

## ABSTRACTS

### THE PHILOSOPHIC ATTITUDE TO THE MODERN GLOBAL PROBLEMS

**GRAKHANOV D. A. Possibility of aesthetic and hedonistic base of the ontology.**

It is created the space of the debate over the possibility of aesthetic problems and the root causes of the formation of hedonic ontologies in the article. Because of this it is proved the thesis of relativity important and popular tokens. Through disunity and “eternal” mobility relations between terms and experiences, the author finds a stable link between the human and universal thoughts about being in the spiritual pleasure, which drives them to create and (or) to perceive the certain body of ontology.

**Keywords:** fun, enjoyment, pleasure, fun, aesthetics, existence, life, text, ontology.

**DENISKIN S. A. Concept of ‘information’ in the context of such categories as ‘reflection’, ‘representation’, ‘connection’.**

The author argues that an interpretation of the concept ‘information’, developed in natural sciences, has multiple meanings and seeks to find out its sources. The corresponding philosophical abstractions such as reflection and representation also need a specification. It is shown that overcoming of semantic ambiguity is possible on a base of the concept of relationship as a causal nexus. There is an essential distinction of interaction in abiocoen and wildlife which is expressed in categories of ‘reflection’ and ‘representation’, and concept of connection as causal relation creates the theoretical background for the adequate description of the organizational levels of being.

**Keywords:** reflection, representation, information, connection.

### PHILOSOPHY, RELIGION, MYTH

**FELLER M. V. Logos and ratio convergence in hellenistic thinking.**

Hellenistic emergence period indicates the convergence of two similar types of thinking: Greek and Roman ones. The difference in the fundamental thinking principles did not result in their convergence. Based on the logos principle the Greek thought is synthetic, while based on ratio the Roman thought is precisely specific. Christianity, a new type of thinking, overcame the thinking dissimilarity by combining the Greek ontology and Roman voluntarism.

**Keywords:** λόγος, ratio, Hellenism, Greek philosophy, Roman philosophy.

**TSYGANKOV A. S. Phenomenon of mythologization in the event history.**

It is analyzed the functional significance of sociocultural process in the event history mythologization by social consciences in the article. Gnoseological, axiological and etiological functions of myth are made explicit as a form of the interpretation of the history. There are revealed the psychogenic factors of mythologization of the event history, the hypothesis is proved that mythologization appears to be one of the forms of individuation. It is analyzed the specificity of mythologization in the modern stage of social development.

**Keywords:** myth, mythologization, historical event, social conscience, unconsciousness, ideal society, archetype.

**MATSYNA A. I. Dynamic model of the archaic perception of death as a result of philosophical comprehension of ancient burial rites.**

The paper is the formulation, analysis of problems of understanding of the ancient funerary rituals and it is voiced its decision on a philosophical level. The key point of this solution is Metaphysics of Overcoming – a dynamic model of the perception of death. Usable as the basis of an integral theory understanding ancient ritual, this model allows to re-evaluate funeral-initiatory activities in ancient societies. Namely – to note its orientation to life through paradoxical incessant recourse to death. Metaphysics of Overcoming is the subject to further development as a philosophical scheme directed to the transformation of personal identity.

**Keywords:** funeral rites, ritual, tradition, death, initiation, ancient, archaic, context, metaphysics of Overcoming.

**ALEXANDROV A. I. Specific features of Islam's attitude to the western model of social development.**

The article explores the approaches to the problem of Islam's attitude to the 'western' model of economic and political development. The problem is dealt with within the context of the role of Islam in the social progress of mankind. The features of Islam's dogmatics and of the Muslim cultural worldview that facilitate a productive intercultural dialogue are specified and exemplified by the development of the Muslim thought in Russia's Volga region.

**Keywords:** Islam, social modernization, modernization concepts in the Muslim world, 'arab humanism', Muslims of the Volga region.

**POLITKINA K. I. The features of forming and being of religious-moral relations in a society.**

The concept of 'religious-moral relations' as a syncretic polyfunctional phenomenon, a result of prolonged civilizational accretion of historically deeply intertwined religious and moral phenomena is analyzed in the article on the base of historical-philosophical and sociological classical literature. The author investigates the reflection of spiritual and social alienation collisions inside of religious-moral relations.

