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**Globalization.
Social Changes.
Local &
Regional policy.
Migration**

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Demographic Plans of Inhabitants of Region as an Object of Synergetics

The description of the complex as shows K.Mainzer - the President of the German society of research of complex systems and non-linear dynamics, is impossible without a representation about non-linearity and modern non-linear models. In conditions of the modern world the linear thinking till now dominating over some areas of a science, becomes essentially insufficient and even dangerous in a non-linear complex reality [1].

"Non-linearity" - fundamental conceptual unit of a new paradigm, including, and sociological research. It is possible even to tell, that the new paradigm is a paradigm of non-linearity [2].

Using the author's approach to concept of statistical relation (non-linear, linear) in sociological researches (for interval variables) by means of realization of the generalized variant of a method of multiple comparison [3,4] for quintiles splittings of data sets (objects) on each measured parameter, refusing preliminary promotion of a hypothesis about the form of dependence (linear or any concrete kind of non-linear dependence), for an investigated matrix of the data it is possible to define both forms of dependences, and degrees of their expressiveness on various pieces of scales of considered variables [5,6].

In a I. B. Britvina's sociological research "Demographic and migration attitudes of the people of the region" were to be solved the following tasks: to study the peculiarities of the demographic attitudes of the people of Trance-Ural Region; to analyze the migration plans; to identify external and internal factors causing these attitudes; to study the opinion of the people of the region for the successful implementation of the measures of the national project "Health" and the demographic policy in its structure; on the basis of comparison and analysis of opinion of inhabitants of the region and the opinions of experts to devise practical recommendations on improving the demographic policy.

In February 2007, there were examined 462 inhabitants of Kurgan area. The survey was conducted by a method of questioning. With the formation of the sample population used the method of stratified sample by sex, age and type of locality.

For the analysis of results of the research in the context of the non-linearity of the questionnaire, which was used in the study of demographic and migration attitudes, we have selected 44 interval (sequence) parameters:

X01 - Decision on the amount of (amount) of monthly payments for each child

X02 - Today's wish to work for the sake of other people and society

X03 - Today's wish to communicate with friends

X04 - Today's wish for rest, recuperation

X05 - Today's aspiration to the birth and upbringing of children

X06 - Today's wish to attempts to change the world, the conditions of life

X07 - Today's wish to ensure the personal security

X08 - Today's wish to participate in public and political activities

X09 - Today's wish to travel, to new impressions

X10 - Today's aspiration to the family circle, the support of parents

X11 - Today's wish to achieve success in life

X12 - Today's commitment to maintaining the health

X13 - Today's commitment to the full implementation of free time

X14 - Today's aspiration to the consumption of high-quality goods and services

X15 - to Live for a long time - how many years to live

X16 - up To how many years could live

X17 - up To how many years would like to live

X18 - the Number of children

X19 - Number of pre-scheduled children

X20 - Desirable quantity of children under all conditions

X21 - the Number of actually possible children

X22 - Number of children (should be) in the normal Russian family

X23 - Opinion on the age of men, when it is necessary to aspire to have a first child

X24 - Opinion on the age of women, when it is necessary to aspire to have a first child

X25 - Time residence in the Kurgan region

X26 - Time residence in the locality

X27 - Assessment the social situation in the village in the present time

X28 - Assessment of status in the community - production, the position of the enterprises

X29 - Assessment of status in the community - agriculture

X30 - Assessment of status in the community - housing construction

X31 - Assessment status in the community - housing and communal services

X32 - Assessment of status in the community - education

X33 - Assessment of status in the community - health

X34 - Assessment of status in the community - the road construction

X35 - Assessment of status in the community - transport

X36 - Assessment of status in the community - improvement

X37 - Assessment of status in the community - social security

- X38 - Assessment of the level of life in the family
- X39 - Part of the total monthly income spent on food
- X40 - Selection of the social layer for yourself
- X41 - Value monthly income per 1 person in the family
- X42 - the Purchasing capacity of the family
- X43 - Age
- X44 - Level education

On each investigated interval parameter have been determined two quantiles, dividing a data set on triads. In result splitting a data set on 132 (132=44*3 is received, at 44 interval parameters) intercrossing groups.

For comparison of the given groups was used the generalized variant of the method of the multiple comparison for all ranked pairs "the chosen triad on parameter X - a parameter Y". As the result there was received the general distribution of such pairs with the determined "comparative weightiness" for them. If a quantity of the investigated parameter is N, so the selected quantum (the triads) on all parameter will 3*N, but ranked pairs of the "chosen quantum (the triad) on parameter X - a parameter Y" - 3*N*N. For convenience of using the information it is necessary to structure it.

To select three comparative weightiness, characterizing the dependency of the parameter Y from parameter X, from the general distribution 3*N*N ranked pairs "the chosen quantum (the triad) on parameter X - a parameter Y" in the beginning choose 3*N pairs referring to one parameter (so we get a distribution of importance of the parameter Y for all 3*N groups-quantum, determined for all considered parameter), but afterwards choose 3 groups-quantums on the parameter X. Thereby, we have chosen three comparative weightiness, displaying a comparative value of the parameter Y for three quantum (the triads) determined for parameter X. These three comparative weightiness is possible to consider as a model for dependencies of the parameter Y from parameter X.

For making a possibility to compare the results of estimation of relations through the multiple comparisons with the result of the using of traditional correlation analysis we shall enter the factor of the connection strenght. The factor of the connection strenght of i- and j-parameter (the dependency of i-parameter from j-parameter), considered at the realization of the procedure of the multiple comparison of quantum (triads), we shall define the following expression:

$$SV_{ij} = |V_{ij^3} - V_{ij^2}| + |V_{ij^2} - V_{ij^1}|,$$

where V_{ij^g} - the comparative weightiness of i-parameter for g-quantums of j-parameter.

Size SV_{ij} for individual correlation is defined both quantity of parameters, and quantity of quintiles (triads, quarts, quint) splittings of a data set. Thus, there

is a necessity to normalize factors SV_{ij} so that maximal of factors of the connection strenght, corresponding to individual correlation, was equal 1. Then all dependences considered above can be characterized in the entered factor of the connection strenght SV_{ij} and to treat force of relation on his size.

