
ABSTRACTS

SOCIOLOGY

DEMERLE E. B. Creation of sociocultural space of Russia during post-industrial era.

In article is given the short description of post-industrial society, there are described the main characteristics that we can note by the influence on sociocultural space, their transformation within other valuable and orientation format. We analyze and give the main valuable reference points directing activity of young generation of Russians during a post-industrial era.

Keywords: sociocultural space; post-industrial society; globalization; valuable orientations; information technologies; social development.

KIRICHUK S. M., SILIN A. N. Russian North: the role of economic and social situation.

The article describes the meaning of the northern regions in the country's economy and prevailing social situation. There is proposed an innovative direction for development of circumpolar areas of Russia. The main attention is paid to the West Siberian oil and gas complex.

Keywords: Russian North; West Siberian oil and gas complex; the Arctic and Subarctic; social processes; "plague" vacation.

KOSTKO N. A. Basic research of social space in practice of municipal administration.

The article defines objectives, city development mechanisms via social community as a means of interrelation of individuals while stimulating their participation in issues of urban development.

Keywords: management; urban development management; urban community; social activity; social identification; municipal and regional governance.

KHAIRULLINA N. G., KURASHENKO I. A. Features of interaction between local authorities and population.

Currently, the processes of interaction between municipal governments with a population differs spontaneity. At the same time, namely at the local level is close enough to "touch" the interests of society and state. So it is especially important at the present stage to have a clear system of science-based measures to improve the quality of this interaction. In the article, on the basis of the results of the content analysis, identifies the main reasons of the interaction of local authorities with a population of the municipality.

Keywords: local government; population; local authorities; the interaction of local authorities with population.

MAKHMUDOVA M. M., KOROLEVA A. M. The quality of life of the population: essence, assessment methods and state-of-the-art in the Ural Federal District.

The article presents the characteristics of the term "quality of life" from the point of view of the objective and subjective components of existing methods and its evaluation. On the basis of one of the techniques assesses the quality of life of the population of the Urals Federal District, and identifies areas for improvement.

Keywords: quality of life; human index; the index is not welfare; rating regions; the Urals federal district.

MOLOTKOVA T. L. Problems of organization of social protection of the population in the subject of the Russian Federation.

The choice of effective social policy is one of the most important tasks of the authorities. Social protection is a basic attribute of social policy of any civilized nation. From its successful implementation depends not only the living conditions of the population of a particular region, but the overall prospects for economic development of the country. The relevance and practical importance of the topic is determined by the need to create flexible, able to quickly adapt to new economic conditions, social protection programs based on the best world achievements.

Keywords: state; population; social protection; social security; “social security”; “social guarantee”; “social security”.

SKIFSKAYA A. L. Social security and social protection of the population.

The article is devoted to the analysis of different approaches to understanding the social personal security and social protection of the population. The author examines the conditions and factors of formation of the concept of social protection of the population, with an emphasis on the fact that, social goals should be erected to the rank of priority in the social state.

Keywords: the social state; social management; social security; security of the person; social protection; social support.

POPKOVA A. A. Territorial activity of the population, as a condition of development of the system of local self-government in the modern city.

The article presents a new approach to the determination of the conditions of activity of the population in the city. The category “territorial activity” is determined, it is structured in its orientation and forms. We conduct the analysis of some forms of territorial activity and their performance relative to the manifestations of the subject-to-subject relations in the system of local self-government in the cities.

Keywords: self-government; city; territorial activity; territorial public self-government; public hearings; community.

BARBAKOV O. M., GAVRIN A. S. The objectives function in management system.

The article substantiates the main function of the control system (goal setting) on the basis of analysis approaches of ancient, medieval and modern philosophers, theorists of the founders of the system analysis, which allows generating a clear scheme of systematic research in the process of formulating and solving management problems. This approach makes it possible to optimize the management process with any social object.

Keywords: system of management; function of goal-setting; the decision maker (DM); person controlling the decision; optimization processes and sub-optimization goals.

DURTSEVA A. G. Management of professional development by municipal employees.

During the reform of local government in Russia inevitably enhanced attention to such an important social institution as a community service, the operation of which is directly dependent on its personnel component – municipal employees. Formation of professionally prepared and dynamic socio-professional group of municipal officials becomes, ultimately, one of the decisive conditions for credit enhancement of public confidence in government.

Keywords: local government; community service; municipal employees; professionalism; competence.

PIVOVAROVA I. V., UTESHEV R. S. Career as the object of management impact.

Nowadays the theoretical aspects of the career managers are not sufficiently developed. In this case there are discrepancies in the definition of the term “career”, which imposes certain difficulties in practical implementation of the control of this process. The article considers the content structure of the concept of “career”. The article presents the author’s approach to professional development manager.

