEED FOR PERSONAL DEVELOPMENT

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ABSTRACT

The article contains the results of psychological study, aimed at the revelation of personality peculiarities of women depending on their level of fulfillment of self-development need. The study was conducted among 156 women of mature age, who sought psychological counseling due to the difficult life situation. Besides the level of self-development, they were studied for: the peculiarities of self-esteem, social and psychological adaptation, personality organization depending on the level of intensity of Parent, Adult, and Child ego states in interpersonal communication, the psychological status of personality; the level of communicative tolerance to men and women and the level of hostility were determined. The article gives a comparative analysis of the personality traits of women in the two groups-with the high (95 women) and low (61 women) level of realization of their need for personal development; the social-psychological types of women with the high and low level of fulfillment of personal development need were distinguished and characterized; Attention was paid to the correlation between the level of fulfillment of need for personal development of women with their emotional comfort; the conclusions were drawn about the personality predetermination of difficult life situations of women, and to the significant difference in their personality depending on the level of fulfillment of need for self-development; the strategies of psychological support to women were suggested according to the distinguished social-psychological types of women with high or low level of fulfillment of need for personal development.

Keywords: women, personal development, personality traits, the level of fulfillment of personal development need, the typology of women with high and low level of fulfillment of personal development need, counseling strategies

1. INTRODUCTION

1.1. Statement of the problem
Modern psychological studies give the evidence of the great significance of personal development for the human and society welfare (Bokhan T., Skripachova Ye. et al., 2013). But is it so important for modern women? Which personality traits are typical of women with the high level of fulfillment of self-development need and which traits are typical for those with the low level? How can this knowledge be used in the process of providing psychological support to the female clients? The answers on these questions are given in this article. The timeliness of the article is proved not only by the growing number of cases of seeking professional psychological help among Russian women, but also by the gape between their need for professional psychological support and the existing scientific-theoretical knowledge of the peculiarities of their personality, and, consequently, of the personality predetermination of their psychological problems.

The theoretical and methodological background to these study are numerous reference source, which can be roughly subdivided into three groups corresponding to the directions of the scientific inquiry:


1.2. Significance of the problem

Despite the obvious interest of psychology in the personality of modern woman and her problems, the complete scientific picture of her personality peculiarities in mature age (35-55 years), in the age when she is able to change the world, depending on the level of fulfillment of need for self-development hasn't been made yet. Therefore this problem demands a new research.

The aim of our research is the revelation of personality traits of women- clients of a psychologist, depending on their level of fulfillment of self-development need and determination of counseling strategies. The research objectives are: 1) to conduct the comparative analysis of personality traits of women of mature age with the high and low levels of fulfillment of self-development need; 2) to distinguish the social-psychological types of women with the high and low levels of fulfillment of self-development need; 3) to work out the strategies of psychological support to women according to the distinguished types of women with the high and low levels of fulfillment of self-development need.

1.3. Research description

The material for the analysis were the results of psychological diagnostics of 156 working women - residents of three big Russian cities in the age of 35-55 (average age 42), who sought professional help of counseling psychologists. The criterion of sampling for the research was the level of fulfillment of personal development need, which was determined with the help of the inventory of fulfillment of the need for self-development (Fetiskin N.et al( 2002) p.294). Depending on the level of fulfillment of need for self-development the women were divided into two groups.

The first group (the women with the high level of fulfillment of need for personal development) included 95 women. The test of fulfillment of need for self-development allows to think that people, included into
the group with the high level of fulfillment of personal development need are characterized by the following traits: striving to study themselves, devoting time to it; to overcome difficulties actively; to search for feed-back, as it helps them to learn themselves better and evaluate themselves more adequately; they reflex their activity, devoting special time to it; analyze their own feelings and experience, read a lot, widely discuss the questions, that they are interested in, believe in their own abilities, strive for being more open, realize the influence, that others have on them, control their professional development and get positive results; take pleasure in mastering something new; they are not frightened of growing responsibility, they would be glad to be appointed to a higher position.

The second group (with the low level of fulfillment of need for self-development) included 61 women.

The test of fulfillment of need for self-development allows to think that people, included into the group with the low level of realization of need for personal development are characterized by the absence of the full-fledged system of personal development and some sings of discontinued self-development (they don't try to study themselves, are passive in overcoming difficulties, are not interested in feed-back to learn themselves better and evaluate themselves more adequately; they almost do not reflect their activity, their feelings and experience; read very little or do not read at all, avoid discussions, do not believe in their abilities; are reserved, do not strive to realize the influence, that others have on them; they do not control their professional development, live with the fear of new things; they are frightened of growing responsibility, and they avoid it).

During the comparative analysis of characteristics of women in both groups the following objective information was taken into consideration: the type of primary issue of psychological counseling, education, the number of registered marriages. The women in both groups were studied for the peculiarities of self-esteem, social and psychological adaptation, personality organization depending on the level of intensity of their Parent, Adult, and Child ego states in interpersonal communication, the psychological status of personality; the level of communicative tolerance to men and women and the level of hostility are determined.

1.4. Hypotheses of research

It was assumed that:

-the major part of the difficult life situations women get into are in some way connected with their level of realization of need for personal development;

The women who differ in the level of personal development consulting professional psychologist also differ in a number of other personality dimensions, so it is possible to develop the typology of women with the high and low levels of realization of need for self-development and work out the counseling strategies for the women of each of the distinguished types.

2. METHODS

2.1 The method of research in the self-esteem with the help of ranking procedure

2.2 The method of Social-psychological adaptation of C.Rogers and R.Dimond, adapted by T.Snégireva (Fetiskin N. et al, 2002, pp. 193-197). The methodology contains the scales of: adaptation, acceptance of others, self-acceptance, emotional comfort, internality, expansion- and gives an opportunity to evaluate the level of social and psychological adaptation of the respondent as high, average or low; it is used in psychological counseling to develop person centered programs of psychological correction, changing of the negative attitude to others and realization of the potential of positive social-psychological qualities.
2.3 Determination of role positions in interpersonal relations according to the test of E. Berne (Fetiskin N. and others, 2002, pp.13-14). The method provides an opportunity to get an idea of the personality structure, which is determined according to the intensity of Parent, Adult and Child levels of organization of human ego. If the respondent has the formula "ACP", he has high sense of responsibility, he is moderately impulsive and is not prone to moralizing. The deviations are determined by the predominance of one or two ego states. Therefore psychological help should be aimed at balancing of the three mentioned components and strengthening of the role of "Adult".

2.4 MMPI (shortened multiphasic personality inventory for women)

To identify the respondent's attitudes at the moment of examination and to judge the validity of the results the index F-K (from 23 to 7 women) was used.

2.5 The method of diagnostics of communication tolerance by Boyko (Fetiskin N. et al. (2002) pp.107-109). The respondents were asked to evaluate themselves in nine suggested simple situations of interaction with other people. At the response the first reaction is important. The maximum number of points is 135, and it indicates absolute intolerance to others. On average, according to Boyko, the respondents gain: healthcare directors - 40 points, nurses - 43 points, kindergarten teachers - 31 points. Communicative tolerance was estimated and compared towards men and women, that allows to develop a clearer strategy of the psychological help.

2.6 Hostility diagnostics by the Cook Medley Hostility Scale (Fetiskin N. et al., 2002 pp.272-274)

The hostility pharisaic virtue scale developed by W.W. Cook and D.M. Medley in 1954 (short inventory for diagnostics of inclinations to implicit aggressive and unfriendly behavior of L.N. Sobchik). The method was used as a homework assignment for the self-diagnostics.

3. RESULTS

3.1 The results of research in the self-esteem with the help of the ranking procedure

| Table 1. The distribution of women according to the levels of self-esteem (person/% of the group in general) |
|--------------------------------------------------|--------------------------------------------------|
| Groups | The group of women (95 persons) | The group of women (61 persons) |
|        | with the high level of realization | with the low level of realization |
|        | of need for self-development | of need for self-development |
| The levels of Intensity | The levels of Intensity |
| Indicator | High | Average | Low | High | Average | Low |
| Self-esteem | 18 (18,9%) | 63 (66,3%) | 14 (14,8%) | 18 (29, 5%) | 23 (37,7%) | 20 (32,8%) |
The women with the high level of fulfillment of need for self-development

- Inadequately high level: 15%
- Adequate self-esteem: 19%
- Low level: 66%

The women with the low level of fulfillment of need for self-development

- Inadequately high level: 38%
- Adequate self-esteem: 33%
- Low level: 29%

Figure 1. The distribution of women of both groups according to the levels of self-esteem (in percentage terms)

3.2 The results received with help of the methodology "Social-psychological adaptation" of C. Rogers and R. Diamond, are presented in tables 2, 3, figures 2, 3, 4.

Table 2. The distribution of women according to the levels of social-psychological adaptation ((person/% of the group in general)

<table>
<thead>
<tr>
<th>Groups</th>
<th>The group of women (95 persons) with the high level of realization of self-development need</th>
<th>The group of women (61 persons) with the low level of realization of self-development need</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The levels of Intensity</td>
<td>The levels of Intensity</td>
</tr>
<tr>
<td>The levels of social-psychological adaptation</td>
<td>High</td>
<td>Average</td>
</tr>
<tr>
<td>1. Adaptation</td>
<td>5 (5,3%)</td>
<td>71 (74,7%)</td>
</tr>
<tr>
<td>2. Self-acceptance</td>
<td>32 (33,7%)</td>
<td>55 (57,9%)</td>
</tr>
<tr>
<td>3. Acceptance of others</td>
<td>16 (16,8%)</td>
<td>79 (83,2%)</td>
</tr>
<tr>
<td>4. Emotional comfort</td>
<td>7 (7,4%)</td>
<td>62 (65,2%)</td>
</tr>
<tr>
<td>5. internality</td>
<td>15 (15,8%)</td>
<td>68 (71,6%)</td>
</tr>
<tr>
<td>6. Dominance</td>
<td>0</td>
<td>81 (85,3%)</td>
</tr>
<tr>
<td>7. Escapism</td>
<td>12 (12,6%)</td>
<td>57 (60%)</td>
</tr>
</tbody>
</table>
Figure 2. The distribution of group of women (95 persons) with the high level of realization of personal development need according to the levels of social-psychological adaption (in percentage terms)

Table 3. The criteria of social psychological adaptation (midscore in two groups)

<table>
<thead>
<tr>
<th>Social-psychological adaptation</th>
<th>The compared groups</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The group of women</td>
</tr>
<tr>
<td></td>
<td>with the high level</td>
</tr>
<tr>
<td></td>
<td>of fulfillment</td>
</tr>
<tr>
<td></td>
<td>of self-deve_lopment</td>
</tr>
<tr>
<td>Criteria</td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Variable</th>
<th>Group 1 Midscore</th>
<th>Group 2 Midscore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mendacity</td>
<td>34</td>
<td>33</td>
</tr>
<tr>
<td>Adaptation</td>
<td>58</td>
<td>55</td>
</tr>
<tr>
<td>Self-acceptance</td>
<td>69</td>
<td>69</td>
</tr>
<tr>
<td>Acceptance of others</td>
<td>66</td>
<td>64</td>
</tr>
<tr>
<td>Emotional comfort</td>
<td>58</td>
<td>53</td>
</tr>
<tr>
<td>Internality</td>
<td>65</td>
<td>62</td>
</tr>
<tr>
<td>Dominance</td>
<td>57</td>
<td>45</td>
</tr>
<tr>
<td>Escapism</td>
<td>12.5</td>
<td>15</td>
</tr>
</tbody>
</table>

**Figure 4.** The intensity of measures of social-psychological adaptation of women in both groups (midscores)

### 3.3 The results of analysis of role positions in interpersonal relations according to the test of Berne

**Table 4.** The intensity of Parent, Adult and Child ego-states in the personality structure of women in both groups.

<table>
<thead>
<tr>
<th>The compared groups</th>
<th>The group of women with the high level of realization of self-development need</th>
<th>The group of women with the low level of realization of self-development need</th>
</tr>
</thead>
<tbody>
<tr>
<td>The intensity of the Parent, Adult and Child ego-states in interpersonal communication</td>
<td>Midscore for the group (In points)</td>
<td>Midscore for the group (In points)</td>
</tr>
</tbody>
</table>
ego-state "Adult" | 50 | 41  
--|---|---
ego-state "Child" | 38 | 40  
--|---|---
ego-state "Parent" | 36 | 43  

**Figure 5.** The structure of personality of women in both groups depending on the intensity of Parent, Adult and Child ego-state in interpersonal communication

**3.4 The evaluation of psychological state of the personality with the help of MMPI (shortened multiphasic inventory for women)**

**Table 5.** The intensity of criteria of psychological state of personality of women in both groups

| The psychological status of the personality (By MMPI, woman variant) | The compared groups |
|---|---|---|
| | The group of women with the high level of realization of self-development need | The group of women with the low level of realization of self-development need |
| Criteria | Midscores (in T-points) for group | Midscores (in T-points) for group |
| - L | | 45 | 43 |
| - F | 81 | 58 |
| - K | 52 | 50 |
| - hypochondria | 41 | 48 |
| - depression | 43 | 49 |
The women with the high level of fulfillment of need for personal development
The women with the low level of fulfillment of need for personal development

**Figure 6.** The profiles of the psychological status of the personality of women with high and low levels of realization of self-development need

3.5 *The results of diagnostics of communication tolerance of women with the high and low levels of realization of self-development need*

**Table 6.** The distribution of women in both groups according to the level of communicative tolerance to men and women

<table>
<thead>
<tr>
<th>The compared groups</th>
<th>The group of women (95 persons)</th>
<th>The group of women (61 persons)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>with the high level of realization of self-development need</td>
<td>with the low level of realization of self-development need</td>
</tr>
<tr>
<td>Criteria</td>
<td>The number of women</td>
<td>%</td>
</tr>
<tr>
<td>1. Communication tolerance</td>
<td>47</td>
<td>49.5</td>
</tr>
</tbody>
</table>
### Figure 7. The distribution of women in both groups according to the level of communication (in) tolerance to men and women (in percentage terms)

#### 3.6 The results of diagnostics of hostility measured by the Cook-Medley Hostility Scale

#### Table 7. The distribution of women according to the level of hostility (person/% of the group in general)

<table>
<thead>
<tr>
<th>Groups</th>
<th>The group of women (95 persons) with the high level of realization of need for self-development</th>
<th>The group of women (61 persons) with the low level of realization of self-development</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The levels of Intensity</td>
<td>The levels of Intensity</td>
</tr>
<tr>
<td>Criteria hostility</td>
<td>High</td>
<td>Average</td>
</tr>
<tr>
<td>1. Hostility</td>
<td>0</td>
<td>95 (100%)</td>
</tr>
<tr>
<td></td>
<td>79 to a (83,1 per cent)</td>
<td>57 (93,4%) - with the</td>
</tr>
<tr>
<td></td>
<td>Cynicism</td>
<td>Aggression</td>
</tr>
<tr>
<td>-------</td>
<td>----------</td>
<td>------------</td>
</tr>
<tr>
<td>Level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>9 (9.5%)</td>
<td>54 (56.8%)</td>
</tr>
<tr>
<td>Low</td>
<td>7 (7.4%)</td>
<td>34 (35.7%)</td>
</tr>
</tbody>
</table>

**Figure 8.** The distribution of group of women (95 persons) with the high level of fulfillment of need for personal development according to the levels of hostility, cynicism, aggression (In percentage terms)

<table>
<thead>
<tr>
<th></th>
<th>Cynicism</th>
<th>Aggression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Low</td>
<td>4 (6.6%)</td>
<td>0</td>
</tr>
</tbody>
</table>

**Figure 9.** The distribution of group of women (61 persons) with low level of fulfillment of need for personal development according to the levels of hostility, cynicism, aggression (In percentage terms)

The results measured by the separate methods are presented in the summary table 8.
Table 8. The summary table of results of research into the personality traits of women with different levels of fulfillment of need for self-development (midscores for two groups)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>The group of women with the high level of realization of self-development need</th>
<th>The group of women with the low level of realization of self-development need</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The level of fulfillment of need for personal development</td>
<td>65</td>
<td>49</td>
</tr>
<tr>
<td>2. Self-esteem</td>
<td>0.57</td>
<td>0.53</td>
</tr>
<tr>
<td>3. Social-psychological adaptation:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- mendacity</td>
<td>34</td>
<td>33</td>
</tr>
<tr>
<td>- adaptation</td>
<td>58</td>
<td>55</td>
</tr>
<tr>
<td>- self-acceptance</td>
<td>69</td>
<td>69</td>
</tr>
<tr>
<td>- acceptance of others</td>
<td>66</td>
<td>64</td>
</tr>
<tr>
<td>- emotional comfort</td>
<td>58</td>
<td>53</td>
</tr>
<tr>
<td>- internality</td>
<td>65</td>
<td>62</td>
</tr>
<tr>
<td>- dominance</td>
<td>57</td>
<td>45</td>
</tr>
<tr>
<td>- escapism</td>
<td>12.5</td>
<td>15</td>
</tr>
<tr>
<td>4. The intensity of Parent, Adult and Child ego-states in interpersonal communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ego-state &quot;Adult&quot;</td>
<td>50</td>
<td>41</td>
</tr>
<tr>
<td>ego-state &quot;Child&quot;</td>
<td>38</td>
<td>40</td>
</tr>
<tr>
<td>ego-state &quot;Parent&quot;</td>
<td>36</td>
<td>43</td>
</tr>
<tr>
<td>5. The psychological status of personality according to MMPI</td>
<td></td>
<td></td>
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</tbody>
</table>
The cluster analysis of data was conducted with the help of program SPSS, version 13.0. It is found out that three clusters can be distinguished among the women with low level of fulfillment of need for personal development (the group of 61 women).

The first cluster of this group (12 persons -19.7%) includes women whose reason to consult the psychologist were spouse conflicts and parent-child conflicts and need for self-transformation. Women in this cluster have the lowest rates of fulfillment of need for personal development, and their type can be defined as «the immature and rejecting». The cluster is generally characterized by: low rates of self-acceptance, acceptance of others and emotional comfort measured by the inventory of social-psychological adaptation; low level of intensity of the ego-states Adult and Parent, but high level of intensity of Child ego state; higher measures of lie (L),F,depression, hysteria measured by MMPI compared to other clusters, but lower measures on scales of K, paranoiality, psychopathy, schizoid traits, hypomania. Women in this cluster have high level of personal frustration, high level of communicative intolerance to women, but low-to men; low level of aggression.

<p>| | | | |</p>
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<tbody>
<tr>
<td>L</td>
<td>45</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>81</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>K</td>
<td>52</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>hypochondria</td>
<td>41</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>depression</td>
<td>43</td>
<td>49</td>
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<tr>
<td>hysteria</td>
<td>42</td>
<td>45</td>
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</tr>
<tr>
<td>psychasthenia</td>
<td>47</td>
<td>51</td>
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<tr>
<td>paranoiality</td>
<td>42</td>
<td>48</td>
<td></td>
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<tr>
<td>psychopathy</td>
<td>36</td>
<td>39</td>
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<tr>
<td>schizoid traits</td>
<td>36</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>hypomania</td>
<td>51</td>
<td>55</td>
<td></td>
</tr>
</tbody>
</table>

6. Communicative (in)tolerance:

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<tbody>
<tr>
<td>to men</td>
<td>45</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>to women</td>
<td>43</td>
<td>47</td>
<td></td>
</tr>
</tbody>
</table>

7. Hostility | 18 | 20 |   |

8. Cynicism | 50 | 53 |   |

9. Aggression | 22 | 31 |   |
The second cluster (4 persons- 6.5%) consists of women with the the low level of fulfillment of self-development need, who consulted psychologists in connection with parent-child conflicts. The type of women of the second cluster may be defined as "maladjusted and dominant mothers".

The cluster is generally characterized by: the lower rates of adaptation and internality, but high intention for dominance, high level of escapism and mendacity measured by the inventory of social-psychological adaptation. This cluster has higher rates of self-development and self-esteem compared to other clusters, intensive Parent ego-state; relatively low rates of mendacity, but high points on the scale of K, hypochondria, psychasthenia, paranoia, schizophrenia, hypomania measured by MMPI. Women of this cluster have low level of communicative tolerance to women, high level of cynicism and hostility, masculine qualities are more intensive.

The third cluster(45 persons -73.8%) consists of women with low level of realization of need for self-development, with various reasons to seek psychological support, most often with the information request. The type of women of the third cluster can be defined as "adapted and responsible women with low self-esteem". The cluster is generally characterized by: the low level of self-esteem, mendacity, hostility, escapism, cynicism, dominance, but high rates on the scales of adaptation, self-acceptance, acceptance of others, emotional comfort, internality measured by the inventory of social-psychological adaptation. The Adult ego-state obviously dominates in the personality structure of the women of this cluster, at that the Child ego-state is feebly expressed; the rates of MMPI scales F,depression, hysteria, psychasthenia are low, but the rates of psychopathy are high; they show high level of communicative intolerance to men; feminine qualities are more distinct than in women of other clusters.

The group of women with the high level of fulfillment of need for personal development(95 women) includes four clusters. The first cluster (29 persons- 30.5%) consists of women, who needed psychological support dealing with the issue of female loneliness. Compared to the three other clusters, this cluster is characterized by the maximal average age of women, dominance of Adult ego state in the personality structure along with the feebly marked Parent and Child ego states in it; low rates of escapism, cynicism, hostility, personal frustration; low rates on the scales F, K, hypochondria, depression, psychasthenia, psychopathy, shizoid traits, hypomania measured by MMPI inventory. The type of women of this cluster can be defined as "too mature and lonely women".