For a substantiation of necessity of studying of the elementary non-linear dependences we shall stop on demonstration of their quantity (triads). If we choose dependences with coefficient of correlation more than 0.5 (our factor of the connection strenght also more than 0.5) such dependences it is observed only 8. While non-linear dependences with factor of the connection strenght more than 0.5 and small coefficient of correlation (at least on the module twice there is less than factor of the connection strenght) we have 37. Thus, the simpliest (dependence with a maximum and a minimum, monotonous, but not linear) non-linear dependences appeared in four and a half of time more, than linear.

Let's show the identifications, which will be used in the offered tables: N1 - number of the parameter, for which is made splitting on triads; N2 - number of the parameter, which values are determined for the distinguished triad of the parameter with number N1; SV - factor of the connection strength determining the dependence of the parameter of the number N2 from the parameter for the number N1; SV' - factor of the connection strength determining reverse (in relation to SV) dependence of the parameter with number N1 from the parameter with number N2; R - the coefficient of linear correlation between parameters with numbers N1 and N2.

But for the beginning, up to the analysis of non-linear dependences, we shall look what parameters appeared are connected by linear dependences, the most simple and convenient for interpretation. The table of linear correlations, when considered factors of the connection strenght $SV > 0.5$ and coefficients of correlation $|R| > 0.5$, has only 8 dependences.

Table 1

Factor of the connection strenght (linear dependences):

	N1	N2	SV	SV'	R	Triads N1	Parameter s N2
1)	4	7	0.69	0.28	0.53	X04	X07
2)	13	14	0.66	0.57	0.61	X13	X14
3)	18	43	0.77	0.97	0.52	X18	X43
4)	25	26	0.91	0.73	0.63	X25	X26
5)	35	36	0.74	0.61	0.51	X35	X36
6)	36	37	0.76	0.76	0.52	X36	X37
7)	40	42	0.65	0.72	0.53	X40	X42
8)	41	42	0.77	0.85	0.52	X41	X42

Linear dependences that is frequently expected, trivial under the maintenance and are easily predicted. For example, the dependence of parameter

"Today's aspiration to the consumption of high-quality goods and services from the "Today's commitment to the full implementation free time" rather gives information about the consistency of answers of the respondent, and the serious relation to completing the questionnaire, rather than the result for scientific understanding.

Thus, linear dependences not only are a small part of all strong dependences, but also frequently do not give the researcher of the deep and substantial information, revealing basically trivial dependences. It also staticizes acceptance synergetic paradigms in the sociological science directed on the research of non-linear effects.

For demonstration of non-linear dependences us cases, when considered factors of the connection strenght $SV > 0.5$, and linear correlations on the module in 2 and more their times will interest less (are close to zero). Cases, when $SV > 0.5$ and simultaneously $SV > 2 * |R|$, as was marked, appeared 37 above.

Specificity of the dependences submitted in the table following: dependences with a minimum - 11, dependences with a maximum - 14, monotonous, but far from linear, dependences - 12 (11 growing and 1 decreasing).

Table 2

Factors of the connection strenght (non-linear dependences):

	N1	N2	SV	SV'	R	Triads N1	Parameter N2
1	5	18	0.53	0.09	-0.15	X05	X18
2	7	31	0.57	0.59	0.09	X07	X31
3	7	42	0.95	0.07	0.08	X07	X42
4	8	7	0.55	0.33	0.27	X08	X07
5	9	26	0.71	0.18	-0.17	X09	X26
6	9	44	0.82	0.03	0.08	X09	X44
7	12	22	0.56	0.17	-0.09	X12	X22
8	14	10	0.79	0.33	0.24	X14	X10
9	17	3	0.62	0.07	-0.04	X17	X03
10	18	13	0.54	0.06	0.15	X18	X13
11	18	29	0.61	0.25	0.23	X18	X29
12	18	30	0.71	0.06	0.18	X18	X30
13	19	8	0.71	0.06	-0.00	X19	X08
14	19	20	0.78	0.45	0.32	X19	X20
15	19	39	0.88	0.06	0.03	X19	X39
16	19	42	0.57	0.09	-0.05	X19	X42
17	19	43	1.01	0.09	0.09	X19	X43
18	21	20	0.54	0.16	0.10	X21	X20
19	24	9	0.51	0.24	-0.23	X24	X09
20	24	43	0.58	0.26	0.25	X24	X43
21	28	34	0.51	0.17	0.20	X28	X34

22	28	35	0.70	0.33	0.31	X28	X35
23	29	26	0.50	0.21	-0.05	X29	X26
24	29	35	0.53	0.29	0.25	X29	X35
25	31	7	0.59	0.57	0.09	X31	X07
26	35	37	0.51	0.36	0.24	X35	X37
27	36	32	0.57	0.55	0.28	X36	X32
28	38	1	0.88	0.12	-0.18	X38	X01
29	38	40	0.86	0.71	0.40	X38	X40
30	38	41	0.52	0.15	0.23	X38	X41
31	38	42	0.89	0.38	0.36	X38	X42
32	39	40	0.61	0.53	-0.29	X39	X40
33	40	18	0.54	0.21	0.20	X40	X18
34	40	31	0.57	0.39	0.28	X40	X31
35	40	32	0.85	0.34	0.35	X40	X32
36	40	43	1.01	0.25	-0.15	X40	X43
37	43	5	0.73	0.18	-0.08	X43	X05

Let's lead classification and the analysis of dependences, representing them as distributions on levels of groups-triads (an independent variable) with the comparative weightiness of a dependent variable resulted for everyone level, and also for separate indicative examples we shall give graphic representation of considered dependences.