Keywords: career; professional development.

USTINOVA O. V., CHUPRINA E. V. The formation of the corporate identity of staff.

Corporate identity has an impact on the efficiency of the enterprise, increasing the cohesion of employees, increasing productivity, promoting the development of labour discipline, motivation and teamwork of employees. The article presents the author’s approach to the formation of a corporate identity of employees.

Keywords: corporate identity of employees; development of corporate identity of the personnel; the management of corporate culture.

FOMICHEV I. Yu. Moral aspects of informal management.

In this article we attempt to differentiate management activities to the formal and informal aspects and analyze their ability to assess in terms of moral regulation

Keywords: formal and informal structure of management; processes formalization; informal organization; informal relations in the management; structure of informal relations in management; moral evaluation.

NASYROVA N. R. International labor relations: the problems of regulation.

The article deals with the problems of legal regulation of international labor and offered to legislate the principle of autonomy of the will to labor relations of foreign workers.

Keywords: private international law; migrant labor; the principle of party autonomy.

OSIPOVA L. B., PANFILOVA E. A. Youth policy as a factor of the development of social activity of youth.

The youth as the future of the nation is of particular value for the state. Today the support of young people is carried out in the framework of youth policy, which is one of the most priority directions of social policy of the Russian Federation. The article is devoted to the implementation of social projects in the field of youth policy, confirming that the region is actively working to create the conditions for self-realization of young people and to include it in the solution of social problems, as well as during the author's research identified the problem and ways of its improvement.

Keywords: youth policy; youth and social projects; social activities; youth Association.

KABEEVA N. V. Problems of employment and professional identity of youth.

The article considers the problem of employment of young people in modern Russia. There is an interconnection between the choice of specialty, and the prospects of job search. It is proposed to Universities to participate actively in the process of professional self-determination of students; in order to subsequently they feel more confident in the labour market.

Keywords: youth; employment; unemployment; professional self-determination; adaptation on a labour market.

KOLTYNOVA Y. U. Difficulties in employment and professional adaptation of graduates.

The dynamism of the deep socio-economic transformation of society brings to life a number of new social problems related to professional formation and functioning of young professionals. There is a change in employment for their professional status. The article gives an overview of some current issues and study the problems faced by graduates in employment.

Keywords: youth; employment; professional adaptation; life values.

ARTYUHOV A. V., OSIPOVA L. B., ENVERY L. A. The role of the family in the process of socialization of youth.

The issues of the socialization of young people are becoming acute in modern conditions in Russia. In this article the author discusses problems and peculiarities of the process of socialization, describes the role of the main institutions in this process; there are identified ways and means of improving the work with young people.

Keywords: social institute; family; youth; socialization; factors of socialization; values.

GROSHEV I. L., GROSHEVA L. I. Development of youth family entrepreneurship in modern Russia.

Based on the analysis of domestic and international experience in the implementation of programs of support of small businesses, the authors examine the most promising segment – youth business. Research results show the presence of both external and internal barriers for a young man to entry into economic activity that is connected with a high risk. It is proposed an adaptive version of the involvement of young people into business – a family business that consolidates the experience of generations and increases the effective use of the cultural potential.

Keywords: family business; employment; youth entrepreneurship; governance; business activity.

REBYSHEVA L. V., VASILCHENKO E. V. Criteria and indicators for assessing management career guidance for young people at pre-university stage.

The article deals with professional orientation of young people which is considered as a continuous social process of professional choice, professional development and professional growth of a personality.

Keywords: professional orientation of young people; professional self-determination; management career guidance for young people at pre-university stage.

FROLOV S. U. Trends in Russian higher education reform at the regional level: problems and prospects.

The paper presents the problems faced by regional universities as a result of the modernization of the higher education system. Solution of the problems is in the conceptual development of a regional program of education in the development and implementation of which a university, power structures and regional business are working together.

Keywords: higher education; region; regional higher educational institution; mobility; employers.

SITYOVA S. S. Management and planning of career in higher educational institution.

The paper analyzes existing approaches to management and career planning at the university. There are reviewed the stages of career management and individual plan of employee development. The author points to the need for practical support of the process of career planning of students. Proposed indicators are the effectiveness of career management at the university.

Keywords: career management and career planning; career management effectiveness; corporate culture.

BELONOZHKO M. L., ABRAMOVSKY A. L. Analysis of development of distance higher education in the world today.

In this article, authors analyze the development of distance education in the world, comparing the features of the application of distance learning technologies in different countries. Such analysis can determine the most popular methods of its implementation, and successfully use the world experience of distance learning technologies in the Russian higher education.

Keywords: distance higher education; globalization of higher education; distance education technologies; e-learning environment.