The second cluster (15 persons- 15.8%) consists of women, who asked for psychological help with spouse conflict (the cluster also includes all the cases of "other problems"). The cluster is generally characterized by relatively low level of women's education, absence of remarriages, relatively low level of realization of need for personal development and low level of self-esteem; low rates of social -psychological adaptation -adaptation, self-acceptance, acceptance of others, emotional comfort, internality, but high level of dominance, low rates of L(lie) measured by MMPI, but high rates of hypochondria, depression, psychasthenia, psychopathy, shizoid traits, hypomania; high rates of personal frustration, high rates of communicative intolerance both to men and women; high rates of aggression and explicit masculine qualities. The type of women of this cluster can be defined as "irresponsible dominant and frustrated".

The third cluster (22 persons- 23.2%) consists of women, who sought psychological help mainly in connection with the situation of parent-child conflicts. Compared to other clusters, this cluster is characterized with the minimal rates of age, but the highest level of education of women, largest number of remarriages, high rates of self-esteem and level of fulfillment of need for personal development, high rates of social- psychological adaptation- adaptation, self-acceptance, acceptance of others, emotional comfort, but also high rates of escapism and mendacity; low level of intensity of the Adult ego state,
along with intensive Child ego-state; high rates of K measured by MMPI, but low rates on the scales of hysteria and paranoiality, high rates of hostility and cynicism, relatively more explicit femininity.

The type of women of this cluster can be defined as "ignoring the reality, but actively developing".

The forth cluster (29 persons- 30,5%) consists of women, who consulted psychologist for help with various problems, including situations of spouse conflict, request for information. Compared to other clusters, the forth cluster is characterized by low intention of women for dominance, high level of intensity of Adult and Parent ego states in the personality structure; high rates of F, hysteria, paraoiality measured by MMPI; low communicative tolerance both to men and women.

The type of women of this cluster can be defined as "adult women with possession disorder and hysterical traits of character".

The comparative analysis of data of both groups according to the researched rates was done with the help of Student's t-test. A considerable number of proved distinctions was revealed in the data.

For illustration purposes the revealed verified distinctions are presented in table 9.

Table 9. The distinctions and their validity

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Student's t-criterion</th>
<th>The level of validity (p)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client's issue</td>
<td>-4.534</td>
<td>0.000</td>
</tr>
<tr>
<td>Education</td>
<td>-3.614</td>
<td>0.001</td>
</tr>
<tr>
<td>Level of fulfillment of need for personal development</td>
<td>20.261</td>
<td>0.000</td>
</tr>
<tr>
<td>3. Social-psychological adaptation:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- mendacity</td>
<td>-2.029</td>
<td>0.047</td>
</tr>
<tr>
<td>- emotional comfort</td>
<td>2.363</td>
<td>0.021</td>
</tr>
<tr>
<td>- dominance</td>
<td>7.203</td>
<td>0.000</td>
</tr>
<tr>
<td>- escapism</td>
<td>-3.817</td>
<td>0.000</td>
</tr>
<tr>
<td>Expressiveness of Adult ego state</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In interpersonal communication</td>
<td>5.095</td>
<td>0.000</td>
</tr>
<tr>
<td>The psychological status of the personality by MMPI :</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- hypochondria</td>
<td>-2.913</td>
<td>0.005</td>
</tr>
</tbody>
</table>
At the rate of $p \leq 0.001$ the distinctions are revealed in the following criteria: education, client's issue, dominance, escapism, presence of Adult ego-state, scales F, hypochondria, depression, paranoiality, schizoid traits; personal frustration, communicative (in)tolerance to men, hostility, femininity, masculinity.

At the rate of $p \leq 0.001$ the distinctions are revealed in the following criteria: mendacity and emotional comfort (scales of the inventory of social-psychological adaptation); hypomania (scale of MMPI), cynicism.

Thus, compared to the group of women with the low level of fulfillment of need for personal development, the women in group with the high level of fulfillment of need for personal development are proved to be more educated, their reasons to consult the psychologist are seldom connected with the situation of parent-child conflict (generally the range of their issues is wider); mendacity and escapism is not common for them; they are proved to have higher level of emotional comfort and dominance, presence of Adult ego state in the structure of personality; they are proved to have lower rates of hypochondria, depression, paranoiality, schizoid traits, hypomania; lower level of personal frustration, it is more common for them to show higher level of communicative tolerance to men, than to women; their rates of hostility and cynicism are lower.

The results of the search for correlation between the rates of need for self-development and other data is presented in table 10.

**Table 10. Correlations of the criteria "level of fulfillment of need for personal development"**
The correlations of the criterion of personal development for the group of women with the high level of fulfillment of need for self-development (95 women) showed 12 matching with the rates of: education (r = -0.393 in case of p = 0.000) and the number of registered marriages (r = -0.331 in case of 0.001), thus active fulfillment of need for self-development is noticed in women with high education and in women who have only one marriage. Besides the correlations with the separate criteria of social-psychological adaptation were registered: internality (r = 0.338 with p = 0.001), emotional comfort (r = 0.288 with p = 0.005), acceptance of others (r = 0.404 with p = 0.000) and criterion of adaptation (r = 0.248 with p = 0.015). Thus personal development is observed in women, who are inclined to acceptance of others and internality, who experience emotional comfort. Strong correlational links with the presence of ego-states were observed: "Adult" (r = 0.259 at p = 0.011), "Parent" (r = -0.254 at p = 0.013), "Child" (r = -0.344 at p = 0.001). It was found out that the higher level of fulfillment of need for personal development is characteristic of women with the dominant Adult ego state in the personality structure, with less intensive Child and Parent ego states. Strong links with two criteria of the MMPI were noticed: hypochondria (r = -0.215 at p = 0.036) and psychopathy (r = -0.240 at p = 0.019), it means that the active process of personal development correlates with the low rates of hypochondria and psychopathy. It was also noticed that there is a strong negative correlation with the criterion of communicative tolerance to women (r = -0.443 at p = 0.000): high rates of personal development correlate with low rates of communicative tolerance to women.

The correlations of the criterion of personal development of the group of women with the low level of fulfillment of need for personal development (61 women) made 6 matches, including those with the criteria of social-psychological adaptation: self-acceptance (r = 0.300 at p = 0.019), emotional comfort (r = 0.545 at p = 0.000), domination (r = 0.282 at p = 0.027). Thus, the active process of personal development is linked with self-acceptance, emotional comfort and proneness to dominance. The correlational links with the scales of depression and hysteria by MMPI, Stated differently, personal development in this group of women accompanies decrease in the level of depression and hysteria.

It was found out that both groups have only one common correlation link: the link between the level of fulfillment of need for personal development and the criterion of emotional comfort.
4. DISCUSSION

The results received indicate that:

1. The women who consulted the psychologist and who differ in the level of fulfillment of need for personal development, also widely differ in other criteria of personality development - self-esteem, the criteria of social-psychological adaptation, the personality structure according to the intensity of Parent, Adult and Child ego states in interpersonal communication; the criteria of psychological status of personality, communicative tolerance and hostility.

2. The women with the high level of fulfillment of need for personal development are generally superior than the women with the low level of fulfillment of need for personal development (it is clear from the intensity of components of personality structure and from the personality structure in general: the women with the high level of fulfillment of need for personal development have the normative variant of personality structure (Adult-Child-Parent), at that each of the components is more developed than that of the women belonging to the group with the low level of fulfillment of need for personal development (the women with the low level of fulfillment of need for personal development have deformed personality structure with dominant Parent ego-state in most cases).

3. Different types of women can be distinguished among the women in both groups - with the high and low level of fulfillment of need for personal development, psychological help to these types should obviously differ. For instance, providing psychological support, it is reasonable to suggest methods of development of Child ego state to the type of the women with the high level of fulfillment of need for personal development, defined as "too mature and lonely" ; the methods of self-knowledge and acceptance of responsibility are indicated for treatment of "irresponsible dominant and frustrated women"; the women who are "ignoring the reality, but are actively developing" should be offered consulting in realism; the psychological help to the "adult women with possession disorder and hysterical traits of character" should be based on the methods of cognitive-behavioral therapy and self-regulation.

As for the group of women with the low level of fulfillment of need for personal development, the women of "immature and rejecting" type need methods of personality development (ref. M. Bowen's theory and family psychotherapy); working with the type of "maladjusted and dominant mothers" it is reasonable to use the psychoanalytic methods, transactional analysis, gestalt psychology and gestalt therapy.

It may seem that "adapted and responsible women with low self-esteem" need the methods of increasing self-esteem. And if the psychologist starts encouraging the woman to set such task, she will be forced to take the path of personal development. But it is necessary to understand that there is no purpose in woman's personal development; it is just the inner state of the woman: "I can not avoid doing this- it is a natural impulse". Formulated differently, working with this type, it is possible to use the existential humanistic approach, one of the principles of which is understanding of the fact that "acceptance is more important than correction".

5. Stating the question: "Is there scientific base for the activation of process of personal development in women with the low level of fulfillment of this need?" - it is necessary to realize that the need for personal development can be expressed both passively and actively (for instance, in the form of the request for psychological help with self-development), that is conditioned by the specific features of the individual-psychological personality architectonics formed to the mature age, that should be revealed and accepted in the process of providing psychological help. (acceptance is more important than correction).

6. As a part of the study it was found out that the two groups have only one common correlation link: the link between the level of fulfillment of need for personal development and the criterion of emotional
comfort. And it is quite significant for the choice of the counseling strategy for women, due to the fact that the increase in the level of fulfillment of need for personal development is accompanied by increase in the level of emotional comfort and vice versa. It means that the universal strategy of the psychological help to women of both groups is increasing their level of emotional comfort. At the same time there is another strategy for the women with the low level of fulfillment of need for personal development- increasing the level of fulfillment of need for personal development which leads to the increase in the level of emotional comfort. But it is the woman who is to decide: whether to develop her personality or not.

5. CONCLUSION

Therefore, the purpose of the research, stated as the revelation of personality traits of women- clients of a psychologist, depending on their level of fulfillment of self-development need and determination of the counseling strategies is reached.

The hypothesis developed in the beginning of the research are proved correct. It is found out that the difficult life situations of mature women, consulting the psychologist, are someway connected with the level of fulfillment of need for personal development.

However, considering the fact that this sample includes the working women with quite high educational level, and it is found out that the two groups have only one correlation link: the correlation between the level of realization of need for personal development of women with their emotional comfort, it makes sense to continue the study of the peculiarities of the personal development of women in different samples and different age groups. For instance, it is possible to determine the importance of the factor of personal development of women for both her personality and her well-being and coping with the difficult life situations. Or to find out whether the personal development of women is the factor of spouse conflicts (or in which cases it can be the factor), as the major part of the requests for psychological help, made by women with the high level of fulfillment of need for personal development (judging by the typology of the primary requests for psychological help), are the requests for help with the situation of spouse conflict.

Probably, it is also important to study the peculiarities of the personal development of modern woman, understanding her life as a transition from one stage of personal development to another: counterdependency, independence, interdependence. If in the process of psychological counseling a woman gains competence of: knowing in which of the enumerated stages she is and what is possible for her to achieve in future, it will be easier for her to wend her way through life.

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FROM FUNCTIONALISM TO POSTMODERNISM: TRANSFORMATION OF THE PARADIGM OF DESIGN CULTURE

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ABSTRACT
The period of 1960 – 1970s has always caused a rise in interest among design historians. During these years the rapid expansion of the scope of design activity could be seen, as well as the growing role of designers in the development and commercial distribution of mass industrial products manufactured by large firms. Philosophical, scientific and methodological design issues are developed, professional and social status of designers increases in various fields of economic, cultural and social life. The study of different design concepts of this period is of particular interest. The comparison of subjective and sometimes highly contradictory positions and statements of various practitioners and theorists of design helps to understand better the nature and characteristics of the professional world of designers, working in conditions of changing the paradigm of design culture, to reveal the degree of divergence and coincidence between the theory and the actual practice of design. We start our analysis with the design culture of classical functionalism of the 1950s, on the formation of which the theory of “intelligent design” had a significant impact, and then we consider the concept of “Die gute Form” by Max Bill and Ulm model “design without the artist”. Next, we identify the various factors of functionalism crisis which began in the mid-1960s. The formation of a “consumer society” takes the most important place among them. By studying the nature of this phenomenon, we refer to the works of D. Galbraith, Z. Bauman, J. Baudrillard, A. Mole. As a striking symptom of the changes taking place in the design practice, we consider “pop design” in Britain and “radical” design in Italy. These directions had their heyday in the mid-1970s, but their experience was not in vain: critical analysis of the social and cultural role of design contributed to the rise of the creative potential within the profession and the change of the paradigm of design culture.

Keywords: design culture, functionalism, postmodernism, “Die gute Form”, Ulm model, pop design, radical design.

INTRODUCTION
The relevance of this study is due to the increased interest in the phenomenon of design culture. Hence there is the need to clarify the meaning and significance of the concept in its connection with the professional design sphere. The specifics of the design as a special phenomenon, associated with both the artistic and material culture, has already been recognized very clearly, however, science has not formed enough reasonable ideas about design relationship with the spiritual values and cultural traditions of the society yet, as well as its potential in the sphere of formation of a way of life and objective environment. In this context, the study of the concept “design culture” is very important and up-to-date. Giving a
categorical status to this concept will provide theoretical and methodological basis for the cultural approach to the study of design and determine its place in the system of culture and its relationship to other areas of culture.

THE THEORY OF “INTELLIGENT DESIGN”

Design culture of classical functionalism has dominated design for decades, since the mid-1950s. The theory of “intelligent design”, very popular at that time, had significant influence on the formation of the concept of functionalism in design. According to some supporters of this concept, any creative activity is identical to engineering design, mathematical calculation, whether it is machinery, construction, poetry or presentation of the world in visual forms. Operations, done by an artist, a sculptor or an expert on the tectonics of industrial forms, can be performed with computers and machinery for solid modeling and technical drawing. The most important achievement, according to this theory, is the elimination of manual labor, mechanization and unification of the design process, which in general could achieve such a degree of performance excellence that “unarmed” eyes and hands are not able to do.

The lessons of the industrial revolution were considered as the historical background of this theory. The engineering constructions (silos, mills, railway stations, electric power plants, boiler rooms, etc.) taught the modern architecture the new attitude to the function, materials and methods for their processing. Machines and mechanisms, established by the inventors and engineers in accordance with the strict kinetic calculation, are still unsurpassed examples of clarity and rationality of forms (the first electric motors, sewing machines, etc.). Conversely, when painters and sculptors interfered in the process of engineering design, the shape got worse immediately – there were false details, unnecessary ornaments, etc. To confirm the idea of high quality and beauty of engineering forms the creators of this concept refer to the largest research of architects and theoreticians of art in the first half of XX century: Peter Behrens, Adolf Loos, Le Corbusier.

Moreover, the concept of “design without the artist” never rejected the aesthetic issues and was closely associated with research in so-called fine aesthetics, the largest representative of which was Max Bense, a philosopher and an esthetician. His works became a theoretical platform for the development of training programs for the intelligent design, for the translation of advances in aesthetics into the language of engineering. He also put forward the idea of speeding normalization, affecting all areas of art and culture, including the objective shaping. M. Bense acted as the successor of a very long tradition in the history of European science and philosophy, mainly German, going back to the formal aesthetics of Johann Friedrich Herbart, and the so-called structural psychology of “the father of experimental aesthetics” Gustav Theodor Fechner. Fechner believed that aesthetics is further development of empirical knowledge. Its purpose is to clarify the concepts that combine aesthetic facts and relationships and understanding the laws to which they are subject. Like any content of consciousness, the essence of aesthetic experience can be understood, setting up an experiment. Fechner G.T. began to explore the aesthetic perception on simple geometric shapes – line combinations, correct angles, ellipses, offering the testee to correct and modify the proposed composition. It is noteworthy that almost immediately after opening of the School of Design in Ulm M. Bense began working there as a teacher and became a major figure of the guests at the Ulm School of experts in the field of humanities.

MAX BILL AND THE CONCEPT “DIE GUTE FORM”

Max Bill, the head of this institution, was the author of “Die gute Form” concept (good form), in which he put his ideas about modern design, and which contained a number of important provisions. The first one concerns the appearance of industrial products. Good shape, said Bill, should reflect both the function and manufacturing technology of the product and, at the same time, make it attractive: “Good is both nice and practical.” The beauty of utilitarian objects is the result of the function reflection. It is determined by
reasonable using of minimum of materials, as well as the maximum detection of design using a simple neutral form, excluding any embellishment.

The second provision of “Die gute Form” concept emerged from the first one. If “good form” is found for the design of the object there is no need in a variety of formal and stylistic variations of the same product performing the same function. Thus, Bill was against the fundamental principle of styling using modernization of form for commercial purposes.

The most significant provision of “Die gute Form” concept in terms of the ideology of design was that the notion of “good form” was not only aesthetic, but also ethical category of design activity. Mission of designers, according to Bill, was to create “beautiful things that fit our time, which are an expression of high quality of life.” In this case, the design works can become true cultural heritage of modern society from the object of sale: “Today, cultural values no longer include only historical works of art. All things by which our environment is formed: phones, cars, home furnishings, structures with all their numerous components, furniture and all other commodities, which we need in life and work – this is our cultural heritage,” – he wrote in 1957 in the article “Good shape” [4, p. 138].

ULM MODEL AND THOMAS MALDONADO

Further development of design culture of classical functionalism is closely connected with that period in the history of the Ulm school, when it was headed by T. Maldonado. By rejecting an idealistic representation of Bill that the most important mission of design is “to build life as a piece of art,” he brought to its logical conclusion the idea of “design without the artist.” According to this concept, the shape of the designed product is based on the design and technological laws, rational layout and ergonomic requirements. The artistic aspect of the form, as well as concepts such as “composition”, “style”, “image”, faded into the background, if it was not ignored.

Moving from theory to practice, it should be noted that the principles of functionalism in the design of industrial products in the post-war Europe were perceived with enthusiasm both by manufacturers and consumers. Functional furniture was suitable for small apartments; it was convenient for mass production and available in price. According to Edgar Kaufmann, a curator of the exhibition “Good Design”, held at the New York Museum of Modern Art in 1950-1955, this style demonstrated “complete fusion of form and function,” samples of “practical, simple, intelligent beauty”. The production of the company “Brown” demonstrates clearly the application of the principles of functionalism in design. “Brown-style” originated under the influence of the Ulm school and its popularity coincided with the satiation of the streamlined style typical in the 1950s. In general, “Brown-style”, was the first and most specific expression of the easily fixed style of the beginning of the 1960s. Laconic models of “Brown” became self-worth in the eyes of the consumer. Arthur Brown described his potential customers: “We imagine these people nice, intelligent and natural. These are the people whose apartments are not stage decorations, but simple, tasteful, practical and cozy. Our devices should look like them. We do not make devices for shop windows to draw attention to them with total obsession but to live with them for a long time” [59, p. 52].

CONSUMER SOCIETY AND THE CRISIS OF FUNCTIONALISM

In the mid-1960s design culture of classical functionalism underwent critical re-evaluation as from the standpoint of ideology as methodology and design practice. The crisis was caused by a number of factors and some of the first causes to be mentioned are of socio-economic nature. Since the late 1950s a period of sustained economic growth began in Western Europe. Unemployment was almost completely overcome, and the salary grew faster than prices. More and more married women went to work; in the UK in 1947 only 18% of married women worked and got a salary, but in 1957 the number was 33%, and by
1961 – 50%. Many families could take large loans. The working class, as well as the post-war generation of young people, had a higher level of income than ever before. These and other economic conditions led to an increase in the welfare of Europeans, and as a result, to an increase in consumption. To characterize those societies that managed to achieve a significant improvement in the welfare of the population and to solve the problems of the shortage of goods, American economist J. Galbraith suggested the term “affluent society” in 1958, but later the notion of “consumer society” was widespread. “Talking about the consumer society, we mean something more than the trivial thesis that all members of this society “consume” – explained Z. Bauman – everyone, in fact, all living beings have been “consuming” since ancient times <...> But at its current <...> stage the modern society <...> needs mass industrial workforce <...>; instead, it is necessary to use their members as consumers” [30, p. 115 – 116].

Philosophers soon transferred the study of the phenomenon from political to cultural aspect. One of the features of the consumer society, according to the views of modern researchers, is man’s striving for the presentation of his image and the development of his lifestyle by purchasing various goods. People use so-called “positional goods” to demonstrate their membership in a particular social group, as well as to emphasize the individual differences between them and others [1, p. 235]. J. Baudrillard, when studying the semiotics of things in modern consumer society as “signs”, wrote: “Appeal, purchase, sale, assignment of various goods and things (signs) make up now our language, code, according to which the whole society communicates and talks” [38, p. 109].

In 1967 Abraham Moles, who taught information theory in Ulm, stated that functionalism was in crisis. “Functionality in Western culture entered a critical period because of the growth of “affluent society”. <...> Functionalism is inevitably contrary to the doctrine of “affluent society”, which is forced to produce and sell constantly. Finally, functionalism, as a rule, tends to reduce the number of objects and implement the optimum ratio between the products and the needs for them, while industrial production in the affluent society goes in the opposite direction. It creates a system of new kitsch by the accumulation of objects in the human environment. At the moment, the crisis of functionalism is evident. It is torn between the new kitsch of the supermarket, on the one hand, and the ascetic performance of the function, on the other hand [240, p. 22].

Functionalism, according to A. Moles, approves of the rational essence of things and objects, where everything is considered only as an instrument of an act. In this case, a person purchases goods for his use. The concept of beauty depends on a functional purpose. Kitsch is the aesthetic kind of relationship to reality: “It is more human relation to things than the thing itself, more adjective than noun,” – he wrote in the work “Kitsch: the art of happiness”. Moles believed the supermarket to be “the supreme manifestation of kitsch art”, because the customer can meet those needs there, which create “civilization of consumption and leisure” [248].