**Keywords:** religious-moral relations, alienation reflection in relationships, syncretism of religious relationships, moral and religious phenomena.

### AXIOLOGY: PROJECT OF THE FUTURE

**GONCHAROV S. Z., SHUPLETSOVA E. J. Axiology of inmost in the art education.**

Innermost reveals himself as a revelation on the main thing about cherished and encourages the person to exercise the objectively better. The significance of the Innermost in art education is the concentration of indigenous values. The General content of the Innermost and the art – the spiritual significance of which needs special attention in the development of educational plans and programs, as well as in the conduct of creative forms of education. In this regard, the authors discuss the axiological and creative-anthropological levels of artistic education.

**Keywords:** inmost, spiritual act, art, education.

### MAN, SOCIETY, CULTURE

**SUROVTSEVA E. V. Freedom as a phenomenon of Russian culture in the history and modern times.**

Freedom is a great value of Russian civilization. Russian people value their own spirit freedom most of all. They value freedom of another people, cultures and civilization too. Besides the freedom, Russian civilization has others spirit values. They are: God, Soul, Labor, Conscience, Love, Kindness. The high spirit values of Russian civilization are the base of activity of international organizations of finance, trade, economic and educational fields.

**Keywords:** Russian civilization, freedom is a main spirit value of Russian civilization.

**KOLODIN D. V. Informational influence in the social networks in the virtual reality.**

This article describes the specific behavior of different social actors in social networks in the virtual reality. Digital communication networks are the foundation of modern society, which is built on the basis of existing industrial era in energy networks. It should be noted that social networking is manifested in various forms, depending on the culture, political and social institutions, political and social policy in the society. In addition, as virtual social networks are built on information networks, those are the global network, we can say that virtual social networks as they are, have a claim to global status.

**Keywords:** Social networks, actor, agent, informational influence.

**ANTONOV A. V. On the perspectives of substituting labour for creative work in modern economics.**

The article claims that there is no substitution of labour for creative work in modern economics. The products of creative work participate in commodity circulation on equal grounds with common labor. That is why there is no value "destruction" taking place in reality.

**Keywords:** social philosophy, economics philosophy, labour, creative work, post-economic society.

**ZAKHAROVA O. V. The evolution of the figurativeness of natural objects.**

The phenomenon of the figurativeness is investigated as way of self-knowledge of a person. The subject of a figurativeness develops in relation to natural objects. It is studied the evolution of a figurativeness of natural images, their development from objects of the lifeless nature to difficult spherical and system objects. It is emphasized insufficiency of their rational development and need of application of esthetic approach for their development.

**Keywords:** figurativeness, natural world, natural objects, self-knowledge, environmental problems, rational, esthetic.

**KOBZOV V. S. Comdiv Kozhevnikov: the rise and fall of the stalin's falcon.**

The article is devoted to the life of one of the first Ural aviators A. T. Kozhevnikov, who fought as a fighter pilot during World War I and the Civil War. Pilot A. T. Kozhevnikov was awarded the Order of St. George Arms and the Order of the Red Banner. After the war he was doing the research and educational work in Zhukovsky Academy, and he was Commander-in Chief of Ural Military District aviation. In 1938 a Division Commander Kozhevnikov was illegally arrested and shot.

**Keywords:** aircraft, world war, sword, pilot, reconnaissance, Academy, Ural, Chelyabinsk school pilots-monitors, repression.

**SWEDOV I. V. Vocational and technical culture of Ural pilots in the wars of the early XX-th century.**

The article focuses on the participation of Ural Cossacks in world and civil wars as military pilots and observer pilots. According to the subject of regional literature this information is presented in the form of fragmentary facts and there is no information of biographical nature in the articles. It will be interesting for specialists and people who are interested in history to know that the first successful flight of the aircraft "Iliia Muromets" in February 1915 can be regarded as the birth date of Russian bombers. The first effective use of the aircraft for reconnaissance purposes is connected with the name of the Ural pilots.