GOREVA O. M., KONEV Y. M. Main principles and aspects of distance learning.

The authors, on the basis of theoretical knowledge and empirical sociological studies reveal the interpretation of the role and functions, content characteristics of quality of distance learning and distance education, their social orientation and target systems.

Keywords: distance learning; distance education; quality of distance education; system of education.

MAYER V. V., MOOR S. M. Distance technology – new facet in organizing of the learning process.

In this article is described the experience in e-learning implementation at Tyumen State Oil and Gas University and are discussed documentary support of the teaching process related to organization and teaching methodology.

Keywords: distance technologies; e-learning; Internet-partnership; e-learning environment.

SKOK N. I. Biosocial aspects of the young scientists' potential.

The article presents and analyzes the results of a sociological survey conducted in 2013 in the form of formal interviews of young teachers in the universities of the Tyumen region (N = 210) to determine the level of their professional development. The results showed that the professional capacity of young scientists of the provincial universities is based on a large extent on their medical and

biological characteristics (physical and mental health, gender identity). The findings indicated that the highest level of professional capacity belong to persons without the expressed health disorders, stress, men, who have broad social connections, knowledge and skills.

Keywords: potential; human potential; professional potential; health; stress tolerance; gender.

KOLTUNOV A. L. Positive functions of social conflict in the university.

This paper is devoted to the causes, nature and management of social conflicts in the system of higher education. The article notes the lack of research and elaboration of this theme, the lack of reliable and efficient technologies for the prevention and management of conflict situations in the university. Based on the research the author proposes the creation of the service of conflict management at the institution, defines its tasks and functions, and declares its conceptual essence.

Keywords: higher education; school; educational institution; conflict; social technologies; management culture; conflict management; monitoring; assessment and diagnosis of conflicts; the social climate.

LEONOVA E. U., MEHRISHVILI L. L. Experimental model of educational re-socialization of convicts: the adaptation of foreign and Russian experience.

The article deals with the problems of reforming of the penal system. The author stresses the experience of re-socialization of the convicted in such developed countries as Germany, France, Sweden, Austria, and Finland. The author gives an overview of the specifics of the organization, structure and legal framework of higher education of convicts in the prison systems of foreign countries. It is demonstrated the effectiveness of social and educational technologies in the practice of re-socialization of convicts.

Keywords: re-socialization; re-socialization of the convicted; penitentiary institution; higher vocational education.

BIBIK L. N., DEINEKO S. V, USTINOVA O. V. The role of the media in modern society.

The most important role in the imposition of negative stereotypes of behavior and to establish a new "scale permitted" media play, the power of influence which is commensurate with the institution of the family and the educational impact. The article analyzes the results of the author's studies showing the negative impact of media on the spiritual and moral development of society.

Keywords: society; spiritual and moral development of society; values; socialization; mass media.

SAVITSKAYA Yu. P. Social advertising in public administration.

Intensive development of communication technologies has greatly facilitated the spread of socially significant information and led to the formation of the global information space, which involved many social institutions. The article gives a detailed analysis of the application of social advertising in public administration, identified problems and the ways of improvement of this direction in the activities of state institutions.

Keywords: advertising; social advertising; social values; civil society; the state; public administration.

BARBAKOV G. O. Features of media exposure on spiritual and moral development of society.

The article analyzes the peculiarities of influence of mass media on spiritual and moral development of society. The authors conclude about the necessity of using media as a diagnostic system of degradation processes in society, on the basis of which will be a corrective influence through various institutions of socialization.

Keywords: society; spiritual and moral development of society; values; socialization; mass media.

TOLMACHEVA S. V. Problem of influence of the advertising on young audiences.

The article presents the results of the author's research on perception of modern Russian advertising among young people from a position of influence of advertising on the formation of values. The

study was conducted in three stages, with an interval of six years and three years, which revealed the dynamics of formation the values of young people exposed advertisement. The study showed that in modern Russian society advertising has an impact on the formation of value orientations of young people, thereby generating mostly only consumer rather than universal values.

Keywords: advertising communication; young audience; value orientations of young people.

RYBYAKOVA T. A., GOREVA O. M. “Cultural tourism” as a component of tourism industry in the Tyumen region.

The tourism industry is one of the fastest growing areas of the world economy. Effectiveness of tourism development largely depends on the investment policy implemented in state scale, and in particular region. A specific feature of the Russian tourism is its cultural orientation. However, describing the domestic tourism resources, it should be noted that many of them, having the won attributes exotic and unique, losing foreign counterparts in terms of availability, service levels, safety, environmental parameters and prices.

Keywords: tourism industry; the tourism policy; domestic tourism; the tourism potential of cultural tourism.