**POP DESIGN IN GREAT BRITAIN**

An important symptom of the formation of “consumer society” was the trend towards product differentiation and market decentralization of production at the turn of 1950-1960s, which in some cases tends to focus on small series of production and a narrow segment of the market. In this regard, design, along with new advertising and marketing methods, was used as a tool that allows to satisfy the needs of different consumer groups. For example, in the mid-1960s in London clothing stores, such as «Biba» and «Mary Quant», appeared to target the younger generation of Britain. The store “HABITAT” had the same purposeful policy offering customers a variety of household products. There was a huge selection of attractive, not expensive furniture and other interior items in the store, designed for consumers of 20-30 who were full of ideas about furnishing their first apartment, but who had not much money. Terence Conran, founder of “Habitat”, defined the key aspect of the design of that era: “In the mid-sixties, there was the time when people no longer needed and wanted to change <...>” The designers became more...
important in the production of food for “soul”, rather than for “needs”. This radical change meant that design did not have only functionality, efficiency, reliability and durability, and it equally combined impact, certainty and elegance. It became an object that hypnotized the audience with its increasing revenues, unlimited free time, high expectations, and endless thirst for novelty and excitement [165, p. 450].

Young British designers worked with enthusiasm in line with becoming popular pop design. Many of them gave up the idea to create durable furniture; the producers could see the undoubted benefits in the fact that pieces of furniture had a limited life time – such furniture was easier to produce and sell. “Disposable” furniture became very popular, as well as furniture of flashy colors. As Noel Riley shows, the most striking examples of disposable fashion furniture in 1960s were so-called “paper” chairs. To make them they usually combined three layers of paper to create a five-layer laminate covered with varnish. This chair could serve from three to six months. Chairs were stamped like pieces of cardboard, which were covered with drawings in the style of pop art. The most popular paper chair was designed by British designer Peter Murdoch [165, p.p.456, 458].

Aimed at young people, pop design offered cheap, bright and often useless products. They demonstrated the exact opposite of “good design” as “rationality embodied in a visible form”, which for many years was promoted among consumers by Council of Industrial Design. In one of the policy documents of this authoritative organization it was stressed that Britain should not imitate American styling, focused mostly on the external effect of product design. In the selection of the best samples of British design the experts of Council were guided by the following criteria: product features, expressive appearance, clarity of design, quality of materials and decoration, ease of use, maintenance and technology, economy. The questions of typology of consumer demands and preferences have not been included in the circle of professional interests of British designers for a long time. Their works are a kind of “thing in itself”, closed, chilly in detail-spatial composition, mostly with character of technicism. The change in market conditions itself, of course, could not discredit the concept of “good design” completely, but in the mid-1960s crisis of functionalism as a leading model of design culture turned out to be the subject of discussion within the professional community. The revision of the program of functionalism generally had critical focus. One of the main points was the rejection of the functional and rational approach to design. In theoretical studies and critical articles in the end of 1960s the crisis and later the end of the era of functionalism were admitted, and, moreover, its technical achievements were attributed almost inhuman character.

It should be pointed out that in this sense design was behind the similar processes in the field of architecture. When designers still called for the introduction of uniform methods of designing and planning methods using network diagrams, in architecture some problems were being discussed concerning the creation of the most favorable and individualized environment for human life, ranging from urban planning to home interior. In England, the heyday of functionalism in design coincided with the time when New Brutalism appeared in the architectural circles of England.

In the 1950s New Brutalism was presented by the buildings of Peter and Alison Smithson. Following them British architects, opposing the orthodox functionalist concept, tried to contrast simplicity and even rudeness of “natural” materials – brick, wood, stone, considering them more expressive and “humane”, to the color and texture of sophistication of new technical materials. The representatives of New Brutalism wanted to assert the idea of expressive architectural image, contrasting with the standard industrial environment and creating unique areas of “humanized” space in it. At the same time the architects based their work on the detailed socio-cultural studies of different population groups.

In this atmosphere in the design area the idea of giving up the principles of functionalism began to develop. Design professionals had a common point of view that the laws of functionalism greatly reflect
the laws of production, as an autonomous rational process; however, to realize these laws engineering skills are enough, and the role of the artist becomes more uncertain. In other words, design, built on “scientific methods” and giving the artist the role of a performer, who has a known set of skills, is inadequate to laws of the designer profession, creative by definition. Theodor Adorno, speaking in 1965 at a meeting of the German Werkbund with the report "functionalism today", criticized the Puritan principles of functionalism: "Hardly a form that was not a symbol in addition to its fitness for utility "- he claimed. In 1968, architect Wolfgang Nehis stated with energy: "The sacred cows of functionalism - ... be sacrificed" [9, p. 142]. Thus, by the end of 1960s functionalism design culture became a target for criticism from two opposing positions. On the one hand, the rationalist design, in the spirit of orthodox functionalism, did not fit into the realities of the market system of production and consumption. On the other hand, the failure of its principles to justify the need of existence of design as an independent creative profession became evident.

RADICAL DESIGN IN ITALY

In fact, it was typical for design of 1960 - 1970-s to have not stylistic unity, but increasing difference of styles and shapes. It seems to us, it was the reaction to utopian attempts to reduce all the material and substantive human environment to a single style within the project culture of functionalism. For example, in British design circles, it resulted in increased attention to the ordinary regional centers, where there are old buildings rebuilt according to modern life requirements, and to the design works which sometimes get into a very eclectic living environment where there are some items of different periods and different styles. Chaos of real detail-spatial environment, with which T. Maldonado offered to fight, is now regarded as a natural living environment where designers have to work. The national exhibition “British Design” showed it clearly, which was opened in Paris in summer in 1972. The main theme of it was not rationalism of design decisions, but the inclusion of modern design products in the context of material and objective forms inherited from the past.

Also in 1972, a grand exhibition called “Italy: The New Domestic Landscape” opened in the Museum of Modern Art in New York. In this exhibition, Italian design appeared in its entire splendor as an original, independent and certain phenomenon. This triumph not only turned the phrase “Italian line” in the full term in the vocabulary of the world of design, but also brought it to the leading position. The exhibits were presented in two categories: “Objects” and “Environments”. The category “Environments” was divided into three groups: “Design as a postulate”, “Design as a comment” and “Counter-design”.

In the context of our research the third group is of greatest interest. In this section, the works of the leaders of Italian “radical” design were demonstrated. The heyday of this direction, represented in the work groups “Superstudio”, “Archizoom”, “Gruppo Strum”, “9999”, took place in the late 1960s - early 1970s. At the core of design concepts of representatives of the “radical” design was disappointment in the ideals of functionalism, which, in their opinion, entered a phase of intellectual stagnation at the end of 1960. The concept of “radical” design was as follows. It is necessary to empty the dwelling to form an empty space in which “you can live and work outside specially conceived structure”. “Radical” design did not accept any strict methodological principles of “good design”, or the practice of commercial styling that led to littering subject environment with products of “prestigious consumption”. The leader of the group “Superstudio” A. Natalini wrote: “If design is the only motivation to consume, then we must reject the design; if architecture is the only way to legitimize bourgeois model of ownership and society, then we must reject the architecture; if architecture and urban development are just official framework of today’s unjust social stratification, we must reject the urban development, with its cities <...> until the entire project activity is focused on basic needs. Until then design may disappear. We can live without architecture <...>” [12, p. 20 – 21].
Representatives of the “radical” design such as Andrea Branzi, Paolo Deganello, Ugo La Pietra, Adolfo Natalini, Enzo Mari and others were less engaged in the design of concrete objects, and if they were, they did it with an ironic and provocative subtext. So, the forms were borrowed from pop art and minimal art, and a way of showing – from the conceptual art of the 1960s, such as happening, performance, etc. The attention was paid to utopian projects which did not involve actual implementation, and were presented, as a rule, in sketches, photomontages and installations. It should be noted, however, that some samples of “radical” design are successfully produced by industrial firms such as “Kvaderna” – a series of wooden furniture decorated with white laminate, developed by members of the group “Superstudio”, or an armchair-bag – the creation of Piero Gatti, Cesare Paolini and Franco Teodoro. Thus, “radical” design, or as it is also called, anti-design, did not mean ignorance of the laws of design. It did not want to enforce them declaratively.

“Real” industrial design has approved the universality of professional design techniques closely related to the requirements and possibilities of the industry for decades. In its “radical” version design has been incorporated into a wide range of social problems. According to its supporters, the task of the designer is programming, design and implementation of what “contributes to the progress of society, using the industry as a tool” [241, p. 65]. As a result of the expansion of the range of professional tasks, the concept of design has gained the status of not a philosophical, but socio-cultural category by “radical” design leaders. If in the traditional design search was directly associated with the production and should be carried out with the expectation of immediate implementation, but in the “radical” design search was supposed to be “independent of the product cycle in order to avoid its fragmentation into individual products when taking care of the individual result darkens and distorts the overall need to find” [241, p. 65].

The turn of 1960-1970s was a period of “storm and stress” of the principles of design culture classical functionalism that seemed to be constant. By the mid-1970s “radical” design experienced its peak, and still its experience was not in vain: a critical analysis of the socio-cultural essence of design, attempts to find an effective regulator of design activity contributed to the increase of the creative potential within the profession and the change of art-design paradigm in design.

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CONFLICT MANAGEMENT IN RECONCILEMENT CONSTRUCTION OF SOUTH SULAWESI COMMUNITIES IN INDONESIA IN NORTH LUWU, SOUTH SULAWESI, INDONESIA

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ABSTRACT
This study aims at analyzing and explaining conflict management in Community Reconcilement Construction in North Luwu District. The method used was descriptive qualitative study and it was used phenomenological approach. This was intended to provide systematic, factual and actual description on the object being studied. The result of the study indicates that the conflict management is very urgent, essential, and visible in managing and controlling various conditions of communities which can gradually develop into friction, the cause of conflict among communities. Therefore, it is recommended that in the event of community reconcilement construction we should focus on content and dimension of conflict management. The conclusion of the study Conflict resolution through regulatory approach shows (1) weakness that is universal, not set or reach it is specific dimensions of community life such as the characteristics of community identity.

Keywords: Conflict Management, Construction, Community Reconcilement

INTRODUCTION
Indonesia is one of countries with plural condition of community, which consists of various tribes, religions, cultures, and ethnics. All this time, community plurality is packed in the format of unity in diversity, as a motto for emotional bond place with tolerance, harmony, peace and unity values and spectrums as well as cooperative life. However in the last decade, unity in diversity experiences degradation. It is less understood and realized as representation of nationality, nationalism and spirit of nationality, so it is eroded by individual/group interest and regional idealism in the form of primitive evolution, less appreciation, anarchy and destructive, so various sides of life are easily fragmented into social fluctuation as previous conflict phenomena which are frequently occurs in several regions like, conflicts in Sambas West Kalimantan, Ambon, Poso, and North Luwu as well as conflicts in other regions. For further information on conflict phenomena in Indonesia with the following data:

Social conflict phenomenon based on conflict issue/pattern grouping in 2013, 2014, and 2015 of quarterly grade (January up to April) can be seen in the following table:
Table 1. Data of Social Conflict in Indonesia

<table>
<thead>
<tr>
<th>No.</th>
<th>Conflicts</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Clashes between residents</td>
<td>37</td>
<td>40</td>
<td>8</td>
</tr>
<tr>
<td>2.</td>
<td>Security issues</td>
<td>16</td>
<td>20</td>
<td>9</td>
</tr>
<tr>
<td>3.</td>
<td>Ethnicity, religion, race, inter-group relation issues</td>
<td>9</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>4.</td>
<td>Social gap</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>5.</td>
<td>Conflict in Education Institutions</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>6.</td>
<td>Conflict in Society Organizations</td>
<td>6</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>7.</td>
<td>Land dispute</td>
<td>11</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>8.</td>
<td>Political</td>
<td>9</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>92</td>
<td>83</td>
<td>26</td>
</tr>
</tbody>
</table>

Source: http://kesbangpol.kemendagri.go.id/files_uploads/Data_Konflik

Based on data of conflict phenomenon occurs in several regions in Indonesia, it indicates that the condition of conflict phenomenon is quite dynamic, complex, and intense. The condition should be an early warning and need to be critically interpreted in order that Indonesia would not be trapped in national disintegration area. Likewise, conflict occurs in North Luwu District in South Sulawesi Province, which along the year is never absent from conflict with various issue background like land dispute, level difference, status and identity interest (tribe, religion, culture and ethnic) as well as political interest.

To overcome the conflict occurs, the very urgent, essential and visible thing is managing community the condition of community social life, because various sides of community life, gradually can develop into friction, the cause of conflict. Conflict management as integrated and comprehensive process in conflict management, based on Wirawan (2010: 129) should be implemented to control conflict to result expected resolution. Meanwhile Lynne Irvine (1998) in Wirawan (2010: 131) states that "The strategy which organizations and individual employ to identify and manage differences, thereby reducing the human and improvement". In addition, as stated by Ross (1993: 7) that conflict management is steps taken by the actors or third party in the event of directing conflict to certain point that may or may not result in final in the form of conflict and may or may not result in peace, positive, creative, agreeable, or aggressive things.

Basically, the implementation of conflict management involves 3 (three) important steps. (a) Identification step is tracing and evaluating condition that potentially be the cause of conflict. Thus there is basic guide in conflict solution, it is focused and directed. (b) Conflict mapping steps is a process involving a series of activity in determining region, source and type of conflict. So it becomes the model of conflict solution. (c) Determination of conflict management model step is formulation of conflict management process by examining dynamics, complexity and intensity of conflict. So there is representative model in conflict solution based on the conflict source of problem.

Based on the result, successful implementation of conflict management is determined by 2 (two)
variables those are: (a) Content variable which is the effect contained in conflict management with the background of government policies contained in conflict management formulation and (b) Context variable is how a context or social environment and administration system activity affects formulation of conflict management.

Study focus in this study is targeting the realization of conflict management implementation in community reconcilement construction in North Luwu District in South Sulawesi Province, which are (1) creation of procedure and mechanism of conflict solution. (2) Organization of values and principles of community life, (3) reduction and harmony of community thinking and attitudes in the context of sense of belongings and sense of security, (5) social interaction tolerance and harmony, (6) elimination of uncomfortable atmosphere, low morality, frighten and the attitude of suspicion, (7) maintenance of reconcilement and stability of community security.

Based on the background, then the main problem analyzed and discussed in this study is the implementation of conflict management in reconcilement construction in North Luwu District community in South Sulawesi Province.

RESEARCH METHOD

This study was descriptive qualitative study with phenomenological approach. The method of qualitative study was the study method used to study natural condition of object, in which the researcher was the key instrument. Data collection technique was performed in triangulation, data analysis was inductive and the result of this study emphasized more on meaning rather than generalization. This study was conducted in North Luwu District in South Sulawesi Province. (Sugiyono, 2005) To obtain primary data on the role of conflict management in community reconcilement construction by conducting interview to the key informant were as follows: (a) Dandim 1430/SWG; (b) Head of Police of Lutim; (c) Head of Kesbangpol; (d) Head of Social Department; (e) Community figure; (f) Community with conflict. Data analysis technique used in this study were: (a) data collection; (b) data reduction; (c) data presentation; (d) conclusion verification and drawing (Miles & Huberman, 1992)

FINDINGS AND DISCUSSION

Dynamics, complexity and intensity of conflict occurs, not only occurs as well as concentrated on certain level, community and region, but also the phenomenon is spread and comprehensive on all level, community and regions. As the conflict occurs in North Luwu District in 2014 up to 2015, one of conflict phenomenon that becomes government concern is conflict on 11th November 2014 between community (group of youngsters) of Kopi-kopi village and community (group of youngsters) of Bamba village in North Luwu District, due to miscommunication of both groups of youngsters results in conflict between the two communities with the effect in loss on both parties in the form of materials (there were 2 (two) houses burnt in Kopi-kopi village and 9 houses burnt in Bamba village). Although there was no fatality, management of the conflict was continuous and quite hard. In 2015, the most numerous conflicts occurred during January up to March. However, in 2015, the conflict tended to be caused by political interest.

Clarification of conflict management implementation overview in community reconcilement construction, the researcher explains in detail the implementation of community reconcilement construction seen using the following indicators: 1) regulation aspect 2) conflict resolution 3) condition of community. The indicators are meant to ease the researcher in analyzing community reconcilement construction.
1. Regulation

Juridical perspective is to analyze the level of conformity of implementation material of conflict management in community reconcilement construction to the laws. Juridical perspective is confirmed in Law Number 10 of 2004 on The Establishment of Laws, as stated in Article 5 that each establishment of laws should consider effectiveness of the laws in the community in juridical. Basically, juridical foundation is a review toward the applicable laws (positive law) that becomes the legal foundation of laws formulation. There are 2 juridical dimensions, those are formal and material. Juridical foundation from the formal aspect is the foundation coming for laws to provide authority to Local Government and Regional House of Representatives to formulate Regional Regulation Plan on Social Conflict Management. Juridical foundation from the material aspect is the foundation regulating problem (object) to formulate Regional Regulation Plan on Social Conflict Management. With the background of juridical value of Local Government, North Luwu District has an authority in juridical to establish Regional Regulation on Social Conflict Management.


Regulation relevance in community life from legal perspective is to accommodate dynamic and complexity of community life condition. On the other hand, executive and legislative task in term of mandatory accountability is establishing/ determining legal protection to be adhered along with government and society which is a form of constitutional implementation in the context of constitutional.

The findings indicate that implementation of conflict management in community reconcilement construction conforms the applicable regulation of Indonesia, as stated in Laws No 7 of 2012, on Social Conflict Management. However, it should be realized and understood that the Laws content is holistic, specific aspect like the management of worshiping serious or religious and culture celebration, etc., which all this time frequently sticks out and becomes the cause of conflict, is not accommodated. Specific aspect should be regulated through regional regulation, as executive and legislative task, have formal and material authorities juridical can establish regional regulation on Social Conflict Management with more accommodating and implementing content in the management and control of conflict occurs in the background of perception difference and bias, perspective as well as dimension in the context of interaction among communities of identities (religion, culture, tribe/ethnic).

The finding that there is no regional regulation regulating on conflict management, is found during mapping of area which is vulnerable to conflict in North Luwu District on October 2013 (the researcher was present as one of team members of conflict mapping in South Sulawesi area). Nonetheless, it is also confirmed in forum of Post Conflict Reconcilement in North Luwu District which was held by Ministry of Social of Indonesia on 2th September 2015 at Maleo Hotel Makassar (the researcher was present as the speaker).

2. Conflict Resolution
Perspective of conflict resolution is to analyze the conformity level of conflict management implementation in community reconcilement construction to conflict resolution. Conflict phenomenon that constitutes a social fluctuation may occur on all level and community of society with the effect of fatality and material lost, thus rapid and accurate solution method is required.

One of methods that can be used for conflict resolution is through conflict resolution, as stated by Melling (1994) in FAO (1998) conflict resolution defined as a process in which two or some conflicting groups make an effort in improving condition through cooperative measure in the way to provide opportunity to all conflicting parties to enlarge it and keep it large. The definition is a signal, that conflict resolution implicitly contains beneficial aspiration contents that may accommodate conflicting parties.

Singth and Vlatas (1991) stated that there are five approaches that can be used by conflicting party to solve the conflict, which are (1) forcing, an approach in the form of win-lose solution, in which a party is considered winning while the other is losing. This approach, is less significant and feasible, as well as tends to cause disappointment, anger and the broken of relationship between the conflicting parties; (2) withdrawal, an approach in which the conflicting parties leave the conflict or avoid conflict issue. This approach is less effective, because there is no solution for the cause of conflict; (3) smoothing, an approach that prioritizes making similar rather than difference in point of view of conflict issue. This approach is similar to withdrawal which basically does not solve the conflict root and thus it is possible that the conflict is repeated over again; (4) compromising, an approach that poses each conflicting party to give suggestion and opinion on conflict solution. This method always results in compromising and the implementation always involves third party. The realization of conflict resolution through this approach cannot be apart from relative power and revisionist attitude of each party; (5) confrontation, an approach in which the conflicting party solves the problem by prioritizing on conflict issue, then establishing alternative for conflict resolution, then selecting the best alternative for conflict resolution.

Referring on formal legality of conflict resolution process, it can be divided into two groups, which is through judicature process (litigation) and out of the court or Alternative Dispute Resolution (ADR). Both methods are commonly used in conflict resolution process by referring on dynamics, complexity and intensity of conflict.

Based on the findings, conflict management implementation in community reconcilement construction, through conflict resolution with the method of litigation (judicature process) and non-litigation is very accurate.

Conflict resolution process in litigation is prioritizing conflict solution in formal legality through legal measure. The solution, on one hand, has positive effect to stop conflict occurs through legal pressure, as well as wary effect against the criminals. However, on the other hand, conflict solution through legal measure often eliminates the losing or eliminated group, because conflict is interpreted as an incident occurs with the background of emotional bond as well as symbol fanaticism. The consequence of conflict solution can be not permanent because the condition does not create comfort and security, so the conflict may be repeated, which is expressed in other way, because a group that lose by litigation measure, is obsessed and fermented by marginality as well as underestimating existence and symbol, as well as the appearance of fatality and material loss experienced during conflict. Nevertheless, conflict solution through litigation, has legal power and bonded. The thing to be emphasized in litigation method implementation is the resoluteness and monitoring of legal decision.

Furthermore, conflict resolution implementation using non-litigation measure with the method of ADR (Alternative Dispute Resolution) is basically very significant, moreover it is supported by social life behavior of Indonesian people that always keep and show primordialism behavior. ADR method confronts the conflicting parties to sit together in peaceful condition as to provide space for both parties to.
integrate, communicate and coordinate to formulate peace deal, so the decision resulted can be accepted by the conflicting parties because the solution is based on consensus and living commitment to live together and integrate to maintain common life. The type of ARD method that is frequently used like negotiation and mediation is not a new method for Indonesian people in conflict solution among communities. Empirically Indonesian people have implemented it from generation to generation, because the implementation is more accommodative and flexible compares to conflict solution through judicature measure. Therefore, in solving conflict, Indonesian people tend to do it through ADR method, because it results in better condition (better off) for all parties, in addition to bring advantage to the conflicting parties.

