

ABSTRACTS

THE PHILOSOPHIC ATTITUDE TO THE MODERN GLOBAL PROBLEMS

Zhilina V. A. THE PROBLEM OF ALIENATION IN MODERN CONDITIONS

The paper investigates the specifics of the analysis of the processes of alienation in social philosophy in terms of correlation with the features of modern social development. Appeal to the universality of alienation as a characteristic of human existence can not only identify the holistic nature of the phenomenon under investigation, but also reveal the real reasons for the negative phenomena in contemporary social relations.

Keywords: alienation, the man, the man's social being, culture.

PHILOSOPHY, RELIGION, MYTH

Zimenko A. V. FACTORS OF RELIGIOUS CULTURE IN THE CIVIL AND PATRIOTIC SOCIALIZATION

The article presents the results of a sociological research studying the way, which religious culture affects civil patriotic socialization. The application of an authentic research method allows determining the factors of civil patriotic socialization reasonably and rating them.

Keywords: religious culture, civil patriotic socialization, the level of influence of religious culture, conditions and factors of civil patriotic socialization, methodology for determining the conditions, factors and the level of influence of religious culture.

MAN, SOCIETY, CULTURE

Rybalchenko N. L., Pashintsev E. V. THE CULTURE AS INSTRUMENTALITY AND THE PHENOMENON OF HUMAN SPIRITUALITY

It is an attempting to give a universal determination of plural concept of culture in this article. There is specified the most general typology of culture. Conceptual distinction is conducted between a spiritual culture and phenomenon of spirituality. The authors of the article offer the solution of the problem by correlation the society and Spirit.

Keywords: Spirit, spiritual culture, work, personality, society.

Votintseva N. N. THE "SUBJECTIVE TURN" OF SPIRITUALITY

The article is devoted to the notion of 'spirituality' and its modern understanding in the field of religious and secular perception. Spirituality does not mean morality and does not coincide necessary with humanity. Contemporary secular society directs people searching for spirituality to self-centered values.

Keywords: spirituality, humanity, secularization, sacralization, subjectivity.

Khudyakova N. L. MANUFACTURING AS A SUBSTANCE OF SOCIETY

The article explains that only the application of the substantial philosophical approach provides a level of knowledge in the society. It is shown that the production, and not a separate activity, has the properties of the substance of the social. There are called attributes as the substance of social production.

Keywords: social philosophy, substance, manufacturing, production attributes as the substance of the social.

Nevelev A.B. EVENT OF INNOVATION: KEY IMPORTANCE

The key importance of innovation makes the ultimate event, a universal measure, a point of reference in relation to all elements and subsystems of the innovation process.

Keywords: innovation, innovation, innovation event.

Akhmadiev F. V. FREEDOM OF SPEECH AND INFORMATION SECURITY PROBLEMS OF SOCIETY AND PERSONALITY

The article considers the situation in which proclamation of freedom of speech in liberalization and democratization of public life was a serious test for the Russian journalism. Some members of the press corps began to understand the freedom of speech as permissiveness and permission to go beyond the boundaries of the “ethical corridor.” As a result, freedom of journalistic creativity in the post-perestroika period has become increasingly turn around journalistic outrage. On the one hand a series of political upheavals in the form of the “orange” and “internet pages” revolutions that led to the change of government in many countries, media intrusion into the private lives of citizens, information “discharge” of compromising material to the Internet raise reasonable concerns of the ruling elites about information security. On the other hand, in the present conditions there are serious problems with maintaining freedom of speech in the media by the state which is aimed at controlling the information space and attempts to manipulate public opinion in order to keep the power of the emerged élite.

Keywords: freedom of speech, social activity, society, person, information, security.

Kireeva N. N. THE INFLUENCE OF THE INFORMATION CULTURE ON THE POLITICAL SOCIALIZATION OF YOUNG PEOPLE

The information culture is considered in the article as an element of political socialization of young people in today’s information society. There are analyzed different aspects of media influence on the political socialization of young people, including manipulative technology in television.

Keywords: information culture, information society, political socialization, mass media.

Mikhaylichenko D.G. THE INFLUENCE OF TECHNOLOGY OF MASS MANIPULATION OF POLITICAL EXTENSION OF YOUTH

The article is devoted to the technologies of mass manipulation as an important element of fight. Impact of these technologies on youth transforms their idea of reality and conducts to formation of protest political culture.

Keywords: youth, technologies of mass manipulation, resistance, policy.

Mikhaylichenko D. G., Fazlyev A. A., Abdrakhmanov D. M., Kireev N. N. INDICATORS OF DETERMINATION OF PROTEST POTENTIAL YOUTH IN MODERN RUSSIA

Protest potential of youth is a significant phenomenon of political life of modern Russia. The article identifies indicators to diagnose the protest potential of young people.

Keywords: indicators, configuration, youth, protest potential, students.