An example of the relation with symmetric maximum:

Dependence of the parameter "Today's wish to communicate with friends" (X03) from the parameter "up To how many years would like to live" (X17) as comparative weightiness of the parameter X03 for triads on a scale X17:

Triads on the scale X17	Comparative weightiness of the parameter X03 for triads
X17-3	176
X17-2	3447
X17-1	-460
Factor of the connection strength = 0.62 (0.07)	
Coefficient of correlation = -0.04	

Graphically dependence looks like:

Today's wish to communicate with friends

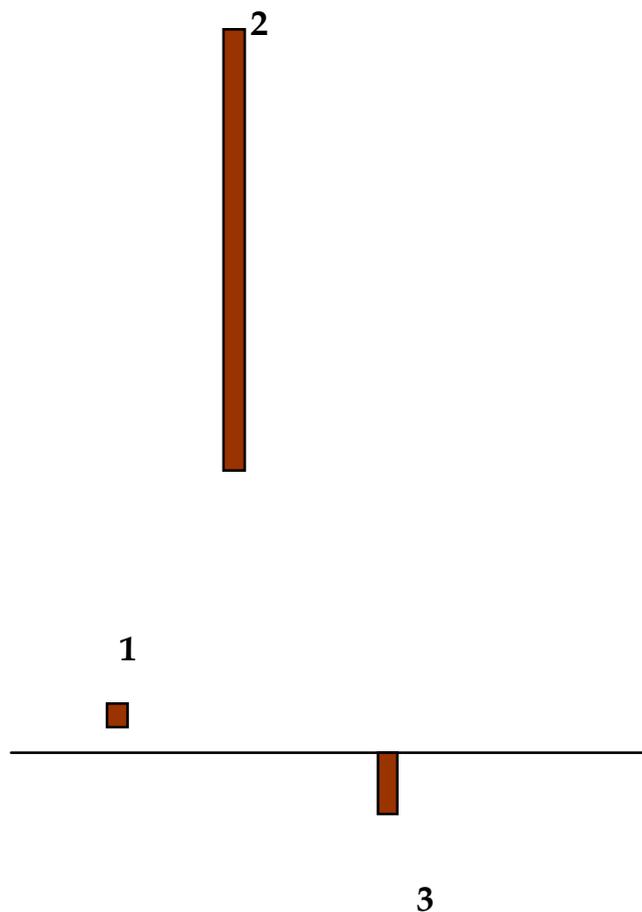


Figure 1. Triads 1-3 on parameter X17

The "Today's wish to communicate with friends" has an explicit maximum (the comparative weight = +3447) for small values of the parameter "To how many years would like to live". It is possible to tell, that the person maximum strives to communicate, when he "just lives" and does not think about the duration of life. Opposite to have in two extreme cases on a scale of an independent variable: or unwillingness to live a long time, or care for a lifetime. If a person wishes for him/herself or a short life expectancy (the first triad), or long (the third triad) have approximately equal to (the average for the total scale of comparative strength) the level of wish to communicate with friends, close to the zero level of relative strength (-460 and +176).

Dependences with a maximum are observed also for the following ordered pairs parameters:

Dependence of the parameter "Today's aspiration to the birth and upbringing of children" (X05) from the parameter "Age" (X43) as comparative weightiness of the parameter X05 for triads on a scale X43:

Triads on the scale X43	Comparative weightiness of the parameter X05 for triads
X43-3	-199
X43-2	3870
X43-1	-511
Factor of the connection strength = 0.73 (0.18)	
Coefficient of correlation = -0.08	

Dependence of the parameter "Today's wish to participate in public and political activities" (X08) from the parameter "Number of pre-scheduled children" as comparative weightiness of the parameter X08 for triads on a scale X19:

Triads on the scale X19	Comparative weightiness of the parameter X08 for triads
X19-3	-1477
X19-2	3198
X19-1	-315
Factor of the connection strength = 0.71 (0.06)	
Coefficient of correlation = -0.00	

For dependences with a minimum prominent feature is overcoming the tendency of initial decrease of a dependent variable at the first stage (negative correlation) and sharp rise of a dependent variable after the first stage of joint decrease of a dependent and independent variable. Thus, the dependent variable accepts the minimal values at average values of an independent variable. It can be characterized as effect of discharging and sharp change (bifurcation) simple firstly simple and easily interpretive dependence when linear approximations can lead to the simplified and erroneous understanding of the investigated phenomenon.

Further, we consider the relation with the splitting of the variables on the quarts. On each investigated interval parameter have been determined three quantiles, dividing a data set on quarts. In result splitting a data set on 164 (164=41*4 is received, at 44 interval parameters; for the three parameters of the 44 partition on the quarts impossible) intercrossing groups.

For demonstration of non-linear dependences of cases, when considered factors of the connection strength $SV > 0.5$, and linear correlations on the module in 2 and more their times will interest less (are close to zero). Cases, when $SV > 0.5$ and simultaneously $SV > 2 * |R|$, as was marked, appeared 133 above (table in mind of bulkiness not shown).

The Specificity of the dependences submitted in the table the following: the dependences with a minimum - 31, dependences with a maximum - 28, monotonous, but far from linear dependences - 11 (9 growing and 2 are decreasing), 29 in the form of fluctuation (max-min - 17, min-max - 12). There are still 34 dependences, which on the classification criteria do not belong to one of the forms of dependence.

Let's consider some concrete examples of dependencies when partitioning of

independent variables on the quarts.

Dependence of the parameter "Today's aspiration to the birth and upbringing of children" (X05) from the parameter "Today's wish to participate in public and political activities" (X08) as comparative weightiness of the parameter X05 for quarts on a scale X08:

Triads on the scale X08	Comparative weightiness of the parameter X05 for quarts
X08-4	1104
X08-3	4014
X08-2	-580
X08-1	-3118
Factor of the connection strength = 0.75 (0.15)	
Coefficient of correlation = 0.25	

The "Today's aspiration to the birth and upbringing of children" has an explicit maximum (the comparative weight = +4014) for the third quart of values of the parameter "Today's wish to participate in socio-political activities". For the time frame between the first to the third quart of an independent parameter is seeing strong growth dependent parameter (for a comparative weight with -3118 to +4014). When you have the aspiration to participation in socio-political activities (4 quarts) there is a sharp decline of the birth and upbringing of children (the comparative weight = 1104). Although at the same time it is necessary to note the general positive dynamics of the dependent variable on the comparative weight with -3118 on +1104. But on the linear correlation (+0.25) maximum, even when the total positive dynamics, has a great influence, making it the insipid. Graphically dependence looks like:

Today's aspiration to the birth and upbringing of children

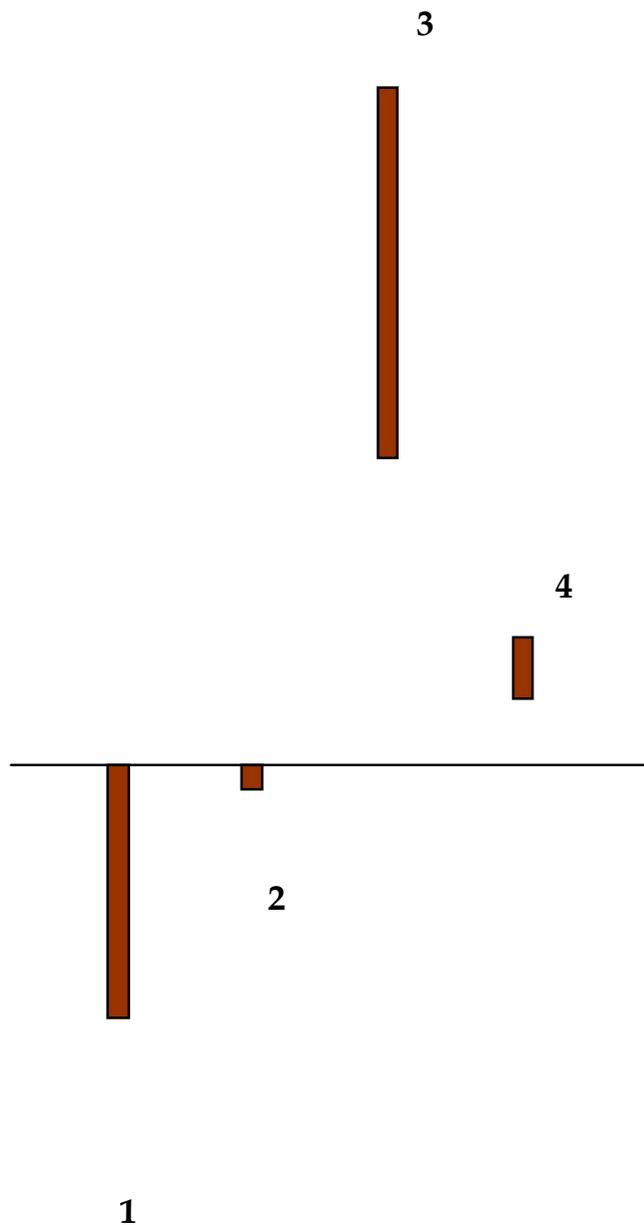


Figure 2. Quarts 1-4 on parameter X08

We will note three more similar dependences (but not concerning on classification to dependences with a maximum) for the following ordered pairs parameters:

Dependence of the parameter "Today's aspiration to the birth and upbringing of children" (X05) from the parameter "Today's wish to achieve success in life" (X11) as comparative weightiness of the parameter X05 for quarts on a scale X11:

Triads on the scale X11	Comparative weightiness of the parameter X05 for quarts
X11-4	797
X11-3	3651
X11-2	-4139
X11-1	-5578
Factor of the connection strength = 0.90 (0.50)	
Coefficient of correlation = 0.36	

Dependence of the parameter “Today's aspiration to the birth and upbringing of children” (X05) from the parameter “Level education” (X44) as comparative weightiness of the parameter X05 for quarts on a scale X44:

Triads on the scale X44	Comparative weightiness of the parameter X06 for quarts
X44-4	306
X44-3	3769
X44-2	-582
X44-1	-670
Factor of the connection strength = 0.59 (0.31)	
Coefficient of correlation = 0.10	

Dependence of the parameter “Today's wish to attempts to change the world, the conditions of life” (X06) from the parameter “Level education” (X44) as comparative weightiness of the parameter X06 for quarts on a scale X44:

Triads on the scale X44	Comparative weightiness of the parameter X06 for quarts
X44-4	92
X44-3	16
X44-2	2744
X44-1	-1719
Factor of the connection strength = 0.54 (0.11)	
Coefficient of correlation = 0.03	

From the dependencies with a minimum consider two examples, when the minimum points are found in the second and in the third quart.

Dependence of the parameter “Today's wish to achieve success in life” (X11) from the parameter “the Purchasing capacity of the family” (X42) as comparative weightiness of the parameter X11 for quarts on a scale X42:

Triads on the scale X42	Comparative weightiness of the parameter X11 for quarts
X42-4	3319
X42-3	273
X42-2	-2547
X42-1	5355
Factor of the connection strength = 1.03 (0.14)	
Coefficient of correlation = 0.17	

The "Today's wish to achieve success in life" has a deep minimum (the comparative weight = -2547) for the mean values (the second quarter) parameter "the Purchasing capacity of the family." Thus, we have a sharp decline wish to achieve success in life at the initial increase in the purchasing power of the family (in the transition from the first to the second quart). In the future starts growing wish to achieve success in life (3 and 4 quarts of the independent variable), but not so sharply as the recession, at the end value (+3319) will be considerably less than the initial (+5355), i.e. the total negative dynamics.

Inverse, i.e., the dependence of the "Buying power of the family" from the "Today's wish to achieve success in life" is practically absent (coefficient of communication = 0.14). Linear correlation also is not of interest (0.17).

Dependence of the parameter "Level education" (X44) from the parameter "up To how many years would like to live" (X17) as comparative weightiness of the parameter X44 for quarts on a scale X17:

Triads on the scale X17	Comparative weightiness of the parameter X44 for quarts
X17-4	2611
X17-3	-5591
X17-2	368
X17-1	336
Factor of the connection strength = 1.06 (0.08)	
Coefficient of correlation = 0.01	

In the strong dependence of the (index of power link = 1.06) parameter "Level of education" from the "To how many years would like to live" observed sharp jumps of the "Level of education" on 3 and 4 quarts parameter "To how many years would like to live": in the beginning decrease (up to -5591), then increase (up to +2611). The first two quarts, when the person does not wish to live a long time, he has not observed a high level of education.