Deal is very relevant and basic in conflict resolution mechanism, because conflict solution is basically performed not in the basis of finding and determining who is right or wrong, but prioritizing more on acceptability and appreciation of existence as well as symbol of each identity (religion, culture, tribe/ethnic).

3. Condition of Community

Perspective of condition of community is to analyze the conformity level of conflict management in community reconciliation construction through condition of community. Conflict management is determining preventive, terminative, solute and rehabilitative (recovery) methods as integrated and comprehensive process in conflict management. One of targets to realize in conflict management implementation is keeping and realizing peace and security stability. One of very supportive factor in realizing that is community interaction.

Therefore, government in managing and controlling conflict should be able to direct the realization of community condition that can support community life in harmony, tolerance, interaction and peace pattern, through identity characteristic mentoring in the form of diversity/social empathy understanding. So the tendency to think and behave dialectically is eliminated by the understanding of diversity/social empathy. So life pattern of harmony, tolerance and peace in the context of community interaction is tangible, not utopic. The finding indicates the continuous and difficulty in resolution of conflict occurred in North Luwu District cannot be apart from community behavior with behavior reflection which is responsive, easily obsessed, symbol fanaticism and regional idealism. The condition is less documented and observed. Conflict management is proactive and emphasizing on preventive measure, thus the focus of conflict resolution is not only on the finding of solutions to solve the conflict, but also on realistic and non-realistic things, as the cause of conflict needs to be managed and controlled early and continuously, one of which is through community interaction. Community interaction is social media that can merge and eliminate hegemony, exclusive and temperamental community behavior.

Another condition found in the study is that competence agency or institute lack coordination and integration in conflict management. It is stated in one of problems in conflict management that conflict management system is comprehensive and integrative. The interpretation is, conflict management is not linear and stands alone, as noticed, that the conflict is dynamic, complex and multi-dimension. So coordination and integration are required among agencies or institutes in conflict management. Reality of cooperation occurred among agencies of institutions in the context of conflict management with the media of community interaction, the level of coordination and integration is deficient, for instance between Social Department Agencies and Trading and Industry Department in the implementation of community empowerment program in the field of economic business, both agencies are less cooperative in managing and solving the social problem faced by community.
CONCLUSION

Conflict management in community reconcilement construction in North Luwu District, based on the discussion and analysis of the findings, it can be concluded (the purpose of the study) as follows: (included in findings) (a) Regulation. Conflict resolution through regulation approach indicates (1) the disadvantage is that it is universal, neither regulates nor reach specific community life dimension like characteristic of community identity, (2) the advantage is that it is a formal juridical source for local government in establishing Regional Regulation; (b) Conflict resolution to Conflict Resolution approach (1) the disadvantage is that it is by litigation, cause win-lose condition, or eliminated group, so the peaceful condition is not permanent. Meanwhile ADR model provides non-binding and no legal consequences result, 2) the advantage of using litigation results in legal consequences and binding, as well as able to give wary effect to crime. Meanwhile, ADR model is accepted by all conflicting parties because the resolution established involves conflicting parties; (c) conflict resolution through community interaction (1) the disadvantage is that it needs very long time because it is solved through explanation and development of community life values, (2) the advantage is that it involves community elements as well as it is implemented systematically starting from household/ place to live environment, educational environment and working environment.

This study suggests, in the context of community reconcilement construction from the perspective of conflict management, conflict management implementation should focus on content and dimension of conflict management.

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ANALYSIS OF IDEOLOGY IN THOUGHT OF SHARIATI AND SOROUSH

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ABSTRACT

Ideology in the region of thinking intellectuals, has different attitudes, philosophy, political science and social science to seek respectively the empirical basis of ideology, false consciousness, true consciousness in it, Shariati ideology in the social sciences has taken the meaning of true knowledge but Soroush in a review of Shariati, imagine ideology with the meaning of false consciousness philosophy of Marxism and has given it an instrumental role but Shariati search dynamic in ideology and wants the element of discretion adapt it to the realities of time and place to be away from static and dogmatic thinking. Soroush in the valley of philosophy, ideology has stopped in distorts reality and sits criticism of Shariati unaware that Shariati ideology knows little beyond the solution of social realities in this way, Soroush has been caught fallacy.

Keywords: Ideology, Marx, Soroush, Shariati, intellectualism

INTRODUCTION

History as a container in which the container, the events are happening, but events there, where the dust when the pollutants, are history. Analysis of historical phenomena and their performance over time, requires the systematic study of various phenomena and multilateral approaches them carefully measured and reported everything to obtain more accurate and more sophisticated. Drilling in this dramatic context that is called history, with a wide range of interdisciplinary studies and references is possible. If the meaning of the term ideology in point of place and at some point in time, and certain scientific fields have been proposed, from the figure of history, thought is isolated and to study to be addressed separately, in explaining its meaning, would be a grave error. That's where your misconceptions and deceitful represent and elements related to the subject loose the foundation for thought before showing Shariati and Soroush speech on ideology and their attitude about the use of the term, it is necessary slightly to the literal meaning of the term ideology to its meaning, by considering the spatial and temporal origins and evolution of the term that conceptually at different times and in different fields has achieved is determined and thereby differences in approaches that each of the two had to be achieved topic.

1.IDEOLOGY
Ideology, in plain language, irrespective of the origin of its language, ideology is a combination of two words, the idea is meant to be thought-logy means knowing after the recognition of thought or notion of ideology. It is levied on French philosophy and the meaning is the study of ideas and its followers not to boast that people's metaphysics or metaphysics and the origin of ideas eventually turned to the sensations and experiences so that the use of the term within the meaning of humiliating Napoleon, it means The first round of construction (Plamntas, 1994; 1) So apart from the literal meaning of ideology, the ideology of the term and over time has become a major concept.

1-1-Empirical basis of thoughts

Destutt de Tracy has played a significant role in accomplishing the Great French Revolution, the first one who used the term ideology in his writings since he wrote those words in his lines in prison, when people lived in the heart of the most fundamental political campaigns, served, it can be said that the word ideology was born in an environment of political - ideological as popular revolutions provide. According to the procedure of recognition as well as philosophical tradition has a long history of Destutt de Tracy but what was new, experimental study of ideas in the science lab. Before him all the efforts that had been made in this area, based on the reflections and various logical and analytical thinking but he called for applying the scientific method to the study of the ideas. (Pathfinder, 2000; 46) Destutt de Tracy himself a victim of old forward thinking carriers, in the context of a modern revolution knew, it was thought that exposure to elementary empirical epistemology, metaphysics, epistemology based, can put an end to this dual situation and pave the way for profound changes in the field of social relations. Destutt de Tracy as a positivist looking for ideas that have experimental basis and scientific research and consult whose job is it, ideology can be applied, followed by the ideology of multi-volume book coauthored and the highly metaphysical approach and the idea of "a priori knowledge" and empiricism attacked the French sense the best antidote to metaphysical dogma knew (Ghasemi, 50)

1-2-Karl Marx

Karl Marx, who dominated long shadow give its views on a wide range of intellectuals in different societies and of course this domination, it was so religious that even the realm of thinking intellectuals, it is not immune. The concept of ideology in Marx's thought system of the situation is paradoxical in a way that strongly divided but with different stages of his thinking, to understand that it cannot be achieved. This concept in his theoretical apparatus, gradually the concept of epistemological critique of ideas at a young age, old age and organized transformation gives rise to the idea of decline and fall of the ideology (Plamntas, 1994, 9). Becoming the concept of ideology in Marx's political thought can be divided into three clearly defined historical period.

1-2-1-Criticism of the dominant ideas

In the first period that lasts until 1845, Marx mention in any of his works, not ideology among but the theme remains faithful to the tradition of ideological critique of ideas. During this period, ranging critique of ideas, philosophical ideas were more spread mainly in clothing metaphysical respectively. Marx and his school fans believed that metaphysical concepts design is indicative of the disease and justify the bourgeois system available. Although Marx in the course of the term ideology is not interest but her theories commentators that various sects of intellectuals formed, the ideology of bourgeois culture synonymous with informants believed in the ideology of the bourgeois system as a means to survive, seeks profit.

1-2-2-False consciousness
The second period Marx begins from 1845 and to do it in 1852, Marx on the course, knows ideology as false consciousness says the author of this kind of knowledge, social conditions or social existence, but only knows the reason determinism false because returns with disabilities are generally regarded as social awareness, ideology means of false consciousness, only part of the information to be included and a special feature is the first of a number of interconnected and shared beliefs, among those signifies that a single position or role in society. Second, through the levers at their disposal (such as government) make it inclusive and broad social implications. He makes it clear in The German Ideology that the dominant material force of society is at the same time the power of mainstream society, the class that have the means of material production at the same time over the means of mental production are the dominant society (Pathfinder, 2000; 61). Deep linking the material means of production by means of intellectual production system so the thought of Marx and his followers, was organized which can be found in the focus of the foundation of Marxist thought. Marx was from this perspective that, unlike the thinkers of the Enlightenment on the French Revolution period, believed the false beliefs cannot be overcome with the use of timeless truths and wisdom born of unmarried, on the contrary, the role of historical circumstances vary based on opinion forming (ibid). So Marx knows the foundations of human knowledge affect her social class that is one way of thinking depends on the job category in which lives and knowledge in the development of fixed and immobile society still remains and shows the changes in their strength and their maintenance is sought. Marx, the ideas that are related to the past and their consumption over time, but trying to maintain their own knows ideology as false consciousness (Parsania, 2006; 103)

1-2-3-True awareness

The final period of his life is recognizable in terms of ideology, a period that begins in 1870 and continues until the end of his life. Marx in this golden period, cooked and tested in the field, and intends to organize a new idea, create a new social plan. The mechanism to achieve such a society, according to Marx, the theoretical foundations of the permanent revolution, already in Eleventh Thesis on Feuerbach as strong slogan "philosophy has been trying to interpret the world but to change it thought" was marked (Pathfinder, 67). This attitude to ideology, ideology is also seen in the eyes of many intellectuals look at this social reality means considered to be because we have to analyze it and move it to the system ideal society and changing social attitudes are needed in specific programs and the ideology of the plan and set of beliefs that guide social action in all aspects of economic, social and cultural and tries to provide an ideal model for each of the systems (Gay Roche, 2008; 87) Accordingly, Ferdinand de Monde knows ideology clear and organized system of ideas and judgments to describe, explain or justify the position of a group or society and basically stems from values and detailed guidelines for practice offers a history of the group or community (Tavassoli, 2000; 311) Jean Baechler in his later critique of ideology ultimately pays to defend the ideology and that we, as a citizen we need ideology (Baechler, 1991; 357) And many sociologists and philosophers have looked into this ideology, now with this relatively long introduction about the ideology and history that we are going back to the idea of Shariati and Soroush around the term and its various functions to show how Soroush in cash and cash has been fallacy Shariati no matter what this difference means do not consider to Shariati.

2-SHARIATI AND IDEOLOGY

Shariati as a social reformer, sought to understand their pain and its treatment by the appointed community. Knowledge of the world and mankind, and what is related to these two, the mental system is of tremendous importance. He formed the basis of his school of thought that unyielding faith, this understanding builds on the recognition that human responsibility at the heart of the meaning.

2-1-Philosophical ideology by Shariati
According to Shariati what the foundation will organize one school of thought, the world is expected. In the worldview of the philosophy of existence, the concept of man and the relationship between the two is explained on the basis of what is the ideology, in the ideology of the individual and social responsibilities are determined. Collection and ideology, human belief system forms (Shariati, 2007; 116) Shariati in viewing at the ideology, knows it means a social reality, Rex in the sense that we had come to the last third of his intellectual life, Shariati with many more details is trying to distance itself from ideology as false consciousness. In his view, an ideology that does not necessarily fit the mold comes from the world and from certain preset. (Ibid, 120) Shariati believes that ideology should have the right answer to the question of age and the loyalists to school at any point in time well drawn. He evaluates how the status quo ideology conscious faith to recognize the historical situation, location and time of people who are convinced about a mindset of unity and determine the position of the front companion decisions such diverse tasks or functions that Shariati the load on the shoulders of ideology (Shariati, 2000; 84 - 83). For his true ideology, has a high value. He changed direction, ideology takes as a means by which we can pass on religious concepts that are mixed with brines, gave new life and put them in his true course. He knows ideology, a set of values and ideals that worldview and by that interpretation is justified and there are helpers, creates mobility and give direction to their lives and sketched out how to make them, according to him, this ideology that concepts such as love, worship, consecration, dedication, sacrifice, and even martyrdom in jihad provokes him ready to sacrifice the human existence (ibid., 112). Strong and sound understanding of the three hypostases history, society and man of tremendous responsibility that lays on the shoulders of Shariati ideology. He is aware of the close relationship between all three perfectly. Shariati three-pronged approach to humans. He believes that the concept of human approach to this and it is the same mind who speak the logic of it. According to him, if the man will be seen in the context of a fluid substance name history and if we begin to study temporal slice of the path name to the community. He says that ideology is talking about all three speeches. (Ibid, 183-182). He equates ideology from the standpoint of faith and believes that ideology is like a love suddenly, the tent of the tent of human existence, and she puts in their path. In his view, as love coming and by calculation and comparison can be made, faith and ideology, but he leaves it up to the climate of human existence consciously welcome (ibid: 78-77). For him, the function of ideology in human instinct is as functional. As an instinct, compatible tools that human existence has been entrusted to him succeed in achieving its goals, the ideology of the superior horizontal, when human flourishing and has attained the pinnacle of thinking, he is the man to accomplish his responsibilities. He believes that in a longitudinal movement, ideology, such as the sequence of innate instinct (ibid, 112). Ideology in the works Shariati, has not complex meaning. He tries according to the etymological meaning of the word has a mission, is considered, according to Shariati, the meaning of the term ideology and ideologues believe someone knows who is the owner of a specific opinion (ibid., 60).

2-2-Shariati sociological sense of ideology

Finally, Shariati after understanding the literal meaning and epistemological and ontological ideology that led to the sociological sense and in this sense the element of the current situation and achieve the ideal society is entirely the concept of ideology is embedded. In addition to his individual mission, the mission of making the skirt of ideology (ibid: 137). In his thought system, described as the founding ideology and belief responsibility. Following the switch to be available and looking to the future desired state, the concern is this kind of thinking. In his view reality as an ideology should be fully evaluated and anomalies they know it all on the basis of this knowledge can be used to attempt to change the status quo (ibid: 62). Due to the specific function of ideology is at the Shariati, some of the implications guaranteed, he knows the ideology and worldview from the same school that it comes out. Of course, that kind of worldview that more social aspect to the philosophical.

2-3-The formation of the ideology of Shariati
In his opinion obesity ideology is essential for the long beat three-climatic. One is that you have an understanding of the critical view of the existing reality and way of being seekers intercepted in the end, to show solutions. In the last stage of practical examples and concrete should lay ahead of her lovers until then, we transition from what is to what should be over. (Ibid, 64) He also program after seizing power. And for that ideology is not damaged, and he makes the movement and institution and solutions to the harms of ideology (Shariati, 2010; 34) Shariati said the survival of the revolutionary forces, if it is possible for a long time community leadership with undemocratic mechanisms (Considering that he is the principle of succession) is selected, it is necessary and sufficient dynamism to society, to seize the levers of power to be achieved. In this theory, the principle of the Shia imamate been proposed notes, He is a close relationship between democracy and mature society believes people and that the children of the revolution to reach self-sufficient and not the number of people aware of the number of votes, construction ideological society should be undemocratic channels and apply leadership and revolutionary society would thus be as this is reflected in the person of the leader of the revolution (Shariati, 2014; 560 - 559). Sometimes the concept of Islamic ideology once before Shariati, reveals itself in the Islamic Mission. His love that Islam has social functions to the sequence of turns. In his view, the characteristic features of Islamic ideology of Islam as a divine religion (Shariati, 2014; 551). Element to his knowledge, has a special place. Disciples' ideology must be a critical mind. Therefore, Shariati intellectual reasoning system generally and particularly in explaining the ideology has a central role (ibid, 582). He criticized the intellectuals, the translation of the word in Persian ideology, in the sense that, given that the first was the origin have worked. Shariati insisted that the ideology of the same opinion and do not need to translate these words became obsessive thoughts. (Shariati, 2007; 517 - 516) The extent of the functions of the concept of ideology in Shariati, the characteristics of his personality arises. With in-depth study on all his works, the rhythm of a word such as, responsibility and clearly hear the man responsible. Since he is a sociologist and his analysis of the sociological aspect is more religious elements, among the various functions of ideology, working on community change and build a new society based on collective wisdom has a special place in his presence. Thus, to achieve this goal, the element of individual and social responsibility among other elements before him, is highlighted (ibid: 517). So Shariati with sensitive as possible offers his theory of ideology to build an ideal society and with greater sensitivity to damage it provides solutions to a dogmatic thinking and not rigidity.

3-SOROUSH AND IDEOLOGY

Literal meaning of ideology, Soroush does not matter in the eyes and in his view, this phenomenon is not cast light into the dark house. It means Soroush although the idea of ideology, belief or science of opinion, but this literally, not node opens. Those who mistakenly thought that delves into the meanings of the word, can the genealogy of the history of ideas, know they sometimes ask: The ideology that means the science of belief what contradiction with religion? But the story is more complicated than the literal subject (Soroush, 1997; 176). Soroush believes that trying to find the literal meaning of the term ideology does not solve the problem and thus cannot be realized given the history of ideas, he knows the story deeper than this (Soroush, 1997; 176). What is of critical lines of Soroush ideology comes back around to critique how he actually derived ideology as a tool deals to his Marxist ideology, he initially worked as a charm school's ideology but gradually in the school, as proof of deception was forgotten ideology and its meaning was reduced. Soroush because it knows that the time interval between the first maturing attitudes Marxist thinker origin of this word has been created (ibid, 179). Soroush is the paradigm of ideology as false consciousness, and that the content of his words to be understood, he ideologues act like and act like Sophists knows that with your persuasive speech sought to put in place your hostile enemy. In his view ideology, a system of thought that it is a typical element, is ideal. According to him, the ideology serves as a school and is working on key elements of the universe, especially community clearly express his position according to this thinking, dogmatic followers have weapons to opponents and deniers (ibid.). While Soroush, absolutely essential differences between knowledge and values of its founder, but as an ideology responsible for explaining the dos and don'ts of ethical and should be placed in the basket in the
value of experiential knowledge puts plant. He believes that ideology intertwined collection of sentences that are far from proven quality and falsification (Soroush, 1996; 82). According to Soroush, ideology is a matter of non-epistemic and not the provisions of this knowledge to load it. He says that the historical origins of ideology should sophistry, faith, Antinomy laws, values, ethics and political parties asked the power struggle and equipment that wears out and becomes translated into knowledge to ideology (ibid, 82-80). Soroush with the definition of ideology from the perspective of epistemology and offers cash that it can be entered, various functions it serves these functions as a whole, cannot inherently negative connotation to the concept of ideology. Function, as the name implies, the performance of various ideologies in various fields have drawn up a negative course of history from the realm of meaning, a meaning, review of the conditions that concept, otherwise we shall be like mixing motivated and excited to fallacies or other fallacies. Functional aspect, he was allowed to ideologies attributes: The ideologies 1- Act as a weapon. 2- Are calling for a resolution of rigor. 3- Selectively act. 4- Are made according to the type of enemy and fight. 5- The original job, not the truth. 6- Belong to the era of (not deployed). 7- Need the official interpreter (ibid, 116-106). He was unaware that Shariati to take over the dominant paradigm of the ideas of Marxism, upon the ideas! Obvious and evident pain in her religion was strong, forcing him that a comprehensive program of religion, according to what he had learned to faithful offer that have similar function may manifest extreme love that was constant in this way to Shariati, kept him from preparing for his theoretical ideas. Unlike Soroush thought him sociological approach to religion and knows that this attitude makes the religion of these sources the first away meet for the engine and the non-animated! In his writings and speeches, has warned of the danger that the dynamics of history, may at some point in time, it suffered from apathy and depression so that their cause is stationary. And all these contrary to the notion of ideology is Soroush seems to Shariati ideology, not weapons but faith, responsibility, involvement and dedication (Alijani, 2001; 267) so Soroush because the paradigm is false consciousness of ideology tools (weapons) knows Shariati unlike Soroush that ideology calling for clarity and rigor knows, ideology as science knows that is based on general rules and based on the ideals of human constant but the match that vision with the realities of time and space, it is the responsibility of intellectuals with ideological treatise or book of regulations is driving fixed and unchanging (Shariati, 2000; 98) Shariati with a particular interpretation of concepts such as ijtihad, enjoining good and forbidding wrong and migration offers the transformation of ideology, tradition or culture or any static counter, Soroush expressed attributes of ideology, paradigm, a paradigm suggests that he is aware of the false consciousness while Shariati located in a different paradigm (true knowledge) and slightly beyond and the two each have their own rules and do not be judged with the rules of one over another and whether this judgment is correct, Soroush was a little farther and unaware of the revolutionary fervor that year on Iran, and this passion Shariati pushed further into a revolutionary practice, not a philosophical theory raw materials which have no function. One thing that can be seen in many works of Shariati as a whole, Shariati able to move it to the organs and dynamics of historical religion seared, again to be restored and elements of the movement from volute of religion as ideology pulls out a different way. Soroush unlike Shariati has spent many paradigms in your life, part of his life has followed the ideology. Entirely ideological flavor, quite evident in his works of this period. And evil ideology by writing about other schools put their ideological critique (Soroush, 1994; 13) But with modernity and post-modernity stepping into the critique of pure reason! Has sought, Soroush more postmodern space will, in the role of a social reformer charm is so revolutionary concepts such as ideology seeks to amend and reduce the arbitrary waves of love! It. Therefore, in this period, nectar of ideology in his appeal to the gill false consciousness has become, by borrowing concepts from the philosophy of science tries to understand concepts such as sacredness of religion throughout history, religious people are familiar with them, damage and a fire in the woods cast ideas. He acknowledges that religious teachings entering finger doubt on the body, should not jeopardize the health of popular religion, but the thousands, but the scope of the idea, never in speech, is not limited. According to writer significant error in the critical vote of Soroush around the concept of ideology and its functions taken, the critique of confusing ideology critique of Marxism as an ideology is perhaps the neglect of this issue, and in falling into this abyss, a somewhat
natural to appear, why the name of Marx and his school, Marxism so in the face of communities, the charm that sometimes the school, was considered synonymous ideology.