**Keywords:** aircraft, ballooning, Ural, the world and the civil war, Orenburg and Ural Cossack troops, officers, personnel, air reconnaissance and bombardment aircraft.

**KOMOVA V. A. The Tobolsk kremlin as the symbol of the city's metropolitan status.**

The article is devoted to examining of the Tobolsk's (which was a capital of Syberia from late XVI to early XIX century) most important symbol – the Kremlin. While being part of both cultural and religious heritage, Tobolsk's Kremlin has amassed the values of the city's cultural and historical appearance and has become an important attribute of its metropolitan status.

**Keywords:** Tobolsk Kremlin, capital of Syberia, symbol, cultural and historical heritage, spirituality, masonry.

**PROSHCHENKO R. A. The prospects for cultural study of the sound in the ethnic and national culture.**

The article describes at first the method of sensory comprehension, monuments of spiritual and material culture and at the second, not less important is hearing. Sound sphere of culture is most clearly represented in the ritual, cult and entertainment areas. The whole sound environment of our era pronounced "diachronical" nature, the reverberations of today there are elements, "tone" and the theme came from the past.

**Keywords:** Eastern Slavs, sound culture, culturology, ritual, the semantics of sound, "noise pollution".

**SHIRYAEVA N. S. 'Weaving' symbolics in Vyatka (Russian) ceremonial tradition.**

In the article it is offered the system analysis of symbolical communications in ceremonial complexes of Vyatka (Russian) of ethnocultural tradition which allows revealing the concept 'weaving'

as key symbolical ceremonial action. So, the symbolics of 'weaving' acts as the key symbolics of a female ceremonial hairdress; as the symbolical spell of fertility in ceremonial texts of an annual calendar cycle.

**Keywords:** ceremony, regional tradition, action symbolics.

## PHILOSOPHY OF EDUCATION

### **GOLOVATSKY E. V. Intellectual resources and innovations in the higher education: opportunities and barriers.**

This article discusses the opportunities of intellectual resources in the modernization of the higher education. Problems of the modern university system are associated with providing educational and research processes with intellectual resources. The article suggests functions inherent to intellectual resources in modern society and addresses the need for an adaptive model tracking the intellectual resources of the region in the conditions of innovation.

**Keywords:** social resources, intellectual resources, innovations.

### **RUSSIA DESTINY IN THE PHILOSOPHICAL DISCOURSE: PROBLEMS AND PERSPECTIVES**

#### **ISEEVA E. R. Legal continuity during the transitional period: the experience of the imperial modernization of Russia.**

The article considers the non-linear legal continuity on the example of the Russian modernization during XVIII – the beginning of XX centuries, which took place simultaneously with the transformation of Russia into the empire.

**Keywords:** legal continuity, transitional period, empire, modernization, tradition.

#### **CHIKAEVA T. A. Russia through the eyes of the west.**

The article points out the importance of understanding of the assessment of Russia, Russian culture and Russian identity from the West. Various western concepts of the Russian culture are critically analyzed: negative, neutral, positive. There are investigated the western ideas of the Russian national consciousness. There are approved the prospects of development of the interaction of Russia and the West on the basis of the objective weighed view on the partner.

**Keywords:** Russia, West, Russian culture, Russian national consciousness, civilization, Russian national character, assessment western thinkers of Russia and Russian culture.

#### **SHAPOVALOVA E. V. New principles of economic activity of the Russian region: cluster approach and landscape planning.**

The developed tradition of economic activity is, according to the author, the main obstacle in a way of effective power ecological development of the Arctic region. The creation of new economic culture of the region becomes the most important condition of the modernization of the development. For this purpose it is necessary to master such tools as the cluster organization and landscape planning which are subjects of consideration of the author in this article.

**Keywords:** economic culture, cluster, landscape planning, sustainable development, modernization.

#### **GAFAROVA L. A. Social projecting as a basis of forming of the new method of municipal governing.**

The article is focused on the theoretical and methodological questions of social projecting in the system of local government. The realization of social projecting is the main point in the system of socially guided municipal management. Great attention is given to the social projecting and the specificity of complex social and economical program of municipal education. The author of the article focuses her attention on the possibilities and perspectives of social projects in the system of municipal board.