For dependences with a minimum prominent feature is overcoming the tendency of initial decrease of a dependent variable at the first stage (negative correlation) and sharp rise of a dependent variable after the first stage of joint

decrease of a dependent and independent variable. Thus, the dependent variable accepts the minimal values at average values of an independent variable. It can be characterized as effect of discharging and sharp change (bifurcation) simple firstly simple and easily interpretive dependence when linear approximations can lead to the simplified and erroneous understanding of the investigated phenomenon.

The following dependence though is marked by a minimum in 2 quart, but first of all it is necessary to allocate 1 quart which considerably surpasses other quarts in value of a dependent variable.

Dependence of the parameter "Today's wish to participate in public and political activities" (X08) from the parameter "the Purchasing capacity of the family" (X42) as comparative weightiness of the parameter X08 for quarts on a scale X42:

Triads on the scale X42	Comparative weightiness of the parameter X08 for quarts
X42-4	193
X42-3	-86
X42-2	-417
X42-1	6396
Factor of the connection strength = 0.55 (0.12)	
Coefficient of correlation = -0.14	

The wish to participate in socio-political activities the most significant (the comparative weight +6396) for the first quart of the "Consumer ability of the family". The further growth of purchasing power (2-4 quarts) is accompanied by consistently low wish to participate in socio-political activities (the comparative weight of close to zero).

All it is shown and in value of factor of correlation (-0.14). Note also the three similar dependence.

Dependence of the parameter "Today's commitment to the full implementation of free time" (X13) from the parameter "Desirable quantity of children under all conditions" (X20) as comparative weightiness of the parameter X13 for quarts on a scale X20:

Triads on the scale X20	Comparative weightiness of the parameter X13 for quarts
X20-4	-128
X20-3	141
X20-2	-1102
X20-1	5404
Factor of the connection strength = 0.60 (0.12)	
Coefficient of correlation = -0.11	

Dependence of the parameter "Today's aspiration to the consumption of high-quality goods and services" (X14) from the parameter "Desirable quantity of children under all conditions" (X20) as comparative weightiness of the parameter

X14 for quarts on a scale X20:

Triads on the scale X20	Comparative weightiness of the parameter X14 for quarts
X20-4	-188
X20-3	-318
X20-2	-1211
X20-1	5842
Factor of the connection strength = 0.60 (0.12)	
Coefficient of correlation = -0.17	

Dependence of the parameter "Today's commitment to the full implementation of free time" (X13) from the parameter "the Purchasing capacity of the family" (X42) as comparative weightiness of the parameter X13 for quarts on a scale X42:

Triads on the scale X42	Comparative weightiness of the parameter X13 for quarts
X42-4	656
X42-3	162
X42-2	-755
X42-1	4748
Factor of the connection strength = 0.52 (0.15)	
Coefficient of correlation = 0.02	

In conclusion, let us consider two strong dependence in the form of fluctuations. Meaningfully they are interesting as variations of max-min.

Dependence of the parameter "Today's commitment to the full implementation of free time" (X13) from the parameter "Value monthly income per 1 person in the family" (X41) as comparative weightiness of the parameter X13 for quarts on a scale X41:

Triads on the scale X41	Comparative weightiness of the parameter X13 for quarts
X41-4	1005
X41-3	-2150
X41-2	2928
X41-1	85
Factor of the connection strength = 0.83 (0.07)	
Coefficient of correlation = 0.02	

For the "Today's commitment to the full implementation of free time" in the beginning there has been an increase (from +85 c to +2928), with the transition from the first to the second quart on the "Value of the monthly income per person in the family." But a further increase in income contributes to a very sharp fall commitment to the full implementation of free time (with +2928 to -2150). Although in the future with the increase of income in the family is the wish (to the full implementation of free time) again will increase slightly (with -2150 to +1005).

Thus, the dynamics of family income at various points of its scale in the various influences on the commitment to the full implementation of free time: that is, it prevents. Note that the inverse relationship is practically absent (coefficient of communication = 0.07), i.e. commitment to the full implementation of free time does not have any effect on family income. Linear correlation thus almost zeros (0.02). We will note similar dependence:

Dependence of the parameter "Today's aspiration to the consumption of high-quality goods and services" (X14) from the parameter "Value monthly income per 1 person in the family" (X41) as comparative weightiness of the parameter X14 for quarts on a scale X41:

Triads on the scale X41	Comparative weightiness of the parameter X14 for quarts
X41-4	1326
X41-3	-1782
X41-2	2337
X41-1	351
Factor of the connection strength = 0.69 (0.22)	
Coefficient of correlation = 0.02	

Thus, we find out identical dynamics of dependence of aspiration to consumption of the qualitative goods and services and aspirations to high-grade carrying out of free time from the family income that will be coordinated with strong correlation communication of aspiration to consumption of the qualitative goods and services and aspirations to high-grade carrying out of free time (0.61).

As ideals of scientific knowledge simplicity, the linearity, full exception of uncertainty (accident) served in a classical science. The Same deterministic picture of the world - so-called the Laplace determinism - is realized from the point of view of our time as excessively simplified theoretical scheme. Though many stereotypes of classically focused reason - stereotypes of linear thinking have not been destroyed till now.

To the desirability of the account of non-linear processes in the future paradigm of a social science pays attention U.J.McGuire: "I emphasize here such an important point, that our cognitive and social systems are complex, that now in use simple linear models have ceased to be heuristically useful".

Above mentioned results also allow to speak about an opportunity for new synergetic paradigms in the sociological science directed on studying of non-linear effects of social systems. The non-linear sociology is a new approach to studying the sociological phenomena, putting the main task studying of specifically non-linear properties of the social phenomena.

In any sociological research it is desirable to trace simultaneously in united system of measures of dependence between all pairs of investigated parameters, and, it should be both linear, and the elementary non-linear communications

(considerably enriching a linear triviality of the deterministic approach), that allows to make our method based on conscious ignoring of preliminary promotion of hypotheses about the form of dependence separately for each pair of variables that makes it quite universal and productive.

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Migrants and Crime: Russian Situation

Globalization is an objective process characterized by the activities of transnational companies; interdependence of countries (energy sources, raw material, technologies, etc.); world information systems; interconnectedness of financial systems; internalization and intensification of modern transport networks; increased flow of migration, followed by the interpenetration of ethnic cultures; the use of English as the means of international communication, etc.