CONCLUSION

Ideology over time has many meanings and the first, which means the empirical basis of the origin of Marxist ideas in space was a paradoxical perceptions, sometimes the sense of false consciousness, and sometimes as a social reality placed the interpretation, Shariati like many philosophers and sociologists conception of ideology is realistic and it is used to build an ideal society, however, Soroush is known and it distorts reality and features such as an instrumental role, and the selective dogma and dogmatism which are thought to have been unaware that Shariati little beyond and in the search ideology and movement dynamics, he unlike Soroush known non-binding faith and ideology responsibility and involvement and dedication necessary to knows, Shariati ideology as science is based on the general rules and based on fixed values based on the human and the intellectuals who were always in conformity with the realities of time and place ideology and keep it away from danger transformation so Shariati asks discussion of movement and institution and by resorting to dogma and dogma thinking of ijtihad element away from ideology and this is what Soroush has been neglected and make it fallacy.

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THE ROLE OF ALAVI TABARESTAN IN PUBLISHING ALAVID SHI'ITE THOUGHT IN THE TABARESTAN

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ABSTRACT
In the political sphere Sadat Alavi most important result of migration to the north of Iran in the third century AD, was the establishment of the Alavite Shias in the Tabarestan. In the early fourth century with the formation and founding of the school of Nazareth, cities such as Amol and Hosem was considered of the main centers of culture Alavi promotion all over Tabarestan and delam. This paper is a method descriptive and analytical science of history, was evaluated Sadat Alavi Zeidi efforts in the development the Shiite culture in Tabarestan. It can be concluded, Alevi popularity among the general public Mazandaran on the one hand, and trying Sadat Alavi featured in the spread of Islam and Shi'ite thought was Contact the Shiite government of the territory Tabarestan and Building schools, libraries, establishing debate circles and teaching the religious sciences which has been effective in promoting Shiite culture. That is importance of these efforts, according to the prevailing political situation and Sunni Islam dominant, the region has tried to revive the Shiite culture.

Keywords: Alavids, Tabarestan, Zaidieh, Shiite culture

INTRODUCTION
Tabarestan area until the third century with its conquest by Muslim Arabs, has not been completely dominated by the Abbasid rulers. Because of the distance from the center of the Abbasid Caliphate and political power vacuum in the region, could be a good place to Khalifa opponents. That's why when people were harassed Tabarestan agents of oppression Taheri, asked for help from Alavi and escorted them to the people. Therefore, by forming Alavi's government in Tabarestan and political, cultural and religious in the region, favorable conditions were provided for the publication of Shi'a thought in Tabarestan. Many Sadat Alavi of Tabarestan, had spent his life spreading religious sciences and invite people to Islam, a third of them lived in anonymity because of the political situation. On the other hand, those of Sadat who had political power and social services to the public and were known properties and historical resources that they have learned from their abundance Sadat known as Alavi Zaidi in the research is mentioned. In this study, efforts have been made, with the help of historical texts to be paid to the role of immigrant Sadat Alavi Zaidi Tabarestan in the Shiite culture. The Alawite Shiite culture, is the cultural practices and religious Alawite da'is through sources that may include statements regarding

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prayer and religious rituals, school construction, writing religious books and the formation of the school of thought that this paper will be drawn to it. The main question of the study was to investigate the role of Sadat Alavi Zaidi and influential figures Tabarestan (third and fourth centuries AD) in the entrenched position of the Shiites and consequently orientate towards the Shia culture in Tabarestan. Subsequently, the assumption is that the issue of the establishment of the scheme and Alavi political power in the goals and ideals of Alavi and Shiite religious views and consequently undermine the foundations of the legitimacy of religious and political power Abbasid hegemony, has a fundamental role in the dissemination and development of the Shi'ite causes.

1- PRELUDE THEORETICAL RESEARCH ON TOPICS

In the concept of Shiite culture and the role which Sadat Alavi Zaidi Tabarestan played in it, it must be said from a perspective of culture and true basics of Brahman emphasis Shiite Muslim caliphs of the Umayyad and Abbasid rule in the tendency to deviate. Apart from the complex technical and legal issues that naturally among Islamic jurists and different sects there may be differences of opinion over their heads but there was a critical issue that had to involve the public and the issue of sovereignty by agents of the characteristics of a Muslim ruler and how to apply them. From this perspective, two fundamental topics with many different prominent Shia Imamate and the absence of the Imam should have found that the first question is, from this perspective unanimously that all Shiite sects in contrast to the Umayyad and Abbasid caliphs. Secondly, the issue of justice and to avoid discriminatory practices that attracted the attention of people oppressed and unhappy bullying Umayyad and Abbasid rulers towards Alavi. Since that remained in people's memory Islamic countries, especially Iran, justice Imam Ali (AS) and Imam as the leader of the Islamic Society of equality that it did with the lord; this pretext was that the people of Iran and Khorasan in the Abbasid da'i's individual sovereignty in the name of inmate that evokes a member of the family of Imam Ali (AS) uprising against the Umayyad invite and thus, the name of the inmate seized the caliphate. But unlike previous promises not only Abbasid caliphs did not have much difference with the Umayyad but the Alavi clans' pressure and had suffered a double oppression. Undoubtedly, this kind of behavior from listening to advice people not hide rulers, so the descendants of Imam Ali (AS) known as the Alavi, to restore the tradition of ancestor government were in various formats to rise. Sacrifice their reputation as well as ethical people saw them, their hearts were attracted to the methods and manners of the family. Although they have different political and intellectual trends, Umayyad and Abbasid caliphs were significant differences but with practice. Among them the Zaidi Shiite political founder of the first independent government in the territory of the Abbasid Caliphate, they are of great importance in the history of Shi'ism. Their political perspective with emphasis to ijtihad Imam Imam and religious issues, in addition to challenging the foundations of the legitimacy of the power of the Abbasid Caliphate, theoretically, too, despite the intentions of their own volition, the underlying problem is due to the superior characteristics of the Imam in Twelver Shi'a in the Iranians. On the other hand, despite the lack of resources in the history of Shi'ite in the early Islamic period because of the oppression and exclusion of opposition leaders and that except for a few whose number was not on the fingers of one hand, historians wrote that caters to the contents can be confirmed by the rulers, therefore, our thorough knowledge of life in that era Shiites is small. However, reviewing the services that Alavi of Tabarestan and crowbar to spread Shi’ism is important.

2- CAUSES ESCORT PEOPLE OF TABARESTAN WITH SADAT ALAVI

People have always been a significant element in advancing the goals of the community. At the time of arrival of Muslim Arabs in Iran, despite intense social class differentiation of society and oppression that some Espahbodan had allowed the people, on the one hand, and the slogans of freedom and evangelism as

1 Ainehvand, History of Science in Islam, Page 9
we promised people to justice, for example, at the time of Espahbod sun, Omar bin Alla’ from Mansour Abbasi Caliph was ordered to conquer Tabarestan and provide reasons was well known for his success, so that Ibn Esfandiar says: ‘Omar bin Alla’ Amol sat and herald of justice, he said, and the invitation to Islam, according to ridicule and belittling the people of Esfahbod had seen, came in throngs and tribes and accept Islam and his estate toys made clear.’ But soon people misleading slogans against the Islamic conquerors observed their actions. Thus opening had sought refuge to escape, because Sadat immigrants of Alavi against this practice Khalifa officers were, as a group joined them. The point of the fighting force than before relying on the Alevi movement Deilami are fighting force, and outright hostility and without consideration Zaydis with the Abbasid caliphs provided in common for acceptance Zaydis in Tabarestan territory, especially Deilami. This was a golden opportunity for Zaydis has organized its influence to organize and strengthen their Deilami territory. Daekabir come to every city, people paid homage to him in the shift and brokers of Taheri were expelled from cities and rulers had chosen it. Tabarestan people and crowbar to meet with officials of the Abbasid caliphs and rulers Taheri allied with each other to advance its objectives, one of the Alavi elders led by their choice. Alavi was known as good manners and justice in the region. They went to Mohammad bin Ibrahim a descendant of Alavi who was renowned in living embryos to asceticism, piety and learning, therefore, the presence of people in the anti-oppression movements that were led by Alavi of Tabarestan, widely and can be viewed effective.

3- THE ROLE OF THE ZAYDI SCHOLARS IN PROMOTING SHI'ISM IN TABARESTAN

Great Sadat of Alavi, mostly in jurisprudence and theology were prominent and inviting people to Islam of enjoining good and forbidding in the form of morality troops, helped to promote religious sciences. As such, after the foundation of political power in Tabarestan Alawi tight, Alawites began a large movement in the realm of science and religion. Aside from Tabarestan, Alavi due to religious zeal anywhere on earth were entering the dissemination of the teachings of Islam and the spread of religious sciences were acting. For example, measures can be considered a great motive. Religious activities Hassan ibn Zayd known the Daekabir (ruled: 250-270 AH) is famous for publishing and development of religious sciences. When people Mazandaran in Saeed Abad (current Marzanabad) was established pledged allegiance to al-Hasan ibn Zayd, a condition brought homage to the Book of Allah, the prophetic tradition and enjoining good and forbidding wrong. Hasan ibn Zayd after the establishment of the rule, missionaries in various areas, including Sari, Damavand (Danbavand) and sent Firouzkouh. After the relief of its internal and external opponents, to issue a religious decree and determine the spread of Shiite religious and by appointment in a letter to its rule and ordered them to people familiar with the Shiite Islamic culture. The letter was ordered to serve the people of the Book of Allah and the Sunnah of the Messenger of Allah, what is certain of Imam Ali and Imam righteous, Imam Ali, in the principles and secondary principles of religion has come, and their apparent virtues and his superiority over all the nation. Government agencies should stop people from believing in algebra, assimilation and enmity with the people of monotheism, it also prohibits them from attacking the Shiites and annoyed and hurt and do not tell anything about the virtue of God's enemies and the enemies of the Imam Ali, were urged people tell tall Merciful and Compassionate in prayer, morning prayer qunut to mark the funeral prayer five said Takbeer, the wiping

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2 Ibn Esfandiar, Tabarestan History, Page 176
3 Ibid, pp. 228-232
4 Marashi, Tabarestan History, Rouyan and Mazandaran, Page 129
5 Ibid., 130
6 Amoli, Rouyan History, Page 64
7 Marashi, former, p 129; Oliyaollah Amoli, former, Page 64
8 Marashi, former, p. 130
9 Ibn Esfandiar, former, p 240; Amin, Ayan Al-Shiaa, vol. 5, p. 83
off of the left shoe, in prayer and brought added sentence, sentences two to two read prayers and beware are from the Zaydi rulers disobeyed orders. This command was also associated with an ultimatum that whoever opposed the directives and vision, blood was lawful.\textsuperscript{10} Efforts in Alavi culture and follow the orders of Imam Ali [as] well reflected in this statement. First, practice the commands of Allah and the Sunnah of the Prophet Imam Ali after the book topped the demands of Hasan ibn Zayd. Respect and protect the Shiites, another part of the command that played a significant role in the development of the ideological demands of the Shiite culture. In religious rituals particular attention to cultural differences Shiite with Sunnis. These commands after by Hassan bin Ali Atroush the composition of numerous books, and remained institutionalized and in the aftermath, the grandson of a girl of Atroush, Seyed Morteza in Al-Naseriyat with the celebration of his grandfather as a scholar of Ahl al-Bayt, his/her fatwa has collected.\textsuperscript{11} In addition, according to the documentation of historical texts, Hasan ibn Zayd wrote several books in promoting Islamic beliefs. Including "Al-Hojat fi Al-Emamah", "Al-Jame fi Al-Fiqh " Al-Bayan" of course, today there are traces of these books.\textsuperscript{12} After him, his brother Mohammad ibn Zayd came to power, he passed much of his reign fighting with the opposition.\textsuperscript{13} As a rule, failed attempts in the promotion and development of religious sciences. But in numerous texts, praised him for wisdom and generosity. As Seyed Zahir al-Din Marashi in "History of Tabarestan and Rouyan and the Mazandaran" and and Ibn Efsandiar in "Tabarestan History » he writes about the people, many Arabs, Persians, Roman, Indian, etc. for friends and willingly took advantage of his presence.\textsuperscript{14} Shortly after he took the rulers Samani on Tabarestan and then Hassan ibn Ali Atroush (Nasser Kabir, ruled: 301 304 AH) was dominant on Tabarestan and Deilaman. During his life he wanted to spread the teachings of Islam and calling people to Islam Deilam serious efforts in this direction counts.\textsuperscript{15} In his book Alahtsab the importance of the issues and rules that it needs an inspector to handle the Muslim community, has said. He legitimate and legal issues that businesses needed it, refer to the separate states and legal rules businessmen with a consensus among scholars on the Prophet [pbuh]. Format traditions that Atroush quoted from Imam Ali. In this book, he is to be counted inspector decided that the slogan inmate give and take a few knocks example, especially in connection with the call to prayer and saying that La ilaaha Alaallah at the end of the call twice and finally brought an express order and Amin in Hamd at the end of leave, living on prayer and brought Ali not to bring the action and the name of God with a loud voice say.\textsuperscript{16} In another part of this book writes that some of the prohibitions ban on muhtasib for example, the carpenter and woodworker orders like backgammon and chess gambling machines and refrain from shaving their fatwa is a documentary narrated by Imam Ali. Of the content that relates to the issues and Shiite Muslim community and is consistent with the look of the Prophet Shiite, can be found in abundance in this book that was promoted by them.\textsuperscript{17} From important factors of this book, the author tells the story behind his fatwas of Imam Sadiq. As part of his book of Prophet Hazrat Fatemeh [as] a documentary mentions and quotes from Imam Sadiq says.\textsuperscript{18} In Al-Basat book in ideological and theological book is a Nasser Kabir wrote for his school pupils, the unity, and the plot points.\textsuperscript{19} As a result of the Nasser Kabir action in publishing and development of religious sciences, especially the Shia, is clear. Authored multiple books

\textsuperscript{10} Ibns Efsandiar, former, p. 240
\textsuperscript{11} Sharif Morteza, Al-Maseel Al-Naseriyat, Tehran: Center for Research and Scientific Research, 1997
\textsuperscript{12} Varedi Koolaece, Alavian Tabarestan History, p. 92; Amin, former, p. 91; Sheikh Agha Bozorg Tehrani, Al-Zorrie Ela to Tasanif Al-Shiaa, vol. 6, p. 255
\textsuperscript{13} Ibns Khalidun, Al-Ebar (known as Ibn Khalidun's history), vol. 2, p. 546; Ibns Moskevah, Al-Om experiences, vol. 5, p. 13.
\textsuperscript{14} Marashi, former, p. 141; Ibns Efsandiar, former, p. 256
\textsuperscript{15} Ibns Al-asir Al-Jazari, Al-Kamel fi Al-Tarikh, vol. 8, p. 81
\textsuperscript{16} Atroush, Al-Ehtesab, pp. 46 -40
\textsuperscript{17} Ibid, p. 47
\textsuperscript{18} Ibid, p. 50
\textsuperscript{19} Atroush, Absat, p. 45
on jurisprudence and doctrinal, theological schools and honoring religious figures, the most important measures in this regard. So that enthusiasts from all over to take advantage of his knowledge and facilities that were provided to promote religious, went to Tabarestan. According to some scholars and scholars of the history, school that Nasser Kabir founded in Amol, the first seminary (or at least one of the first schools) in the Islamic world. According to Ibn Esfandiar (who lived about three centuries after Nasser Kabir), Religious Science and Education of Nasser Kabir in Tabarestan, Gilan and the crowbar expanded, yet (in the sixth and seventh centuries AD) was established. His successors such as Daei Saghir and al-Moayyid Billah although the culture of the great scholars of his time were Shi'ites but not much. Zahiroddin Marashi about Daei Saghir (ruled: 304-316 AH) wrote: "... scientists and grace and respect ancient houses and was honorably and did not follow any from grace and knowledge". Also Abolhossein Ahmad bin Al-Hossein bin Harun Al-Aqua in the year 380 AH, Deilam people paid homage to him, and since then « al-Moayyid Billah» was called for twenty years, the government and tried to develop teaching religious sciences and law if You and your various writings of the injured. Narrated Ibn Esfandiar for integrity, eloquence including Gill and Deilam responded to the invitation. Al-Moayyid Billah one of the famous characters Zaidi was in the area, was especially Tonekabon. Abu Talib Yahya bin Al-Hossein Bin Harun known as Nategh Al-Hagh; older brother of Abolhossein Ahmad Al-Moayyid Billah the development of science and religion in Tabarestan and was Deilam. According to Ibn Esfandiar "in Gorgan time was engaged in teaching and expression and scholars from around the world before he had arrived and benefits." And the presence of scholars and intellectuals who Sahib Ibn Abbad (Minister Buyids) Lesson learned. He influenced the judge Abdoljabbar and Abolabass Hassani, a representative of the school of conductors in Tabarestan was great, the religious Shiite Zaidi was converted to the faith. He, after the death of his brother Al-Moayyid Billah in the year 411 AH political leadership and raised his leadership and people paid homage to him with scholars and was in office for twelve years. He is the author of the book "Tayseer Al-Mataleb fi Amalli Abi Talib," which is the most important hadith collections Zaidi. This book matters of faith traditions, legal and ethical. This book is of particular interest of Zaidi and many religious books such as the seat of Shams al-Akhbar Zaidi have borrowed from it. The Imam Zaidi, who remained polygraph, since it is published. Of course, Sadat Alavi, were involved in the publication of another Tabarestan religious education that is not to prevent the prolongation of sentences from it. So, given the above, that the political sovereignty of the different aspects of critical importance to Alavian. First they cut Taheri agents and representatives of political rule of the Abbasid Caliphate on the area, prevent the continuation of previous policies and implemented a different approach in governance. On the other hand by removing the previous limits, provided the groundwork for the development of new teachings. Creating the change at the political level the ground for intellectual and cultural development of the infrastructure provided.

4- SADAT ALAVI STUDENTS IN TABARESTAN AND THEIR ROLE IN THE DISSEMINATION OF SHIITE CULTURE

Sadat Alavi put all their efforts since their arrival in Tabarestan, inviting people to Islam, publishing religious instruction. In this course, students trained, some of which have been developed by and many

20 Ibn Esfandiar, former, p 275; Marashi, former, p 148; Amoli, Rouyan History, Rastineh Gardani Afshin Parto, p. 110
21 Zeidan, History of Islamic Civilization, vol. 2, p. 625
22 Ibn Esfandiar, former, p. 97
23 Marashi, former, p. 151
24 Al-Nahl, vol 7, p. 405
25 Shoormeij, Mohammad and Mahtab Shoormeij, Analysis of the character of Al-Moayyid Billah Alavi, pp. 83-87
26 Ibn Esfandiar, former, p. 101
27 Madelung, Sect of Islam, p. 145; Ibn Esfandiar, former, p. 101
people were familiar with Islam and religious knowledge. On the other hand it is clear that religious knowledge and Islamic culture, essential to one another, as with the growth, promotion were different. Announcing the Zaydi sect of Islam as the official religion in the territory of Alawi, build schools, libraries, make circles of discussion, debate, dialogue and teaching the religious sciences by Sadat Alavi and education of many students, including measures in the field of promotion of Islamic culture with the Shiite tendency was Sadat. One of the students Sadat Alavi of Tabarestan, was Jafar ibn Mohammad Niroosi Tabari. His great thinkers of his era (3rd century AD), which has tried for publication and development of Islamic culture in Tabarestan. He was the student of Qasim ibn Ibrahim al-Rassi al-Hassani al-Alavi (Death 246 AH). Imam Qasim al-Rassi although leadership did not introduce the principles of religion but for it to be made a prominent role. His Imamate of practice such as prayer and fasting knew it was from God.28 Jafar ibn Mohammad Niroosi was student and advocate of his thoughts in Tabarestan. Also Abdullah bin al-Hassan al-Eyvazi al-Kelari (who was also a native of Tabarestan) among students Qasim ibn Ibrahim al-Rassi and was one of the first proponents of Islamic culture in Tabarestan.29 Also, students of Nasser Kabir had much effort in spreading Islamic culture. So that, according to Ibn Esfandiar, students Nasser Great efforts in promoting the law, to continue to look after him and was significant for centuries. He mentions people who were in the presence of Nasser Kabir studentship, including Abullalla Alsorouri and Ibn Mahdi Mamtyir.30 Abolhassan Ali ibn Mahdi Mamtyir is the fourth century that has been less prominent scientists in scientific circles. Nazhat Al-Abser and Mahasen Al-Asar book are his valuable work. This book contains many sayings of Imam Ali. And most likely written before the Nahj al-Balagha. Ibn Shahr Ashoub in addition to Nazhat Al-Abser called the events attributed to him. Ibn Mahdi Mamtyir traveled to study science in Amol, Basra, Baghdad and Egypt. After acquiring knowledge Tabarestan return and remain until the end of the Mamtir.31 Ibn Esfandiar known him as Imams Kabar of Tabarestan who had visited his grave in Mamtir.32 Also al-Moayyid Billah Alavi also students such as Abollqasim Hosmi and Ali ibn Balal Amoli, Abuabdollah Hossein ibn Esmaeil Hassani Jorjani, Judge Abolfazl Zaidi ibn Ali Zaidi, Zaid bin Ali Zaidi, Sharif Mankdim train each of which tried to promote Islamic culture. Therefore it can be concluded that Sadat Alavi Zaidi Tabarestan and his disciples trained numerous students and authorship of several books Religious great efforts to spread Islamic culture and Shiite applied.