Sikirin V. L. POTENTIAL AND PERSPECTIVE OF NONVIOLENCE AS A SPECIAL FORM OF PUBLIC PRACTICE

In this article the phenomenon of nonviolence is seen as a part of the potential which is a special form of public practice, aimed primarily to deliberate placement in all spheres of human activity of the highest moral principles. The similar potentiality is connected with unique historical conditions, but it can never be fully implemented. The perspective of nonviolence in the enrichment of social norms and its contextualization is the introduction of new standards of relations.

Keywords: nonviolence, potential of nonviolence, public practice, moral practice, perspective of nonviolence.

Fazlyev A.A. PROBLEM OF MEASUREMENT OF THRESHOLD VALUE OF THE MASS MANIPULATION IN MODERN SOCIETY

Technologies of mass manipulation are considered by political forces as an important element of fight. The flow of information has the maximum of efficiency at which the achievement of its growth leads to decrease in demanded reaction. In article is investigated the research of conditions of fixing of threshold value of influence of technologies of mass manipulation on social groups.

Keywords: information, electoral processes, threshold value, technologies of mass manipulation, politician.

Andreev G. A. MASCULINITY AND FEMINITY IN MODERN CULTURAL PHILOSOPHY. CULTURAL STUDIES

The article deals with a problem of some modern tendencies in gender critics in the field of cultural philosophy, speaking about newborn 21st century cultural and philosophical discipline named "Cultural Studies" which offers new methods of cultural perception.

Keywords: Cultural studies, power, hermeneutics, gender, feminism, modern, essence, femininity, masculinity, critics.

Markov A. V. FAMILY SITCOMS: CULTURAL ASPECTS OF ANALYSIS

The paper discusses aspects of cultural analysis of family sitcoms on contemporary Russian television, the possibility of the influence of family sitcoms on broadcast television audience, the modeling of family relations. There are argued the scientific interest in the family sitcom.

Keywords: family sitcoms, television, family relations.

Madzhaeva S. I. THE PROBLEMS OF GLOBALIZATION IN THE LANGUAGE OF MEDICINE

The article is devoted to the problem of global language of medicine. Life depends on the meaning of a word. Misunderstanding leads to maltreatment and misapplication of modern methods for disease prevention. So the harmonization of medical vocabulary is necessary.

Keywords: globalization, harmonization, medical vocabulary, medical discourse.

Zaprudin A.G., Tsherbinin M. N. DEHUMANIZATION OF MOVIE CHARACTERS. CHANGE OF THE POSITION OF THE ACTOR IN MODERN ENTERTAINMENT INDUSTRY.

Article is devoted to the topic of impact of modern digital technologies on the process of creating of a movie-reality and the laws of its development, new opportunities incarnation of screen characters by the use of computer graphics. The author focuses on the processes of humanization of the computer animated characters, which opposable to classical screenwriting. Also the author takes a look on a problem of duality influence of the visual effects on the development of cinema.

Keywords: figure, screen culture, humanization, dehumanization, impersonation, incarnation.

RUSSIA DESTINY IN THE PHILOSOPHICAL DISCOURSE: PROBLEMS AND PERSPECTIVES

Adylgareev V. I. «NESTS OF RUSSIA» AS A STRUCTURED ELEMENT IN THE SYSTEM OF CULTURAL AND PHILOSOPHICAL HERITAGE OF THE SOCIETY

The article is devoted to the questions of "cultural Nest", the need to study it, the relationship with the Russian way of life, values, and traditions. There is the classification of "cultural nests", and the main types. In conclusion, it is given the considering of the significance of these associations and their role in the cultural heritage of the Russian society.

Keywords: "Cultural Nest", values, education, identity, morality, "the writer's Nest" heritage.

Osina A. I. STIMULATING THE PROCESS OF RE-EMIGRATION OF SCIENTISTS AS A NECESSARY INVESTMENT OF THE STATE: THE EXPERIENCE OF RUSSIA AND OTHER COUNTRIES

In this article are discussed the concept of "brain drain" and the main causes of this process, there are identified main countries which are exporters of researchers and scientists, and it is revealed a growing share of foreign professionals with a degree in the United States. Most of the work is devoted to the analysis of foreign experience to stimulate the re-emigration of scientists (China), are reviewed the specific government actions and the result of the activities - the financial investment, attraction by using the academic potential of the diaspora. In this article is analyzed the financial losses of Russia and the backlog of Russian science and technology due to the massive brain drain in the late 20th and early 21st century. Currently, these are also identified and are implementing the government identified measures to return the researchers by embracing the concept of the state migration

policy of the Russian Federation for the period up to 2025, specific measures aimed at harnessing the potential of scientific diasporas, it is removed the focus of fundamental science in college, and therefore allocated more substantial funding of universities. In this article is analyzed and done an expert assessment of the measures.

Keywords: Brain drain, re-emigration, scientific diaspora, experience in promoting re-emigration flow, concept of the state migration policy of the Russian Federation for the period up to 2025, research led by invited scholars, competition of megagrants.