Globalization has positive and negative consequences, with an unequal spread of positive and negative effects on the countries and regions of the world. In parallel to the process of globalization a process of differentiation and polarization is taking place.

Active migration of the population and “Babel of tongues” and cultures there is one of the results of globalization. Conflict of the cultures there is one of the criminogenic factors.

Crime of migrants is not very actual problem in contemporary Russia. Share foreigners amongst all criminal in Russia constitute from 1.5-1.6% in 1999-2000 to 3.1-3.5% in 2008-2010. For comparison, share foreigners amongst all criminal in Germany constitute from 16.6% in 1984 to 33.6% in 1993, and 22.5% (2005).

It is a necessary to distinguish external (international) migration and internal (from one regions of Russia in others). Former Chief of Moscow’s Police spoke: “Commit crimes at us basically the Kaluga, Tula, Ivanovo inhabitants released from prisons”.

Special research shows:

- The correlation relationship between trend of migration and trend of rate homicide and grievous bodily harm is *absent*.
- There is *negative* correlations relationship between trend of migration and trend of robbery with violence (than more migration, that robbery with violence less).
- Only correlation relationship between trend of migration and trend of rape is positive (than more migration, that more rape).

And result this research is: "wide-spread hypothesis in criminology about influence of migration on criminal violence in Russia (1989-2004) has not got acknowledgements"¹.

Moreover there is tendency of reduction migrant’s flow in Russia: from 1,358,000 in 1994 to 295,000 in 2009. Russian place on the rating global migration to attractive is 56. For comparison, first place occupies China, second place -

¹ Skifskiy I.S. (2007) Violence Crime in Contemporary Russia: Explanation and Forecasting. Tumen’, pp. 91, 96 (in Russian).

Singapore, eighth place – Spain, USA – 43 (Population Reference Bureau. 2008 World Population Data Sheet).

Whence migrants go to Russia? Maximum come from Uzbekistan, Tajikistan, China, then - Ukraine, Kirghizia, Turkey, Moldova, Armenia, Azerbaijan.

Conditions to life of migrants from countries of the Asia are very bad in Russia. The police often detain migrants.

More dangerous problem is “hate crimes” (there are the crimes committed with motive of national, racial, religious hate or enmity or feud and with motive of homophobia) against migrants. There are many crimes with motive of national and racial hate in Russia. Neo-Nazi, skinheads butcher persons with black and yellow skin, Caucasians almost *every day* in contemporary Russia. But Russian power, government, police and criminal justice do not adequately react to this terrible situation.

For example, in 2008 as a result of “hate crimes” were killed not less 120 persons, are wounded not less 486 persons. In 2009 were killed not less 84 persons, are wounded not less 434 persons. In 2010 were killed more than 37 persons, are wounded more than 382 persons. It is a data of NGO: SOVA and Moscow Office of the Human Right.

The subjects of hate crimes in Russia are males in ages of 14-21, unemployed or schoolboys and students, sometimes from “good family”. Usually there are skinheads or Nazis, fascists. The “ideology” of Russian contemporary Nazis, fascists, skinheads is “Russia for Russian!”, “Migrants go home!”, “Fight the blacks!”

The Chief of Department of counteraction to extremism of the Ministry of Internal Affairs of Russia General Sergey Gir’ko informs in the October 2010 about more than 150 radical neo-Nazi groups in Russia.

The victims of hate crimes are citizens of the countries of Africa, also so-called “persons of Caucasian nations”, Asians and Gipsy. The most often they are students of Russian universities or legal and illegal migrants.

The usually means of hate crimes are unexpected armed attack of group skinheads or fascists with knives, bats or metal rods. They try to kill “foreigners” by stab to throat. It is a “firm” mean of criminals.

Why is it? What are the causes? There are some *objective* causes.

The ever-growing economic polarization of the population – is a main source of continuing social conflict. The differentiation between the incomes of the 10% least prosperous and the 10% most prosperous increased from 1:4.5 in 1991 up to 1:15 in 1999 and later up to 1:18. But the opinion of experts is: the real difference of the incomes rise up to 23-25 and in Moscow up to 40-60.

The lot of the *class of “excluded”* constitutes the *social basis* for various forms of deviance including crime and hate crimes. There are many young people have not secondary and professional education, work, profession, funds and at the same time they see foreign cars, rich shops, restaurants, beautiful girls with rich men.

And the “*excluded*” teenagers are becoming spiteful, they hate everybody, especially *strangers*.

There are following *subjective* causes.

Fascism, Nazism, xenophobia realizes following functions for contemporary Russian regime. Firstly, fascists, Nazi are good “monsters”, “bugaboo” for Russian people. Contemporary Russian regime can speak before future election: either will be *we* or will be *fascists*. Secondly, “strangers”, “foreigners” are *scapegoats* for people, who are very poor, without normal habitation, without normal food, without perspectives. Thirdly, maybe Nazi, skinheads are “reserve” of regime against so-called “orange revolution” (as in Ukraine). Moreover nationalistic opinion is wide-spread in population, especially among police and other “power structures”. Nazi are “children of a bitch, but they are *our* children”.

So, it is a pity, but there are objective and subjective causes for hate crime in Russia consequently hate crimes will spread more and more.

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Compensation as a socio economic development factor of the ethnic native minorities of the north in Surgutsky area of UGRA: sociological aspect

It is a fact that all hydrocarbon deposits on the territory of Ugra are mostly located within the boundaries of traditional nature use lands (ancestral and community lands) which traditionally belong to ethnic native minorities of the North (ENMN). The nature of relations between crude oil producers and representatives of the ENMN have always been and still are the most pressing and urgent issues in the industrial development and extraction of natural resources of the northern territories under current conditions.

Brief description of the territory analyzed. Geographically Surgutsky area is located in the central part of Khanty-Mansiysk Autonomous District – Ugra (the territory of the Middle Ob). The total area is of 105.2 thousand square kilometers. The population of the area is 118.1 thousand people according to the census of 2010. Ancestral and communal lands (157 subjects) cover 42% of the territory with more than 500 families (more than 2000 people.) living there. All the inhabitants who are representatives of the ethnic native minorities of the North engage mostly in traditional forms of economic activity. The average area of the ancestral lands in Surgutsky area accounts for 53.7 thousand hectares (in the area - 28.4 thousand hectares) [2]. The total number of the ethnic native minorities of the North in the area is 3000 people (2.7% of the overall area population).