5- SHIA SCHOOLS OF THOUGHT IN THE FOURTH CENTURY TABARESTAN

Qasim ibn Ibrahim al-Rassi al-Hassani al-Alavi (Death 246 AH), Sayyid Zaydi Imams were known and who lived in Medina, but with some people in connection with Tabarestan (such as Jafar ibn Mohammad Niroosi).33 So his thoughts released in areas of Tabarestan and students and da'i he had an active presence in Tabarestan.34 His school considered as "Ghassemieh." Another school that was founded by one of Sadat Alavi Tabarestan but the big difference with Ghassemieh school was Nasiriyah school. The school was founded by Nasser Kabir.35 He have thoughts and ideas on jurisprudence have to some extent Zaydi Imams were different. He believed in the law and the law of the Shia Imami was approached about the inheritance, accepted the terms Shiite and Sunni discriminatory views refused about the inheritance. As a

28 Mousavi Nejad, familiar with Zaidi, p. 92
29 Ibid, p. 14
30 Ibn Esfandiar, former, p. 97
31 Ibn Shahr Ashoub Monagheb Al Abi Talib, p. 379
32 Ibn Esfandiar, former, p. 97
33 Madelung, Sect of Islam, p. 142
34 Local, Al-Hadayegh Al-Verdiyeh fi Managheb of Imams Al-Zaidieh, p. 7
35 Ibn Anbeh, former, p 374; Zidane, former, p. 625
result, after the Zaydis the sidelines of the Caspian Sea were divided into two rival communities Ghassemieh and Nasiriyah.\textsuperscript{36}

6- SADAT ZAYDI SCHOOLS

Each school and attitude challenges and ideas with schools competing needs two basic elements, one political power or eliminate the possibility of supporting and non-political threat against the propagation and dissemination of their faith; the other schools foundation to promote and publish its teachings to train specialists in religious belief and strengthen the theoretical aspects of religion in a way that will have the ability to process theories of their faith. Obviously, since the Caliphs Umayyad and Abbasid in different ways were prevented at promoting Shiite ritual and since the possibility of having school provides continuity and promoting various Sunni sects and Nezami were promoting their beliefs, any attempt to schools by Sadat Alavi, could be an opportunity to expand Shiite culture among the general public. In this regard Alawi In addition, schools of thought, from building schools and providing educational opportunities for knowledge seekers were ignored. Although first-hand historical sources such as Ibn Esfandiar Tabarestan are silent on the details of how the formation of religious schools, the exact location and function of schools in promoting religious issues in Tabarestan. Sources later in this chapter did not pay to details, however, in consideration of the results that were achieved in the following decades, especially in training apprentices, can be partly realized the importance of these schools. School that Nasser Kabir founded in the early fourth century AH in Tehran, the first seminary (or at least one of the first schools) in the Muslim world. It can be noted in the old theological school in Gorgan and its activity in Atroush time.\textsuperscript{37} Daei Saghir also founded a religious school in Amol was the place of publication and development of science.\textsuperscript{38} Some of these schools can be pointed to two important scientific areas Amol curriculum and Nasser Kabir School and Daei Saghir School.\textsuperscript{39} Also, Al-Saer Bellha Abolfazl Jafar ibn Mohammad of Nasser Kabir relatives, after mastering the Tabarestan, established a library and school.\textsuperscript{40} Abu Talib Yahya bin Al-Hossein bin Haron, known as Nateq Al-Haq, the ZS and Tabarestan the resources Zaydi scholars have named him as leader, established schools in Tabarestan and Deilam. To theorize affect a missionary school education, need serious training, Alavian Tabarestan probably after the establishment of the Zaidi in Tabarestan, had this important issue.

7- THE ROLE OF SIRE SADAT ALAVI ZAIDI TABARESTAN AT SHIITE CULTURE

History has shown that the majority of Sadat Alavi effort and intention of Tabarestan, in the Shiite culture has been published. Since Hassan ibn Zayd and Mohammad ibn Zayd Alavi tried in order to develop political power of Alavian and most of the time they passed in political struggle with the opposition, and had less space for cultural activities and gave less rosy than Nasser Kabir role in spreading the Shiite culture. Also their behavior was different manner than Nasser Kabir, therefore Sadat, who had a strong role in the development of culture Shiite, was Nasser Kabir. Historical sources, Nasser Kabir rule with justice, fairness and openness are introduced.\textsuperscript{41} This is by Sadat Alavi, so that people would be interested in Islam. Ibn Esfandiar on "Tabarestan History» says: "However, Sadat time that regionalism them (people of Tabarestan) ran and piety, knowledge and piety were sitting and said what he believed to be a

\textsuperscript{36} Madelung, Shiite of Imami and Zaydi in Iran, p. 183  
\textsuperscript{37} Ibid, p. 14  
\textsuperscript{38} Seyed Kabari, Shiite seminaries in the context of globalization, p. 550  
\textsuperscript{39} Ibid.  
\textsuperscript{40} Marashi, former, p. 155  
\textsuperscript{41} Haruni, former, p. 56; Ibn Esfandiar, former, p. 269; local, former, p. 214
Muslim character, is with Sadat.\textsuperscript{42} Various historical sources, the majority of Sadat has a good moral and spiritual potentials and owner equity are introduced.\textsuperscript{43} Hassan Bin Qasim (Daei Saghir) has gained considerable influence and power had earned and political character; but the nobility and courage against indigenous leaders of Islamic laws did not silence. He warned local leaders and dignitaries from drinking wine. This is his insistence on implementing the teachings of the Quran, they rebelled against him and caused numerous problems for him to make and finally lost their lives in this way - on 25 Ramadan 316 AH.\textsuperscript{44} Although some minor Dai behavior is not approved; but his insistence on the implementation of the law of God, even at the cost of losing the support of some influential, he is reminded of the state of Alavi. In the tradition of many Sadat Alavi, forgiveness was a priority offenders. Like the story of the Nasser Kabir and Hassan Bin Qasim (Daei Saghir). After the establishment of Nasser Kabir, he is part of the responsibility of government of Daei Saghir and then some of the local rulers of the embryo and the rowbar, Daei Saghir have deceived and to assist each other, against Nasser Kabir revolted, he was arrested and jailed in fort large. But after a time, Nasser Kabir with the ruling of Saari (Leili bin Neman) was released from prison and returned to power. Nasser Kabir having achieved Hassan Bin Qasim, not only took revenge on him; but she was pardoned and brought his granddaughter to marry him and appointed him as the governor of Gorgan.\textsuperscript{45} Sadat Alavi Tabarestan attempted, humility maintain the highest political and social positions, and the people were very significant. Although some of Sadat Alavi in terms of gaining position and power, did not remain a good record, but most of them were disinterested world of wealth and ambition. As they spent most of his life with minimum resources, to promote Islam and this has caused many people to show their interest such as Mohammad ibn Ibrahim Alavi and Nasser Kabir. Therefore, asceticism, piety, and godly of Sadat Alavi was such that people are seeing them and view them good manners, they tend to them.

RESULT

Emigration of Sadat Alavi and the subsequent establishment of Alavi's government in Tabarestan, Alavian chance to walk in a way that further development and spread of religious sciences. Among Tabarestan public support of Sadat Alavi, had a major role in their success. The formation of Nasiriyah and Ghassemieh School during the reign of Alavian in Tabarestan, suggesting an attempt Sadat Alavi was in publishing and development of this religion. Among Great Sadat Alavi Zaidi, Nasser Kabir role in the conversion of the people crowbar and Tabarestan and training teachers and students writing religious books was very impressive. Religious School founded in Amol and the revival of the old theological school in Gorgan, was including work. Also, Sadat Alavi Zaidi, tried Alavi with nature and with justice and fairness, have dealt with people and even during the rule of Tabarestan not out of this behavior. This resulted in attracting people to the culture Tabarestan to Alawite Shiite culture. As a result, the rule of Shiite Tabarestan territory and the construction of schools, libraries, establishing debate circles and teaching the religious sciences by Sadat Alavi among the measures has been active in the promotion of Shiite culture.

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\textsuperscript{43} Local, former, p. 56
\textsuperscript{44} Spuler, the history of Iran in the early centuries of Islam, vol. 1, p. 155
\textsuperscript{45} Ibn Esfandiar, former, p. 274; Marashi, former, pp. 147-148
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EXAMINING THE IMPLEMENTATION OF URBAN DEVELOPMENT PLANS IN SPACE AGENCY (CASE STUDY: BABOLSAR COASTAL CITY)

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ABSTRACT
The purpose of the present study is the examining the implementation of the urban development plans on space agency of Babolsar coastal city. Therefore the method of this research is descriptive-analytical and in terms of purpose, it is practical. In order to collecting data, it is used the study of libraries-documentary by analysis of the reports of commission of article 5 and 100 in the period of 11 years (2005-2015) and also done interview from survey study. The results show that from total area of 1652 hectares in Babolsar coastal city, about 60 hectares had fundamental changes by increasing illegal density, changing the users and separation that has conflict with disciplines of urban plans. The result of research confirmed the presented hypothesis and show that the three elements (governmental, private, public) sector as converters of space agency had effect on current changes in Babolsar city directly or indirectly. Also the dependence of Babolsar urban management to resulting revenue from density increases, this process has continued from 2005 to 2015. But it has decreased at 2015 and has oriented toward breakdown of lands. Therefore, these density increases were not the same in all 16 neighborhoods of Babolsar city and the most of them were at premiership area.

Keywords: Urban space, space agency, urban structures, urban development plans, Babolsar

INTRODUCTION
Coastal areas in terms of their situations, they have comparative advantages. So they are one of the potential capacities in development planning. But in recent decades, false use from these valuable resources has faced world coastal areas with critical and dangerous situations (Zhao, 2011). Such as the incoming pressure on them is more than the capacity of their environmental resistance (Aghmiri, 2009). Population growth, wasteful use of resources, polluting coastal areas, development of incompatible activities with environment, and the lack of coordination between activities at coastal areas are the most important causes of the pressure in these areas, to the extent that one of the problems that human society is faced with them, are the same effect of these immeasurable pressure and uneven growth of urbanization on coastal environment, as Alison says: “coastal areas are among areas that more than any other areas have exposed danger of this unlimited development (Wang et al., 2007). Coastal cities of Mazandaran province, like other coastal cities, because of their exclusive qualities from long time ego were under effect of hidden structure and economic, social and political authorities (in public and non-public sector),
such as the display of these negative considerations and effects and rarely the positive of them in all urban dimensions (physical, skeletal, social, cultural and financial-economical), can be well seen and understand (Jamali et al, 2013). Of course these effects in all coastal areas of Mazandaran province were not same and each city according to its attractive extent for hidden structure and authorities, have experienced different change, space agency of coastal city central Mazandaran district, (Babolsar), according to its neighborhood with shoreline and its population trend, is more tangible among these problems (Athari, 2012). We can point to performed speculation, influence to agricultural lands, and privacy sea, increasing of building density, hotel building, illogical apartment building, which these problems in Babolsar city at beginning days after revolution victory, because of the series of activities that the most important of them are constructing metal bridge on Babolrood river and establishment of Mazandaran university, and also cancel ownership law of the urban wastelands with performances of newly established institutions of housing foundation, land development authorities, and after that, urban land organization, and poor institution which had strongly effect of urban structure. In these urbanization changes, Babolsar city has many developed and agricultural lands around city rushed to new constructions. Such in 1986, urban area was about 1174.18 hectares with population of 28591 (consulting engineers of environment role), while at 2014 it is increased to 1652 hectares with population of 61984 (Babolsar municipality), and many of these changes had negative effects on urban approved plans. Examining the implementation of urban development plans on space agency of Babolsar coastal city is the fundamental problem of this research.

THEORETICAL FRAMEWORK

Space agency

The concept of space agency in many decades was one of the important subjects in geographical researches that have not been defined clearly. Pacione (2002), in the book (space agency of society), proposed many suggestions about selecting place, arising hierarchy and space mutual relations and reaches to measuring space agency of regions. His first emphasis was on population, space distribution and its movement, but he also emphasizes on multiple factors such as physical environment, using of lands and space, distance, distribution of economic activities and wealth, culture and political circumstances, historical development of land and so on (Galster et al, 2001). Space agency expresses a form of physical and human subjects. Places, lines, levels and quantities are four geometric elements that space agency explain and define by them. From radical geographer point of view, production factor and productive relations are fundamentals of space agency. Space agency is always changing in all its dimensions. All of the natural or man-made phenomenon have a kind of structure that present the discipline between the relation of part and whole (Pacione, 2002). One of the oldest theorizations in this relation attributes to Immanuel Kant, he pointed to separation of time and space and separation of history (as society), and geography (as space), by introducing “history has separated from geography only by time and space forms, that the first one is the report of phenomenon that come one after another and show time, and the second one is the report of phenomenon that are beside each other in space (Ghadami et al, 2012).

Justified and explained viewpoints of constitutions of space agency

Space and space theories for analyzing the city and social politic strategies, whether in understanding the cities as knot at financial network, production, information and other universal factor or in the form of reproduction of infrastructure and urban environment as a reaction toward discussions related to urban durability (economic, social, political, environmental) are informative and constructive (Kazemian, 2007). Therefore, space processes and analysis are used for comprehension, preservation, and management of the qualities and urban lives and existing population among them and also for development of sustainable future. Today “existing problems in cities” and “urban problem” have increasingly involved in more clear problems of space (Klapka et al, 2012).
Society and space

Scientific debates about the relation of form and process (or form and content), can be regarded as one of the most recordable subjects in geographical sciences, social, planning, urban design and architecture (Riazi, 2010). This debate pays attention to the quality of interaction and its result between society (from family until universal society) and space (from one residential unit until space agency-skeletal, regional, national, and transnational). Further emphasis about the importance of this subject in geographical science has done with David’s precautions and criticisms at 1960 decade. He emphasized on dependence between space forms and social processes, inextricably construction and social organization from instruction and space agency and necessity the attention of geography to this dependency (Shokoie, 2008). According to Harvey’s theories, recognition and analysis of cities and collecting procedures and effective politics for changing the special form of cities interrelates to understanding of mentioned relations. One of the oldest theorizing about this relation can be attributed to Immanuel Kant in eighth century. He believed to separation of time and space and separation of history (society) and geography (space), “A history is separated from geography only with time and space side (Sattarzade, 2009). The first one is the report of phenomenon which comes one after another and references to time. The second one is the report of phenomenon that is in space beside each other. (But unlike Kant, none of the great social theorists like Karl Marks, Marks Weber and Emil Dorkim, had not separated urban problems from society or space structure from social structure. Robert Park from pioneers of human geology theory has also imagined basically special structure as resultant of human nature and ecology as revealer the effect of forces and human natural and comparative qualities in forming space. Shorche (2015) believed that space is political and cannot be seen as scientific objectivity and separated from ideology or politic. From his point of view, space is a social production (Negadari, 2013). David Harvey, regards space as a meaningful relation that cannot be identified and comprehended independently from individual situations and their environmental conditions. He knows space as a product of a set of emotions, imaginations, and reactions of individuals toward capitalism for earning rent and changing from flexible accumulation and resulted that today non-capitalism classes play great and more directly role than past. Kastler believes that space is not image and reflection of society, but also is one of its material dimensions. From his point of view, there are two kinds of production space and consumption space in cities and the conflict between domination of capitalism and social life appears in these two spaces (Huang & Jefferey, 2007). From his point of view, government is not only seeking for the benefits of one class, but it also is the preserver of the system, and also has duty for declining the conflict between need with interest and production with consumption. As a result, forming space is not only doing by ruling class and under domination classes has also play a role in formation of it. Antony Gins, among recent urban socialists, has the most shares in introducing the relation between space and society, especially the role of time and space (Miles, 2004). From his point of view, social activities have always constructing from three different and intersecting time, place and paradigm, and all social actions have placed in these dimensions (Shorche, 2015). From Gins’ point of view, with the increase of human control on nature (allocative resources), and therefore the increase of capacity for social organizing (by using from authorities resources), social systems have improved increasingly to the form of time, place and rely on face interaction has declined. In this situation the subject of solidarity comes to existence and urban as a tool for its guarantee will improve. For this reason, city is the center of economic, military and political power and strength. Therefore, the share point of these modern theorists of space is “the unity of space with society and its unity with time”. They know space as a fundamental element of society. They ultimately know dominant class superior in constructing space, but they don’t know space as an inclination of one class, but also like history or time, they know it as a result of conflict between classes, and space is also involve this oppositeness. As a result, production and consumption and space structure accomplish by an informed action. So space contradictions and distinction are the result of existing contradiction in society.

CASE STUDY
Babolsar city is situated at 36°42'09"N 52°39'27"E. This city is situated at the north of Mazandaran province and according to performed examination, it is situated on the surface of sediments and coastal moss and alluvial delta of Babolrood River, and in terms of structure of geology, it is located between Gorgan- Rasht (Fig 1).

![Map of Babolsar city](image)

**Fig 1:** Political and administrative situation in the country and the city of Babolsar, Mazandaran Province

**METHODOLOGY**

The present research is descriptive-analytical in terms of method and is practical in terms of purpose, and according to purposes and presented questions in this research, the method of doing it is like this:

Required data for performing this research have been collected by study of libraries-documentary (examining the commission of article 5 and 100) in the first stage and by field visit in the second stage.

**RESULT**

*The Commission of article 5 in Babolsar city*

According to detailed plan of Babolsar city, for Babolsar city three skeletal areas have been defined. The mentioned areas include the total of 16 planning district. The general density of three areas which earned by population calculation as follow:

**Area 1:** Existing population density in this area was 26.9 and existing constructing density was 44.9. The population density of area was 37.2 at hectare and the average constructing density was 120 percent. Therefore, area one was defined with average density.
Area 2: Existing population density in this area was 35.5 at hectare and existing constructing density was 42.5. Population density was 42.8 at hectare and its average constructing was 120 percent. Therefore, area 2 was defined with more density.

Area 3: Existing population density of this area was 18.3 at hectare and existing constructing density was 39.1. Population density of this area was 26.9 at hectare and the average constructing density was 100%. Therefore, area 1 was defined with a little density. But these density increases in Babolsar city were not according to approved disciplines and in many cases it was out of legal framework. Of course, this increasing density was not stable through 2005 until 2015 and it had the most increasing density at 2005, one year after approval of descriptive plan, and at 2014 it had the least density increase (Fig 2).

The process of changes in density increase of Babolsar coastal city were not the same for different years, its dispersion was also different at 16 districts and it had the most density increase in premiership area (Fig: 3).
Fig 3: Increasing the density distribution map of the 16 districts in the coastal city of Babolsar

*Using of commission of article 5*

Usage like density increase don’t follow a special process between (2014-2015), and it had different volume among years, and the most changing of usage was at 2008 and the least was at 2014.

Fig 4: Land use change by year of 2005-2015
More requests related to changing the usage was agreed by commission of article 5 that is one of the reason for existing of inclusive role of authorities structure in changing space agency and the most request related to changing the usage was related to public sector. Dispersion of related requests to changing the usage was also different by (private, public and governmental) sector at 16 districts and didn’t follow the special process. According to physical structure of Babolsar city that is more agriculture and gardening, most of these usages were from kind of agricultural, gardening to residential and commercial.

Fig 5: Change the distribution map of the 16 districts in the coastal city of Babolsar

THE COMMISSION OF ARTICLE 100

About the kind of extra usage of license from the total 438710 m², about 95% of usage were residential and 5% were from other kind of usage such as commercial and usages without license also from the total 197275 m², 25 percent of usages were residential and 75 % of them were non-residential usage, which according to performed interview with municipality experts and other related organs, all of these infractions were related to public and private sector in the form of apartment building, recreate center, and commercial shops. Of course, among them the role of governmental sector in the form of private and public sector cannot be denied. Also in some cases, these usages of extra license or even without license became legal by getting crimes as a result of commissions of article 5, 100, and experienced fundamental changes in special agency of Babolsar coastal city. Table (1), and as you see at Fig (6) and (7), the most extra violations of license at 2005 were with 53128 square meters and the least of them were at 2010 with
19072 m², and constructions without license were the most about 28448 at 2005 and the least were 1354 m² at 2012, which according to these data we can infer that the most violations were one year after the approval of descriptive plan of Babolsar city at 2005.

**Table 1:** The results of the commission of article 100 (use of additional licenses) 2005-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>The number of cases composed</th>
<th>Additional licenses (m²)</th>
<th>Without a license (m²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>824</td>
<td>53128</td>
<td>20713</td>
</tr>
<tr>
<td>2006</td>
<td>912</td>
<td>56397</td>
<td>28448</td>
</tr>
<tr>
<td>2007</td>
<td>798</td>
<td>49711</td>
<td>23397</td>
</tr>
<tr>
<td>2008</td>
<td>838</td>
<td>47519</td>
<td>17915</td>
</tr>
<tr>
<td>2009</td>
<td>819</td>
<td>48720</td>
<td>22505</td>
</tr>
<tr>
<td>2010</td>
<td>774</td>
<td>41270</td>
<td>18078</td>
</tr>
<tr>
<td>2011</td>
<td>615</td>
<td>19027</td>
<td>11811</td>
</tr>
<tr>
<td>2012</td>
<td>599</td>
<td>40715</td>
<td>1354</td>
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<tr>
<td>2013</td>
<td>596</td>
<td>23066</td>
<td>8777</td>
</tr>
<tr>
<td>2014</td>
<td>787</td>
<td>25540</td>
<td>19512</td>
</tr>
<tr>
<td>2015</td>
<td>698</td>
<td>33617</td>
<td>24765</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8260</strong></td>
<td><strong>438710</strong></td>
<td><strong>197275</strong></td>
</tr>
</tbody>
</table>
Fig 6: The results of the Commission Article 100 (use of additional licenses) 2005-2015

Fig 7: The results of the Commission Article 100 (user without license) 2005-2015

Research Question

The usage of space agency of Babolsar coastal city to what extent has conformity with disciplines and criteria of urban development plans?