**Keywords:** technology of social projects, local government, social projects, strategic planning, social projecting, complex projecting of social development, of socially guided municipal management.

**LANTSEVSKAYA N. Yu. Country town in search of the brand.**

The article is devoted to the problems of small provincial towns that are on the way to their own identity. There are also discussed the questions defying the role of the provincial space in the formation of social-cultural peculiarities of the country. In the article are focused the possibilities of the territorial branding as a way of efficient policy of promoting urban interests and of increasing their attraction in the sphere of investment and tourism. On the example of a small provincial town as Shadrinsk are presented and described here such local sub-brands as historical, natural, cultural-symbolic, personal resources and occasional events. It is marked their potential in the process of social-economic and cultural revival of the provincial space.

**Keywords:** country town, branding of territories, brand, city identity.

**PHILOSOPHY AND METHODOLOGY OF SCIENCE**

**KAZAKOVA E. A. Theoretical approaches by the consideration of duality ‘own – alien’.**

The article is devoted to the most actual problems of modern cultural studies – cultural duality ‘own – alien’. Special attention is paid to modern cultural concepts and models understanding of this duality. Proposed multivariate approach aims to demonstrate the complexity and ambiguity of constituting and functioning of the phenomena the ‘own’ and ‘alien’ in the topos of modern culture.

**Keywords:** ‘Their’, ‘alien’, duality, ambivalence.

**BRILTS O. A. The place and the role of mental models by the understanding.**

The article is devoted to the analysis of the process of understanding through the creation of mental models. The programs of mental models are formed with a support on internal experience, imagination, the analysis of extralinguistic and linguistic data. In the article it is analyzed the relationship between the concepts of ‘thought form’ and ‘mental model’.

**Keywords:** mental model, understanding, thought form, idea, communication, communicant, recipient.

**THINKERS OF THE PAST AND THE PRESENT**

**KHAIRULIN Sh. Sh., MAKAROV I. Yu., PINCHUKOV E. V., CHERNYSHEV A. A. Collision or topogenesis? Experience of the critical reading of the concept of the ‘second world’ by P. Hanna.**

This paper examines the experience of critical reflection on the book by Hannah “Second World” with regard to the elements present in her psychological pressure. As a result of a critical approach reveals an alternative, Eurasian modeling the relationship between the former Soviet republics, and now – as independent states.

**Keywords:** second world manipulation of consciousness, a clash of civilizations, topogenesis, Eurasianism, geopolitics.

**SOCIOLOGY**

**LOGINOVSKY S. S. Social trough and sociology: kontradiction or subordination?**

The article is considered the relation between social thought and sociology. It is criticized the traditional model according to which they are in the contradiction relation. It is offered the new model according to which the sociology is one of possible paradigms of judgment of social reality. Therefore, the sociology is in the relation of subordination to the next sort – social thought.

**Keywords:** social thought, sociology, science, Thomas S. Kuhn, paradigm, kontradiction, subordination.

**BEDYUHOVA S. M., KONDRATOV M. V., TARADANOV A. A. Family household phenomenon.**

In the article is considered the ratio of concepts 'economy', 'household' and 'family'. There are discussed the advantages of the synergizing effect of family and household, and it is done on that basis the concept of family household.

**Keywords:** economy, household, family, family household, public reproduction, socialization.

**ZAVYALOVA N. A. Culture everyday life communications as the reflection of social groups.**

The focus of the article is present everyday life as a reflection of the past experience in philosophy and social science. The unit 'present everyday life – past' is viewed through the prism of communicative formulae, idioms. Idioms perform a reflective function through various narratives. The research results have been processed into a database, marked with the Rospatent Certificate № 2013620397, dated 13.03.2013.

**Keywords:** everyday life, a social group, narrative, communication, idiom, phraseological unit.

**KAMALOVA G. R. Life story in ethnosociological researches: strategy of using by D. Bertaux.**

The approach to life story and *récit de vie* is examined in the article. The question of methodological perspectives of it using in ethnosociological researches is observed according to Daniel Bertaux's conception.

**Keywords:** *récit de vie*; life story; life history; quantitative sociology; ethnosociological researches; Daniel Bertaux.