The economy of the area relies heavily on the oil and gas industry. Loginov V. [2] states that over 40 % of the ancestral lands were transferred in a long-term lease to crude oil companies. It created a conflict of interests between the crude oil companies and the owners of the ancestral lands which in turn caused a lot of other conflicts of different nature. To settle the conflicts certain economic agreements between the owners of the ancestral lands and the crude oil companies were made. The agreements have a compensation which is paid to the owners of the ancestral lands and the communities. They also include local authorities requirements on the social and economic development of the lands which naturally belong to ethnic native minorities of the North. The requirements pay special attention to their settlements social infrastructure development. Crude oil producers are often reluctant to deal with ethnic native communities because the communities are much better organized in comparison with a single owner of ancestral lands who is easier and less expensive in terms of companies' costs to reach an agreement with.

As a rule, the representatives of ethnic native minorities of the North are interested in the development of hydrocarbon deposits within the boundaries of their ancestral lands. The crude oil producers are to meet the nature protection terms, to coordinate their industrial infrastructure and transport communications,

to make the timely compensation payments under the economic agreements. The income generated by the economic agreements is higher than the one earned in the traditional sector of the economic activity.

In 2006 and 2008 to analyze the present ecological and socio-economic state of Ugra ethnic native minorities of the North the researchers of Obsko-Ugorsky Institute of the Applied Research and Studies (Khanty-Mansiysk) conducted a series of ethnic sociological research in their natural compact habitat.

The survey was based on a questionnaire which comprised multiple-choice answers. The respondents had to choose only those answers which they considered to be acceptable. In addition to the questionnaire the respondents had interviews on issues vital to them.

The following respondents participated in the survey:

- in 2006 182 respondents were from ENMN, 52.20% - men, 47.80% - women; experts (45): 35.56% - men, 64.44% - women;
- in 2008 229 respondents were from ENMN, 46.29% - men, 53.71% - women; experts (29): 31.03% - men, 68.97% - women.

In particular, it was interesting to know the residents' opinion on the economic agreements between the owners of ancestral lands and communities and oil and gas companies and their opinion on the compensation for the deterioration of their living space. Chart 1 shows the residents' answers to the question "What do you think of the economic agreements which are made between the oil and gas companies and the owners of ancestral lands and communities?"

Table 1

Respondents¹ opinion on the economic agreements between ancestral land owners and communities and oil and gas companies (n=485), % respondent ratio

Possible answers	ENMN	Experts	Respondents total	ENMN	Experts	Respondents total
	2006 (227)*			2008 (258)		
Yes, it is a good idea.	50.55	37.78	48.02	3.42	6.67	5.04
I am against any economic agreements.	21.43	17.78	20.70	0.85	3.33	2.09
It's all good on paper.	18.13	33.33	21.15	6.41	50.00	28.20
Not sure/ no opinion.	9.89	11.11	10.13	87.61	40.00	63.80

¹ numbers in brackets show the annual amount of respondents

The results obtained in 2006 (chart 1) show that the majority of the respondents considered the economic agreements to be a good idea (50.55% and 37.78% the representatives of the ethnic native minorities of the North and experts respectively). 21.43% of the ethnic native minorities of the North representatives responded that they were against any economic agreements, and 18.13% believed that the agreements were only on paper and a mere formality. The latter data indicated that the respondents did not trust this type of relationship. The data of the second survey (2008) showed that the majority of the ethnic native minorities of the North (87.61%) found it difficult to answer this question. Apparently that was due to the fact that in the survey of 2008 the question was slightly rephrased (footnote 1). The results allowed us to assume that the income earned under the economic agreements could not compensate the expenses of a community and maintain its living properly.

It was also interesting to know the respondents¹ opinion about the amount of the compensation ENMN should receive for the damage inflicted by the industrial development of natural resources deposits within the boundaries of the ENMN traditional habitat. The data obtained are shown in chart 2.

Table 2

Surgutsky area residents' opinion on what compensation the native people must have for the damage inflicted by the industrial development of natural resources deposits (n=485), % respondent ratio.¹

Possible answers	ENMN	Experts	Respondents total	ENMN	Experts	Respondents total
	2006			2008		
	Certain percentage of income from net corporate profits.	46.70	15.56	40.53	8.21	26.53
Certain percentage of income from total corporate income.	22.53	28.89	23.79	31.09	34.69	32.89
Guaranteed jobs.	66.48	48.89	63.00	57.18	34.69	45.94
Compensation for the living space deterioration.	78.57	53.33	73.57	0.00	0.00	0.00
The foundation of a areal traditional crafts development fund in the territories where natural resources are extracted.	25.82	31.11	26.87	2.05	4.08	3.06
Not sure/ no opinion.	5.49	8.89	6.17	1.47	0.00	0.74

¹ In the survey of 2008 this question sounded as follows: "Do you think the economic agreements between oil and gas companies and the owners of ancestral lands and communities can provide the communities with enough funding and compensate their expenses?"

¹ The respondents were offered to choose no more than three possible answers.

The data (chart 2) indicate that the majority of the area respondents (2006) state that ethnic native minorities of the North should be compensated for the deterioration of their living space (73.57% - respondents' total). They also should have guaranteed jobs (63- respondents' total).

Certain percentage of income from total corporate income as a possible answer was supported by fewer respondents (24%). The idea of establishing a areal traditional crafts development fund in the territories where natural resources are extracted was also supported by a small number of respondents (27%). The data showed that the relative majority of respondents from Khanty-Mansiysk area supported the idea (60%).

The data of the 2008 survey showed that the respondents from ethnic native minorities of the North and experts put an emphasis on the answer about guaranteed jobs for ethnic native minorities of the North created in the development of natural resources deposits (57.18% and 34.69% respectively). The answer about receiving a certain percentage of total corporate income was only second (31.09% and 34.69% respectively).