Research Hypothesis

The hypothesis related about this question is as follows:

The usage and the structure of Babolsar city have not conformity with disciplines and criteria of urban development plans? For answering to this hypothesis, the comprehensive and descriptive plan of Babolsar
city was basis for action and after that its field studies of validation has been tested. The obtained findings in relation to this hypothesis are:

According to standards density and suggestion for three areas of Babolsar city, between 2005 until 2015, totally 114662 m$^2$ of these density increase were recorded that according to areas of Babolsar city about 1652 hectare about 11.5 hectares of city area they record density increase that is contradictory to approved comprehensive and descriptive plan of city? But it converted to a source of income for urban management, so they agreed it. Of course this amount is without considering densities that weren’t presented in commission of article 5. Totally from area of 1652 hectares of Babolsar coastal city, 469117 m$^2$ (almost 47 hectares), had changing usage that the most of these changing usage were from agriculture and gardening to residential and commercial. Obtained findings from field study that its mages have presented in chapter 4, shows unplanned structuring that has been improved around Caspian Sea and Babolrood River. According to field visit and performed interviews with responsible of urban management, the most of constructions were toward coastal areas and around Babolrood River and agricultural and gardening lands that were in contradiction to development of suggestions for descriptive plan. Forming three marginalized district with area 68 hectares (Graeme 33 hectares, Mehdinasab 10 hectares and Bibisaroze 25 hectares) in Babolsar city, shows that the development of Babolsar coastal city was out of urban approved plans. Therefore we can conclude that the first hypothesis is confirmed and is true about Babolsar city, so the formation and structure of Babolsar city has not conformity with disciplines and criteria of urban development plans.

DISCUSSION AND CONCLUSION

The nature of space agency is essentially unchangeable nature that many elements and factors have effect on them. In this middle, space agency of coastal areas in the most of the world areas had faced with natural and human changes, and very much sectors of natural changes indirectly are as a result of unsystematically operations of humans in these environments. According to increase of Babolsar urban population that improved after revolution and its resulting urban dispersions, urban managers performed a plan in the form of comprehensive and detailed plans at 2001 and 2004 for finding optimized and practical procedures for implementation of purpose and reaching to a successful city which show the future appearance of city. But many attractions of Babolsar city for native and non-native investors from one side and providing the grounds of bribery and using the influence and power from other side, whether from legal or illegal ways (commission of article 5 and 100), cause that space agency of Babolsar city, totally about 60 hectares by increase of impermissible density, changing the usages and separation, has changes fundamentally that has contradiction with disciplines of urban plans. Although in some cases such as situating the building at privacy of Caspian sea and Babolrood River, locating at agricultural and gardening lands, little area of units and inability in providing required parking, it is disagreed, but they were little and totally from 2012 and after that that is agreed with the most of requests and from 2015, the licenses of separation of land have increased that the result of survey shows that the most effective of these sections were governmental-non-governmental (municipality and Babolsar city council) and non-native investors, that the result of the operation of these hidden structures, irreparable skeletal, economic and social effects on space agency of Babolsar coastal city and in the case of the lack of prevention, it will have more dangerous effects on Babolsar coastal city in near future.

REFERENCES


INVESTIGATE THE NATURAL LIGHT IN ARCHITECTURAL DESIGNING BY REDUCING ENERGY CONSUMPTION' APPROACH

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ABSTRACT
The use of daylight in architecture not only meets mental and physical needs of human, but also reduces the fossil energy consumption. From this perspective, Iran’s rich architecture has valuable achievements and experience that requires recognition and introduction to the architecture community of Iran and the world. Although Iran is among the richest country in terms of energy resources, improper use and waste of them imposes irreparable damage to the country's annual budget as far as the construction sector, by using over 40% of the total energy produced in the country and 30% of the proceeds from sale of oil, has the highest level of energy consumption. Since electricity has the greatest share of energy consumption in buildings, providing new ways to reduce energy consumption is necessary. In the meantime, the use of natural light in spaces plays an effective role in energy efficiency and prevention from electricity dissipation, because usual solutions in the present era, i.e. the use of electric lighting systems, cause heating the space and physical damage (eye) in addition to their high cost. In this paper, we account the benefits of using natural light in buildings, and then explain how to use natural light in architecture. At the end, we will present and describe new ways to use this natural resource.

Keywords: Architecture, natural light, reduce energy consumption.

INTRODUCTION
Iran, with more than seven thousand years’ history of urbanization and highly diverse geographical and topography status, is one of the treasures in the world’s architectural history. Climate diversity on the one hand and a long history of settlement, on the other hand, caused this territory to have interesting and valuable achievements in the field of Architecture and Urban Development; including the daylighting practices in buildings and urban spaces. Solar energy is one of free and clean sources of energy free from adverse environmental impacts that has been traditionally used by mankind in various methods. The energy crisis in recent years has made the world's countries to treat the issues relating to energy in a different manner. In the meantime, replacing fossil fuels with renewable energy, including solar energy, to reduce and save energy consumption, control supply and demand for energy and reduce pollutant emissions has been greatly welcomed [1]. The use of solar energy in buildings is one of the oldest applications of this type of energy, but what has drawn the most attention in this regard is the use of solar thermal energy on which there are many research and too many findings. In Iran, the direct use of sunlight for lighting has received less attention, while new and efficient methods have been invented in this regard with the progress of science and technology, and this paper is going to describe these methods. In the art of building or architecture, light is an element proposed along with other elements and concepts such as spatial order structure, materials, color and etc. and has to play its role in design as a separate element. But the fact is that in many interior architecture and construction cases, light is seen mainly as a lighting factor that would reduce artificial light consumption and thereby reduce the power consumption. However, natural light should be involved in lighting a building considering the prevention from attracting undesirable heat.

THE NECESSITY OF RESEARCH
Modern architecture in Iran is completely dependent on the use of artificial light, especially in housing, education and administrative sectors where there is an urgent need to provide light. In practice, the use of natural light that is the most reasonable, cost-effective and clear type of light has been buried. With regard to the existing problems in the area of fossil energy supply as well as environmental problems caused by indiscriminate use of this type of energy, it is essential to reconsider the traditional ways of construction and the use of advanced natural lighting systems.

LITERATURE REVIEW

Throughout history, daylight and building design has been always of interest to architects due to benefiting from this natural gift. Since power and lamp has invented and allowed the illumination of the interior space artificially, the use of natural daylight was often neglected. The last 100-year experience showed that the physical and psychological need of human to daylight is deeper than lighting by electric power; so the studies related to daylight and its optimal use has drawn special attention in developed countries of the world for many years. In this regard, international communities such as the Commission of Illumination in Europe (CIE), Illuminating Engineering Society of North America (IESNA), China Illuminating Engineering Society (CIES), India Lighting Society (ILSE), and other scientific research communities in Australia and Canada are responsible for doing research and production of lighting standards, both natural and artificial light. Given the expansion of scientific knowledge in the country during recent years and the interest of some students to carry out research projects in the field of natural lighting in architecture, some research has been done theoretically on the daylight calculation daylight and some field study has been conducted in connection with natural lighting conditions in office and education spaces; including the research by Tahbaz (2004), Sanaati (2006), Faizmand (2011), Kazemzadeh (2011) and etc. [2]. The establishment of Iranian Association of Lighting and Illumination Engineering was another positive measure in this regard. The necessity of using daylight in architecture, on the one hand, and software development, on the other hand, provided facilities to decrypt the causes of success or failure of lighting in various spaces. By the advent of this knowledge in Iran, in a new direction has been made to study daylight in historical places.

THE BENEFITS OF USING NATURAL LIGHT IN ARCHITECTURE

The use of natural light has many benefits and advantages. Here, there are some of main advantages of this divine gift in brief:

1. Reduction of energy consumption: less dependence on artificial lighting can reduce the use of electricity up to 10%.

2. Reduction of microbial agents and fungi in buildings: most of diseases, especially chronic respiratory problems, are often related to bacterial agents and fungi formed in wet places of the building such as cellars and bathrooms. Natural light can naturally reduce the formation of harmful organisms and sunlight is considered as one of the best disinfectants.

3. Improved health due to vitamin D: plenty of sunlight can prevent from the lack of vitamins D and B1 that may cause diseases such as rickets and beriberi [3].

4. Improve efficiency due to changes in the workplace: A lot of case studies have concluded that performance of personnel working at the places with natural light has been significantly improved.
5. Increased visual attractions in interior design: natural light is still one of the best lighting systems used in interior design, while successful combination of light with structure or building can be a challenging and satisfactory job.

6. Daylight is one of the primary factors creating natural rhythm in biological systems due to ultraviolet rays.

7. The use of natural light has a direct impact on the quality and quantity of other factors of standard space; such as temperature and humidity.

8. The use of daylight in space leads to better relationship with the nature and is effective on the eye health and also reduces anxiety of the people.

THE HISTORY OF USING NATURAL LIGHT

To the best of our knowledge, sunlight was first used in the 3rd century of 4th millennium to gain light and shadow by creating differences in the levels of exterior walls. In Shahr-e-Sookhteh (Burnt City), it can be found from the houses with their wall remaining under the ceiling each room had a way out through a door and there was no window. During the period of Elam Civilization about 1300 and 1400 BC, an example of glass windows has been found with the pipes from glass paste placed together in a frame and surely used to illuminate the building. One of the most ancient documents and samples of door and window in Iranian architecture may be found in the scripts of Median Castles in Dur-Sharrukin. The holes made on towers can be also found on the Assyrian reliefs [4].

During Achaemenid era, the principle of different levels was used to attract the light. According to Professor Wolfgang, it appeared that the angles of Persepolis buildings were deviated so that the first day of the year and different seasons could be determined by creating various contrasts. This deviation of angle would allow Iranian architect to build places to live in a way that every house can use necessary amount of sunlight in different seasons of the year. Sassanian also tended to show the conflict between light and shadow, and it is evident in all their buildings.

ELEMENTS CONNECTED WITH NATURAL LIGHT IN IRAN’S TRADITIONAL ARCHITECTURE

Based on the above mentioned discussion, the elements connected with natural light in Iran’s traditional architecture can be classified as follows:
The first group adjusts the light entering the building and it is divided into two categories: those which are a part of building such as porch, and those added to building and considered decorative such as curtain. The elements proposed as lightwells have different names but they are all lightwells, including: vent, lattice, latticed door and window, Jam Khaneh, Horno, sash window, Rowshandan, Freezokhoon, Goljam, Palkaneh, Fenzer, Pajang, and Tehrani. In contrast, there are some elements, such as the porch, curtain, sunshade, awning and penthouse that control and adjust the light entering the building. In addition, some elements like Shabak (lattice), control the light in addition to attraction. In the following, we explain some of them:

**LIGHT CONTROLLERS**

Porch is a space including the roof and column that is blocked at least on one side and protects human against raining and sunlight. It also passes a gentle light inside in areas where the intensity of light and heat of the sun is high, and in this case we will have an indirect light (Fig 1).

Sunshade: Sunshades are blades with 6 to 18cm in width and their height sometimes reaches to about 5 meters that have been made of plaster and reed. A skein is usually winded at the top of doors and windows that was in fact the horizontal sunshade by which the entry of sunshine to the space was controlled (Fig 2).
Awnings: creating a shadow on the windows prevents from direct sunlight to the window, and thus the heat generated from the sunlight in the space behind is significantly reduced. Sunshades may have different effects including controlling direct sunlight inside, controlling light and natural ventilation. The function of sunshades differs by their color, installation place toward the window and also natural ventilation conditions. The sunshades are divided into mobile and fixed types as well as natural shades like trees.

**LIGHT WELLS:**

Lattice: Iran’s changing weather, quick and clear sunlight, wind and rain, storm and tornado and specific national and religious ideas required buildings to have a lattice or curtain, in addition to two windows, to protect inside the building. Inside the building as protected with vents, wooden or plaster windows and curtain. Outside the building was also covered by crockery or tile networks that reduced the intensity of light and passed weaker light. Light rays’ deviation in collision with stained crannies helped the uniformity and emission of light. Although the entire outer space was easily visible from the inside, there was no view to the inside during the day (Figure 5).

Vent: vent and window cannot be separated. In fact, vent is a small window usually used at the top and sometimes on both sides of the door to attract light and supply air for free spaces. In other words, vent refers to the holes installed in the shoulder of arcades. Vent was sometimes made of wood and sometime of plaster and earthenware and it has been often fixed. In buildings with central and introversive structure where adequate light was supplied from the porch roof or other parts, the vent was at the top of the entrance. (Figure 3)

Sash window: sash is a latticework window that opens up instead of turning round on its heels. Sash window is usually seen on the floor of summer houses and the forehead and porch of winter buildings. The role of sash windows is usually like wooden windows and holes. (Figure 4)

Rowshandan: In buildings where the use of window in the wall was impossible such as markets and other public buildings, architects have created some vents in the solar ceiling that allows passing the light and ventilation. Rowshandan is usually like a gazebo and made of glass networks on the solar ceiling that some of them have glass, some have a polygonal context such as Rowshandan of Hasht Behesht Palace in Isfahan.
NEW WAYS OF USING NATURAL LIGHT

According to the above, in order to save energy in the building we should search for a system that can direct natural light into the building with regard to its benefits and without the limitations of window and light wells. The system is called light tube and widely used in developed countries. This system consists of three parts including collector, director and diffuser. In this technology, the sunlight enters the room through a cylinder. A cylindrical aluminum body covered in silver with high reflection coefficient is installed on the roof to direct the sunlight and prevent the entry of dust particles and another transparent cap is mounted in their room at the same level with the ceiling and connected to the cylindrical body in order to diffuse the light in all directions inside the building. It causes a fixed column of air inside the cylinder. This air column acts as an insulator and prevents from the influence of hot air inside the building and also the exit of hot air in winter. Light tube is also efficient in sunny, cloudy and even rainy days [5].
The system is used with the concept of applying new energy (solar energy) by reflection and intensification of daylight and sunlight in an aluminum cylinder with a mirror cover of pure silver. The light tube is made of an aluminum cylinder whose internal surface is covered by high-purity silver that reflects the colors naturally by a little reduction in total reflection and the surface’s specific performance. A polycarbonic transparent plate (collector) that prevents ultraviolet rays of the sun is on top of it as the sunlight absorber and also prevent the influence of dust into the system. [5]

There is also a polycarbonic diffuser plate (diffuser) at the ceiling to diffuse the light into the room. The surface of this plate has lines for better diffusion of light. The light tube has high performance either in cloudy or sunny weather. There are no potential restrictions for the length of light tubes, or the number of knees in it. But every meter in pipe length creates about 10 % decline in the light. [6]
The system can be used for all flat or diagonal ceilings. Very easy and low-cost installation are among its benefits; because they do not need structural changes in the building and can be easily mounted between girders.

**THE SAMPLES USED IN BUILDING**

This system can be used for lighting dark rooms in every floor of the house, even the cellar, as well as workshops, factories, education places such as schools and universities, the corridors of public places, hospitals, offices and dormitories and also commercial centers, shops and mosques.

**Figure 8:** The performance of light tube

**Figure 9:** Use of light tube in the ceiling

**Figure 10:** Use of light tube in commercial centers
Figure 11: Use of light tube in cellar

Figure 12: Use of light tube in commercial centers

MIRROR CONTROLLERS (HELIOSTAT)

In this method, a number of mirrors are installed on ceiling or open space that can follow the direction of sun. The mirrors can direct the sunlight into mirror tubes and then the light can reach the target level after several reflections and passing through various obstacles. With the use of these systems, the light can be directed to the depths underground.

One of the buildings uses daylight in this way is the new building of “Hong Kong and Shanghai Bank” designed by Norman Foster. In this building, it has been tried to illuminate the entrance hall with over 30 meters of height using a giant concave mirror. Using a mirror outside the building, the light is first reflected into the building and then it is redirected by 90 degrees using the second mirror and finally the light is projected to the entrance hall from above.

Figure 13: Mirror director components
CONCLUSION

The results of this study show that the design of daylighting adheres precise rules and includes the following four stages:

The first stage is controlling the conditions of space neighborhoods. At this stage, with regard to the importance of access to daylight and the share of skylight and reflection of external facades in the interior illumination, it has been tried to choose the volume of building and adjacent spaces so that the sky views in the section, façade and mask of the interior space are in good condition.

The second stage is controlling the depth and geometry of space. The depth of all spaces is considered to be less than the light penetration depth. One of the reasons for this decision is the necessity of controlling daze in these spaces.

The third stage is designing specific spaces. The spaces in basic and long axes (yard) use the yard and location scene to the best and have got different design and geometry.

The fourth stage is design in the middle layers with no direct access to the daylight. There are spaces in these layers illuminated using the roof lightwells and indirect lights of adjacent spaces.

All these cases are the teachings learned from lighting in a traditional building and can be a useful and practical guideline for natural lighting in modern buildings. In other words, this study suggests that natural lighting, unlike artificial lighting, should be addressed from the beginning of the design and initial ideas and considered by the architect in various stages of the design from general ideas to details. There is hope that today’s architects also have environmental concern such as architects in the past and use up-to-date science and technology to enhance the quality of their projects.

So given that Iran is a sunny country and considered as the best countries in the world in terms of solar energy absorption, the use of this natural resource is essential. This energy can be expanded across the country without the need for costly energy transmission and distribution networks, but unfortunately the use of solar energy is insignificant in spite of new science and technologies in the country. It is believed that great sources of oil and gas caused the lack of progress in the use of solar energy. However, the rise in energy prices and reduction of fossil energy resources have revealed the necessity of applying new energy especially solar energy in Iran more than ever. Hence, experts and engineers have to contribute to save and preserve renewable energy sources for future generations by using new methods.

Using new methods such as light tube system and mirror directors is a step for greater use of solar energy and also saving electrical energy in administrative, commercial and educational buildings. The investment costs in these systems are quickly returned.

Furthermore, using these systems in buildings can significantly save renewable resources and thereby prevents from environmental degradation and global warming in addition to protection of natural resources.
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EXAMINATION AND RECOMMENDATION OF DESIGN OF THERAPY CENTERS' EXTERNAL SPACES WITH PASSIVE DEFENSE APPROACH

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ABSTRACT
Iran due to its specific geographical situation and having access to oil has a specific military and political importance in the region. Passive defense is a topic that its role is much more prominent in the current situation of our country. Defense is essential for human survival and providing security. In this study, it has been tried to process the architectural design principles of external spaces of therapy centers, including: location of hospitals, hospital entrance, parking and air connection and helicopter with passive defense approach. Because hospitals are the most important centers that can provide services to injured in times of crisis, and this will not be possible except when these spaces can be less damaged in case of danger and perform their duties properly as possible. For this purpose, analytical-descriptive method and field studies will be used to investigate the role of security in external space of the therapy centers. Finally strategies to design a therapy set will be presented in order to reduce the vulnerability of human resources and improve security by taking advantage of the fundamental concepts of passive defense.

Keywords: passive defense, security, hospital, defense, damage

1. INTRODUCTION
1.1 Problem Statement:
Security is a social issue and is considered one of the consequences of communal living. In other words, security makes often sense associated with phenomena and other people. At the national level, security has a concept beyond survival and protection of the country's nature (civil defense committee, work of study and research group, 2011: p. 12). The most important need in terms of spiritual is security that is considered as the most important purpose of life and the essence of mental health (Fromm, 1981: p. 11).

According to Maslow (1968) when the physiological needs are met, the people consideration will be immediately focused on the meeting and satisfying the higher-level needs such security. These needs are tightly and severely related with social and physical abilities of the environment (Salehi, 2008, p. 22).

Passive defense means defense with minimal management or inactive defense. Impassive defense is a reactive and reflexive movement; so in case of surprise, passive defense must inherently be held accountable (Asgharian Jedi, p. 1386).

Hospital is a medical institution that delivers services using the facilities of diagnosis, treatment, and health care, educational and research to treat and improve inpatients and outpatients. Hospital is the most important unit of services provider in the therapy network of the country and has at least 32 inpatient beds. It should be noted that units that have less beds and their inpatient services are provided on a temporarily are called inpatient treatment centers (Safe Hospital, 2014, p. 48).

A safe Hospital is a hospital that would not destroy at the time of accident, and against the disasters, and the patients and employees to be damaged at least. In critical situations that needs the hospital more than...
any time; safe hospital can continue to its activity and provides the health services as important community-based facilities. The aim of safe hospital design is to increase the knowledge and to make effective changes in order to protect the lives of patients and health workers against disasters by ensuring about the reversible structure of health facilities, and guarantees the risk taking reduction for health employees and institutions through crisis management and creation of passive defense projects. (Safe Hospital, 2013: p. 42).

1.2 Research Methods:

Due to research topic that is the examination of the external spaces of the hospital through passive defense approach, in the research method we require a method that can cover all dimensions of the topic. Therefore, research method in this section will be descriptive - survey. The method of gathering information in the descriptive section is library and in the survey section is field.

1.3 research questions:

The main question of this study: What are the strategies of suitable design for external spaces of health centers with passive defense approach?

Secondary question: to answer the main question we should know, what is the position of external spaces of the hospital for passive defense? And how passive defense affect the design of external spaces of hospital? What are the main criteria of passive defense for the hospital spaces?

2. RESEARCH THEORETICAL PRINCIPLES:

2.1 Categorization of hospitals in terms of level, volume and type of services

2.1.1 Public Hospital (multi-specialized):

These hospitals provide a diverse and wide variety of specialized and ultra-specialized services. They must include at least quad clinical departments including internal inpatient portion, surgery inpatient portion, gynecology inpatient portion and pediatric inpatient portion with specialist physicians and laboratory, pharmacy, radiology, emergency and nutrition portions are all essential components of them.

2.1.2 Specialized hospital (single-specialized)

Single specialized hospitals which are also known as specialized hospitals are provider of diagnostic, care and therapy services in terms of specialized and comprehensive for one or more specific group of patients. In fact, the specialized hospital will only work in one or more medical specialized or subspecialized fields (safe Hospital, 2013, p. 50).