Romashkina G.F., Stepanova M.V. POPULATION INNOVATIVE ACTIVITY AS A COMPETITIVENESS FACTOR IN A REGIONAL PERSPECTIVE

In article considers the factors that determine the innovative development of Russian regions. It is shown that Russia and its regions lag far behind the global level of innovation activity, economic growth is an extensive method, mainly due to the traditional industries. The number of people participating in some form of innovation remains extremely low: the majority of the population according to mass opinion polls does not take part in the activity. The main factors increasing innovation activity of the population is the level of education, the effect of urban centers, and support zones of influence innovation policy - private organizations that are larger than average for the region. Activities designed to increase innovation in Russia have a significant material and economic support, but not confirmed at the level of real activity of economic agents.

Keywords: innovative development, competitiveness, factors, economic growth, socio-cultural monitoring

PHILOSOPHY AND METHODOLOGY OF SCIENCE

Sukhanov K.N. THE PROBLEM OF SCIENTIFIC CHARACTER OF PHILOSOPHY

In article is investigated the problem of applicability of criteria of scientific character, scientific rationality to philosophy. In article is proved the position about necessity of the differentiated choice of criteria of the validity for various components of philosophy taking into account their interaction with a concrete science and language.

Keywords: philosophy, an inductive method in philosophies, a teoretiko-deductive method in philosophies, informative functions of philosophy, criteria of scientific character of philosophy.

Chernova E. G. ABOUT "ETERNAL" METHODOLOGICAL DILEMMA OF THE HISTORICAL KNOWLEDGE

In the article are examined the contemporary versions of traditional methodological approaches in the historical knowledge. It is given the brief characteristic of cognitive- information theory and constructivism. It is based on the lawfulness and the result of the treatment of historical knowledge as a dialogue.

Keywords: history, historical knowledge, the methodology of history, cognitive theory, constructivism, dialogue.

Ivanova N. A. SCIENCE AS PRACTICE

In the article the author researches the heuristic possibilities of the theory of practices on the example of ethnographic studies of scientific work. It is outlined that it allows considering a science as a specific form of practice in which constructivist and background nature of knowledge, experience of operating things, corporal measurement, temporal, indexical, contextual and transepistemic aspects are the most important.

Keywords: science, ethnographic studies, theory of practices, background, constructivism

Popova E. V. THE CONTENT OF CONCEPT «NORM»: THE BASIC SENSES

It is analyzed the content of concept "norm" in researches of various non- philosophical scientific directions and within the limits of actually philosophical approach.

Keywords: norm, social norm, real, due.

THINKERS OF THE PAST AND THE PRESENT

Shabatura L. N., Meshetskaya O. Yu. ECONOMIC CONSCIOUSNESS OF “KHOZIAST- VENNY MAN” IN TRADITIONAL RUSSIAN CULTURE

The article deals with the concept content of «khoziastvenny (thrifty, practical) man» in Russian philosophy. There are examined the main features of traditional Russian economic consciousness. It is shown the dynamics of changes of economic consciousness in Russian culture, are revealed the basic contradictions of modern economic consciousness. It is emphasized the importance of economic consciousness in the conditions of economic crisis.

Keywords: economic man, “khoziastvenny man”, household, traditional Russian culture, economic consciousness, wealth, spiritual foundations, conscience, selfishness, values, economic culture, entrepreneur.

SOCIOLOGY

Taradanov A. A., Startsev Y. N. MODEL LEVEL ASSESSMENT OF MOTIVATION STAFF IN THE ORGANIZATION

The article is devoted to the model of assessing the level of motivation in the organization. There is a detailed description of the testing of the model on the workers of high school. There are also the results of the testing on staff of other organizations.

Keywords: work motivation, level of motivation, the model estimates the level of motivation.

Niridjanov A. E. ABOUT PROBLEMS OF SOCIOLOGY FOR THE OPTIMIZATION OF MANAGEMENT PROCESSES IN BUSINESS ORGANIZATIONS

Existing researches do not always allow the domestic sociology of management to realize tasks of optimization of processes in the business organizations. Development of domestic sociology has to be directed not on the development of reference points new, free from destructive technologies of management in the reality business organizations.

Keywords: justice, manipulation technology, management, business organization, social technologies, management sociology.

REVIEWS

NEVELEVA V.S., LANGANS E.G. FROM THE TRANSITIONAL CULTURE TO THE CULTURE OF TRANSITION (REVIEW OF THE MONOGRAPHY OF V.I. IONESOV)

Culture on transition: imperatives of transformation and possibility of development [Text]: Monography / V.I. Ionesov; the department of Culture of the Russian Federation, FGBOU VPO “STAKI”; Samara culturological society “An artifact – cultural diversity”; under edition of E. A. Kurulenko. Samara: JSC Publishing House of EYELIDS #21, 2011. – 537 pages.

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