2-2 Locate and select hospital sites:

The establishment of any urban element in the specific spatial - physical position of the city follows specific principles, rules and mechanisms that observing them will increase functional success and efficiency of that element. So to achieve a balance in the spatial distribution of resources and serving is the aim of planners. In planning, a balanced distribution requires locating, resources and facilities so that people under support can easily benefit from its services.

Since the locating hospital will have a direct impact on its pattern and performance, attention to it in different plans and projects is important. So that the establishment of a hospital in inappropriate places
not only will not have the desired efficiency by itself but can have a negative impact on the country's health network.

Until two centuries ago the only factor affecting the construction of hospitals had been religious beliefs. Investigation of the nineteenth century of hospitals in France shows that only difference of hospitals with churches had been in their names. In Iran, some hospitals have been made regardless of social conditions and other factors affecting the places that benefactor was intending. Its result is disturbing the rational distribution system of hospital beds and undesired performance of the hospitals.

After the Industrial Revolution and the impacts of ideas of that time sociologists such as "Harvard", hospital building was existed from the absolute realm of religion and was converted from a public charity institution to a set for the delivery of healthcare and educational services. Finally, the authorities concluded that the hospital is not separate and isolated building and proper locating can manifest it in the social environment as a healthy environment for mental and physical relaxation.

With a holistic view of the country's hospitals, it becomes clear that some of them face with problems such as difficult access and inappropriate, failing to meet the needs of spaces under support by not observing some basic principles on locating. This will lead to lack of desired services and patients' dissatisfaction. So identify basic indicators and criteria in locating and determine the location of hospital construction is very important and should be considered in the planning of hospital (ibid., P. 53).

2.3 Criteria and guidelines of choosing the land of hospital and therapy centers:

Based on the directives Vice President of Strategic Planning and Monitoring Directives, non-educational hospital beds' capitation has been declared about 44 to 85 square meters based on the proportion to hospital's Arfaeiat, number of beds and etc. The infrastructure defined for limited surgery centers has been considered about 444 to 544 square meters based on the area of spaces required and essential joints. Peripheral spaces of hospital such as specialized physicians pensions, patients' concomitant house, police force and sentry chambers, buffet and cafeteria, and etc., will allocate about 14% of the basic infrastructure to themselves (Criteria of designing hospital and therapy centers, 2012, p. 11).

2.4 indicators and criteria affecting the locating and selecting Hospital's site:

<table>
<thead>
<tr>
<th>Row</th>
<th>Indicators of locating and selecting the hospital site</th>
<th>Explanations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Network communication and accesses</td>
<td>In many cases, the lack of precision in locating has caused the possibility of access to hospital, and especially to emergency services to be implemented with problems delay, even with the planning and procurement of hospital amenities and facilities. This issue is important enough that may have destructive and unfavorable impact on the physical or mental condition of patients or even may lead to death of patient. Therefore analysis and examination of access routes and roads to the site and also examination of public transportation around the site, urban approved plans on that area are the main factors in determining the location of therapy centers.</td>
</tr>
<tr>
<td>2</td>
<td>Neighborhood and adjacency</td>
<td>Neighborhoods can have a positive or negative impact on each other. These effects in the negative direction include cases such as dysfunction, discomfort, loss of productivity and etc. Also suitable adjacency of two types of users can increase efficiency, enhance the level of services and etc.</td>
</tr>
</tbody>
</table>
3 Development Plan and redundancy principle  
Land for construction of hospital shall be selected in a way that provides the possibility of the development and expansion of these centers in the future. In other words, prediction of storage space for future expansion of these centers to be possible. Experience has proven that every hospital requires expansion and development every 11 or 15 years.

4 Infrastructures and infrastructural installation  
Hospital locating of the infrastructure should be made so that if part of it is destroyed, there must be the possibility of rapid restoration of the infrastructures and/or if necessary, the possibility of required branching of these infrastructures in order to maintain hospital serving. Some of these basic infrastructures that can be noted are water and sewage system, gas, electricity and telephone. Also the possibility to create a telecommunication networks, elimination of blind spots of mobile phone and radio waves, the possibility to communicate wireless and satellite systems, access to water for industrial use, the possibility of disposal of waste and wastewater industries, etc., are also put in this group.

5 Economic indicator and cost estimation  
Switching the location with the least cost for the relating organizations and institutions

6 Cultural indicator  
Psychology knowledge due to the nature of applied, in the examination of the causes and motives of social and individual behavior of citizens can significantly help to choose the best urban space for the construction and establishment of the centers.

7 Geographical Location  
Geographical location and climatic characteristics of the target location should provide all the needs of a hospital in critical and normal conditions. On the other hand, its negative impact should be studied and examined, and to be considered in therapy center planning.

8 Physical characteristics of lands  
Some of these factors have been identified as the potentials of design and others will lead to restrictions in the plan. some of these cases that pointed out are factors such as soil type, land topography, located in the main faults and floodwaters, located in landslide or avalanche route, located in rivers, the existence of natural and artificial effects, groundwater levels and so on.

9 Area and dimensions of land  
The land is suitable for hospital that is appropriate with its need in terms of dimensions to be able to provide enough space to build a hospital according to capita, as well as having adequate spaces for other welfare and services users for different groups. Land should be large enough in order to rotate the building and to locate in the best geographical direction.

10 Geometry of the land  
Suitable land geometry in order to facilitate layout of the entry and exit routes, location and the way of placement towards the surrounding streets and passages and how the placement of full and empty spaces towards each other will be effective. Lands that provide the possibility of east-west expansion have more priority in selecting hospital location.

<table>
<thead>
<tr>
<th>Row</th>
<th>User</th>
<th>Minimum distance from therapy centers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Industrial factories and workshops</td>
<td>The minimum distance of 200 meters</td>
</tr>
</tbody>
</table>

Location of construction hospitals should not be placed in adjacency and proximity of the following users. If there is limitation, an announced minimum distance to be observed. It should be noted other troublesome users in recognizing the professional group should be identified and taken into consideration.

**Table 3.2: Minimum distance of therapy centers from neighborhoods with inappropriate user**
Gas station and other similar centers

Military garrison (with the exception of military therapy centers)

Airport

Main terminals of train, bus and truck

Police station and police force

Radio and television and telecommunications masts and stations

Schools and related educational spaces

Gyms

Source: Safe Hospital, P. 58

2.4 Entrances of Hospital site:

Hospital site entrance plays an important role as the first canal to access hospital site. In this regard, in order to increase the ease, reducing interference in performance, and enhance the quality of serving it is necessary to consider separate entrances for different functional areas of hospital site by maintaining the safety and security tips. Mentioned entrances are related to the hospital site and should not be confused with the entrances of the hospital building. Some of these entrances are as follows:

<table>
<thead>
<tr>
<th>Row</th>
<th>Entrance Types</th>
<th>Explanations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Main entrance of Hospital</td>
<td>The important entrance that provide the main relationship of the hospital with the spaces outside of the site. Embedding this entry is mandatory in all hospitals. Hospital main entrance has necessarily two separate entrances for pedestrians and vehicles. This entrance by preparation of routes can provide the relationship outside the set with other hospital building entries of such as independent entrance of some diagnostic and therapy spaces such as clinic, laboratory, ... (Management domain entrance, educational domain entrance, services entrance, accommodation spaces and pavilions entrance, and parking entrance. only emergency entrance at the site cannot be integrated with hospital main entrance and must be programmed completely separate. dimensions of this entrance should be planned and designed for commuter of variety of light and heavy vehicles.</td>
</tr>
<tr>
<td>2</td>
<td>Emergency entrance</td>
<td>In addition to the main entrance of the hospital at any hospital, preparation of emergency entrance at the hospital site is required. In addition, the access road and entrance to the emergency department should be completely separated from other entrances of passages. This entrance also necessarily has two separate entrances for pedestrians and vehicles. Appropriate access from the main passages around the site should be provided in the emergency entrance design, and to be determined away from traffic jams, crowded neighborhoods, narrow passages and any factors that lead to the disruption and delay in providing emergency services.</td>
</tr>
<tr>
<td>3</td>
<td>Clinic entrance</td>
<td>This is recommended in polar and regional hospitals that the volume of hospital services is significant to avoid interference in performance and increase efficiency. Separate entrance for clinics set from hospital site to be considered. This entrance also necessarily has two separate entrances for pedestrians and vehicles.</td>
</tr>
<tr>
<td>4</td>
<td>Parking entrance</td>
<td>Parking planning is different in different hospitals. In some due to Parking land constraints has only the possibility to serve management, emergency, and medical groups. There may be also the possibility to serve to patients and visitors in some hospitals. It is recommended parking entrance to be separate from the main entrance of the hospital in the site. The dimensions of the entrances should be planned for commuter of variety of light and heavy vehicles.</td>
</tr>
</tbody>
</table>
To increase the safety and comfort in hospital routes and avoiding congestion and interference in performance for the separation of performance, it is recommended separate entrance to be considered for service and support domain. Of course, in small hospitals usually these entrances are integrated with parking entrance. If parking entrance is not anticipated, the main entrance of the hospital can also be used in this regard. Dimensions of these entrances should be planned for commuter variety of light and heavy vehicles.

6 Emergency and relief entrance

Hospital must also be designed for rainy conditions and provide their services without interruption in these circumstances. In this case, the usual entrances can be used for a specific purpose. In addition to the usual entrances, embedding an emergency entrance is also required to connect the external part of the hospital site to the hospital building. This path must be designed based on the minimum safety standards for the rainy conditions that in case of damage to other communications sites in the rain time, this entrance and its specific path can provide an access to the site to transport the injured to relevant sections. Also arrival of rescue vehicles such as firefighting vehicles can also be done via this entrance. Of course, in any case emergency entrance should also have the possibility of commuting rescue vehicles. Dimensions of these entrances should be planned for commuter variety of light and heavy vehicles.

Source: Safe hospital, Volume 11, pp. 69-67 by the author

To reduce the vulnerability of full important infrastructure and structures of operational against weapons of the enemy, usually transferred them to the proper depth of the ground, and the is only way of communication of these spaces with the outside world, inputs and outputs of them that in case of their damage, cut off communicating with the outside world and individuals and equipment are locked within a secure environment (Akbarpoor, Hosseini, Bita) that in the this case can be prevented dramatically by creation of barriers and knees of 90 degrees from entrance of explosion waves.

2.6 Parking:

The hospital is one of the centers that for referring many people to that, needs to parking predict in necessary amount. Based on the criterion of the parking surface in health users in the most comprehensive urban plans, the allocable area to the parking is up to 30% of the area of total field. This is despite the fact that 30 percent also to green space and the remaining 40% is related to occupancy surface of the hospital building in the ground floor.

2.6.1 Types of parking in the hospital:

In general in a public hospital can be estimated per capita number of parking required for all individuals and groups per bed of hospital at about 2.5 numbers that must be embedded both inside and outside of the hospital site. Parking types include:

<table>
<thead>
<tr>
<th>row</th>
<th>Parking type</th>
<th>Explanations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Parking physicians</td>
<td>Embedding of a parking within the site is required per a physician</td>
</tr>
<tr>
<td>2</td>
<td>Parking non-physician employees</td>
<td>Among these individuals can be noted technicians, nurses, administrative, finance, and engineering and services personnel. Embedding of 1 parking for each 2 forces is sufficient. If there is no possibility of planning of this parking on the site, should be provided facilities required to park cars of this group in outside of site.</td>
</tr>
<tr>
<td>3</td>
<td>Parking cars belonging to</td>
<td>Each of hospital according to the type, level and volume of services has personal vehicles. Among these instructions can be noted to ambulance, passenger cars, and</td>
</tr>
</tbody>
</table>
hospital utility vehicles and heavy-duty. parking of this group should be considered for number of vehicles within hospital site that based on its user type, it is close to the related department

4 Handicapped Parking Parking for people with disability is not only for patients and some patients or hospital staff may also be disabled. These parking should be considered necessarily within the site and in the closest distance compared to entrance of the hospital building. The minimum number of parking spaces for persons with disabilities, 5% of the total parking capacity.

5 Parking of outpatients services The number of patients admitted to hospital need only outpatient services and after receiving diagnosis, treatment or care within 24 hours to leave the hospital. Such as these services can be noted to services of emergency departments, clinics, laboratory of physiology, medical imaging and so on.

Source: Safe hospital, Volume 11, pp. 89-85 from author

2.7 Air connection and helicopter pad:

Air emergencies is among the most important strategies that in the rainy conditions can be effective that in the accelerating the emergency services. Air connection is typically done by a helicopter. Including the facility air connection can be noted to place of takeoff and landing of the helicopter (helicopter pad), access routes, employees of flight (flight groups, groups of flight, flight service groups), physical spaces service and support and so on. In this regard, the appropriate design of helicopter pad is very important.

2.7.1 Helicopter pad types:

<table>
<thead>
<tr>
<th>Explanation</th>
<th>Types of helicopter pad</th>
</tr>
</thead>
<tbody>
<tr>
<td>One of the common methods to prepare a helicopter pad is establishing on the ground in hospital area. This method is more cost-effective due to using building complex systems and ease in implementation. The designing of helicopter pad in the ground is done in two ways: Establish on an extended area Establish on a small areas</td>
<td>On the ground in the area</td>
</tr>
<tr>
<td>Low-height platform is other method to prepare helicopter pad which is used in the hospitals with limited space. These platforms are designed in concrete and steel structures. The height of platforms are in two category: The platform with height lower than 3 meters The platform with height more than 3 meters</td>
<td>On a low platform in the area</td>
</tr>
<tr>
<td>Establishing helicopter pad on the roof has some limitation in future construction and the airlines lack of physical barriers reduce the environmental effect on medical centers. One of the advantage is proper access to hospitals. The distance between helicopter pad and vertical and horizontal routes is low. In this method, a square 25 meter of a circle with 35 meters of diameter is needed.</td>
<td>On the roof of hospital</td>
</tr>
</tbody>
</table>

Resource: Safety Hospital, Page 100-111 by Author

2.8 principle of passive defense:

The major principle of passive defense includes 1. Choosing safe areas in the geography of the country 2. Determine the optimal scale for population establishment and activities in space / 3. Dispersion in the

1.8.2 Proprietary principles of passive defense in therapy buildings

1. The establishment of a building in the safety area/ 2. Being safety place for whole of building / 3. Enjoyment of safe spaces and adequate equipment to increase the capacity to accept emergency patients at normal conditions until at least 2 times / 4. Construction of safe warehouses for storage of medicines and equipment emergency / 5. The possibility of rapid evacuation in emergency situations, including appropriate exit options and legible and quick access to all parts of the hospital to the emergency exit / 6. Easy access to main transport links of the urban / 7. Accessibility of quick and easy traffic of rescue vehicles in the hospital / 8. Existing the transport parking of light and heavy transport / 9. Having the helicopter landing site / 10. Index and being visibility (visibility) inputs (Hosseini, 2007: p. 23).

2.8.2 The major functions of passive defense:

According to the definition and by using the concepts presented, different functions can be recognized for passive defense. So chart below has been extracted from its definition:

Figure 1-3: Major functions of the passive defense (Eskandari, 2012, p. 35)

2.9 vulnerability in buildings

Damages caused by military attacks (bombardment) and Sabotage (bombing), in urban areas and mainly consisted of two groups: Physical damage (buildings, infrastructure and equipment) and criminal damages. Its physical damages consisted of two categories: 1. Initial damages: all damage to be imported immediately after the performance of a conventional explosive system. 2. Secondary damages: the intensification and expansion of the scope of the initial damages caused by the performance of environmental factors.
The most important factors affecting the vulnerability of buildings that enhance vulnerability is the distance from the point of the explosion, building form and position of it against the explosive forces. Damages in the blast wave can be divided in both direct effect of the wave, and the gradual crumbling. Direct effect of the waves can cause localized damages in exterior walls, windows, floors, columns and original beams. This wave may affect in some ways that structural members have not been designed for it, such as upward force on the floor. About the sequence of structural response, blast wave initially be entered on the weakest parts of the area points of near the explosion, such as building envelope. Explosion forces to the exterior walls on the lower floors and may cause of walls rupture and break windows. Then the wave entered to structure and up and down force is entered into the floors. Explosion destroyed large frames, walls, doors, and windows, and disrupts all facilities of the building. The pathology bomb in the building depends on the type, layout structures, and contents within the bomb (ibid. 3).

2.9.1 Explosion effect on buildings:

In time of aftermath of the bombardment, the following cases are visible in its remains:

Buildings with wooden frames see the most damage and main degradation cause of them in addition to the wave explosion had been fire after the bombing.

![Image of building damage](image1.png)

The image of the atomic bombing of Japan that shows the vast destruction of buildings with wooden frames (Source: Bitarafan, 2013, p.)

Buildings with steel frame also have suffered a lot. The main cause of that had been excessive heat caused by explosion and fire after it. As well as buildings with gable roof and metal trusses and metal hangars have been destroyed completely.

![Image of building damage](image2.png)
Steel frame destroyed in Hiroshima (Source: Bitarafan, 2013)

Buildings with brick load-bearing walls in sectors that had significantly more pop, they transmit the energy from the explosion and suffered less damaged.

A building in Hiroshima with brick structure (Source: ibid)

Buildings with reinforced concrete had the least damage. Because in addition to good resistance that had against blast waves, against the fire also suffered less damage.

Concrete building of an area of Hiroshima

One of the factors that have been caused of individuals' damages in buildings that have not been destroyed is entering of blast waves from pops and fragments of glasses and frame of windows. The interesting thing in the meantime is no suffered of damages of narrow cylindrical chimneys that the effect of shape and form shows against explosion.

2.9.2 Effects of explosions on buildings:

In explosive designing, explosive loads are considered generally stronger than other design loads. As a basic principle the pressure caused by the explosion increases linearly with the size of the weapon (the amount of explosive material), the pressure on the structures can be strengthened to 10 times the amount of the initial encounter. Since it is not clear what aspect of buildings will be affected by the explosion, it is necessary that design be done based on the worst case. Pressure caused by the explosion has a negative or tensile phase that occurs in the positive or direct phase. Negative phase pressures in areas of low pressure can cause the breaking glasses to outwards or fall off the roofs of buildings. Exactly in the blast layer, a hole is created that can damage to lower parts of structure. Slender members such as columns that at least have possible area against the wave explosion are much more sensitive than other members. Moreover, in the time of blast wave propagation in space, some of the energy is transferred to the soil.

This effect is similar to a severe earthquake with a short duration. In explosions that occur on the above-ground, this effect is negligible on structure design. In general, to resistant designs for blast, simple
shapes with minimal embellishments are the best solution. By using lightweight decorative materials such as wood and plastic, is preferable compared to brick, stone and metals decompose into deadly pieces in the explosion (2009, Hinman).

• Dimensions:

The overall dimensions of buildings to find the fundamental limitations of the resistant buildings to wave explosion is most important principles of retrofitting buildings against vibrations caused by the wave explosion. There are serious limitations on the height of the building. In fact, it increases the natural period of buildings and leads it to whole the lower answers. The ratio of height to width that is a shape factor, Because of the influence in the reversal of buildings and additional axial load of external structural elements, should be under control.

• Shape:

Shape of building is from most important contributing factors in destruction of building due to a large influence on the dynamic behavior of buildings. Niches can hold waves caused by the explosion and increase the wave explosion effects. It is notable that the trapping waves caused by explosion, large niche corners or with gentle slope have less impact compared with small niche corners or sharp angles.

3. CONCLUSION:

The purpose of passive defense accordance to the principles governing in crisis management is the set of measures, actions and initiatives that by using the tools and conditions as much as possible without the need for manpower and as self-reliance on the one hand increases defensive power of set in the time of crisis and on the other hand to reduce the consequences of the crisis and possibility of Restore damaged areas provides by the lowest cost.

In this study, what are more focused on had been issues of security, defense and military. But the necessity of addressing to this issue very much felt in other areas. Iran is a country in terms of strategic geographical location has always been attracted the attention of powerful countries of the world. There are huge reserves of oil and gas resources that this region has become the world's very sensitive area. Thus addressing to the issue of the civil defense would be critical in other aspects such as architecture and critical infrastructure of the country. A comprehensive study on this subject, this issue brings to mind that there is a missing link between passive defense and architecture issues.

4. SUGGESTIONS:

4.1 Organizational suggestions:

1. The allocation of a maximum of 41% of the land area to the infrastructure / 2. Proximity to the city / 3. Allowing easy access to collection

4.2 Construction suggestions:

1. Beautiful series by utilizes the latest technology of world and modern equipment / 2. Building plan is in a way that takes advantage of the prospects for the region / 3. Continuation of building activities in times of crisis
4.3 performance suggestions:

1. Designing space is in a way that in times of crisis meets the needs of region / 2. Pay attention to proposed standards in the field of passive defense / 3. Safety precautions and considering assisting in the emergency situations / 4. Parallelization of support dependent systems / 5. Utilizes the principle of passive defense in the design, such as camouflage, making invisible, deception, and principle of dispersion / 6. Self-reliance of building of hospital to continue activity in times of crisis

4.4 shape suggestions:

1- Designing form according to the function of collection and the region climate 2 - The shape of the building to be considered due to common patterns hospital building 3 - Using simple shapes with emphasis on axes of the building form 4 - restrictions on building height and prevention of designing landmark 5 - prevention of vertical geometry irregularities and irregularities of the structural system and irregularities plan shape 6 - The use of blast-resistant materials and harmful factors 7 - building with notch or sharp angles of concave shapes in view 8 - to minimize the decoration of buildings, especially by using the heavy materials.

4.5 Being Multipurpose

Suggestion of this research to an appropriate plan is the dual purpose design to be usable both in times of peace and in time of crisis. If multipurpose strategies not be considered in the plans in times of peace work it is inevitable, plans are made in times of crisis that is unused in case of peace.

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