Unlike the 2006 survey, the respondents from the ethnic native minorities of the North did not support the idea of establishing a areal traditional crafts development fund in the territories where natural resources are extracted (2.05%).

To conduct a comparative analysis the data from different surveys were used. In particular, the data from the surveys conducted in Beloyarsky and Beryezovsky areas and repeatedly - in Octyabrsky and Kondinsky areas in 2003 (chart 3).

The data of the second surveys (including Beryezovsky and Beloyarsky areas), given in chart 3 showed that most of the respondents were in favor of guaranteed jobs for ethnic native minorities of the North as a compensation for the damage inflicted by the industrial development of natural resources deposits (54.83%). ENMN should also receive a compensation for the deterioration of their living space (47.02%). In addition, 32.06% of respondents supported the foundation of a areal traditional crafts development fund in the territories where natural resources are extracted. The latter answer was supported by fewer residents of Surgutsky area (27% of the respondents total) (chart 2).

It would be interesting to see what the representatives of ENMN and field experts thought, whether they could share their income received under the economic agreements with all representatives of the ethnic native minorities of the North in the district. In our survey this question was not originally included on the list. But it was included in the survey conducted by the researchers of Surgut State University [3]. The question says, "How do you think the profits generated under the economic agreements between the owners of ancestral lands and oil and gas

companies should be distributed?" 50% (60.3)¹ of the respondents said that any income should belong to the owners of ancestral lands only; 10.4% (19.8) - any income should be shared among all members of the ethnic native minorities of the North; 20.8% (9.5) - any income should be distributed among all people involved in the traditional forms of economic activity.

Table 3

Respondents' opinion on what compensation the native people must have for the damage inflicted by the industrial development of natural resources (n=244), % respondent ratio (2003 data) [4].

Possible answers	Respondents total number	Beloyarsky area	Beryozovsky area	Kondinsky Area	Octyabrsky area
Certain percentage of income from net corporate profits.	24.15	30.43	27.50	16.44	22.22
Certain percentage of income from total corporate income.	32.06	26.09	16.25	54.79	31.11
The foundation of a areal traditional crafts development fund in the territories where natural resources are extracted.	34.05	43.48	45.00	23.29	24.44
Compensation for the living space deterioration of Northern native people.	47.02	56.52	52.50	47.95	31.11
Guaranteed jobs.	54.83	54.35	62.50	67.12	35.56

It is worth mentioning that in the survey of 2006 the respondents of Surgutsky area had to deal with the question of a similar nature: "What groups of the ethnic native minorities of the North should be compensated under the economic agreements?"². The results are shown in chart 4.

¹ In parentheses are the results from the questionnaire of an expert (the employees of oil and gas industry as well as employees from other industries acted as the experts).

² In the survey of 2008 this question sounded as follows: "Do you agree with the fact that the compensation should be transferred to, possible answers were: 1) the owners of ancestral lands, 2) the ethnic native inhabitants of the nearby settlements, 3) the ethnic native residents of the district or municipal area; 4) not sure/ no opinion.

Table 4

Surgutsky area residents' opinion on who among ENMN should be compensated under the economic agreements (n=458), % respondent ratio.

Possible answers	ENMN	Experts	Respondents total	ENMN	Experts	Respondents total
	2006			2008		
Ancestral lands owners	78.02	51.11	72.69	93.45	89.66	91.55
Native residents of the municipal area	14.84	28.89	17.62	3.06	6.90	4.98
Native residents of the district	2.75	17.78	5.73	3.49	3.45	3.47
Not sure/ no opinion	4.40	2.22	3.96	0.00	0.00	0.00

It can be seen from the data presented in chart 4 that the vast majority of respondents from ENMN and experts stated that any compensation received under the economic agreements should be transferred to the owners of ancestral lands (72.69% and 91.55% of the respondents' total in 2006 and 2008 respectively). Alternative answers about any compensation to the ethnic native minorities of the municipal area (or adjacent municipal areas) and the district were not strongly supported by the respondents.

According to surveys conducted in 2003-2005 the majority of respondents (61.69% of the respondents' total) in Kondinsky, Ocityabrsky, Beryezovsky and Beloyarsky areas noted that the compensation should be transferred to the ethnic native minorities of the municipal area, approximately 23% of the respondents believed that the compensation should be made available to all native residents of the district.

It should be also noted that the views of the respondents on these issues are different and there is no single approach to the nature the relationship between the oil and gas companies and the representatives of ethnic native minorities of the North. This can be explained by the fact that not all representatives of ethnic native minorities of the North are interested in the development of hydrocarbon resources within the boundaries of their traditional habitat, although the data of the surveys conducted did not cover this fact.

According to the analysis conducted by V. Belyaev et al [1], during the improvement of economic agreements with oil and gas companies, in the section which deals with payments for natural recourses transferred to meet the needs of socio-economic development of minorities and ethnic groups, the issue of individual payments should not be subject to discussion.

The analyzed data clearly indicate that since the survey of 2006 the opinion of the respondents from the ethnic native minorities on some issues had changed dramatically. We have constantly been emphasizing the importance of an opinion on the necessity to develop a complex treaty which will cover all aspects of the relationship between oil and gas companies and owners of ancestral lands (communities, etc.). The complex treaty should address any legal, economic, social and environmental issues. Besides this, it should involve three parties: oil and gas companies, owners of ancestral lands and municipal administration, the latter acts as a supervisory authority [4].

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Kharchenko, Irina I.

Character of modernization of the regional system of higher education ¹

In the 2000-ies new state policy in educational sphere in Russia is characterized by a huge wave or reforming that was guided by an idea of educational modernization lasting for now. We consider that national higher educational system should not develop aside of world tendencies of postindustrial transition in education in order to stay competitive (some features of this process known from world experience is presented in [Galushkina, Kniaginina, 2005]). However, process of modernization is accompanied by problems and contradictions that must be understood.

Within the 1990-ies and 2000-ies quantitative proportions of system of domestic vocational education have changed notably. The reduction of a primary vocational education was overlapped by growth of higher education (VUZes). So it was seen starting in the mid-1990-ies extensive development of higher educational sphere in the Russian Federation in whole and in Novosibirsk region especially. The peculiarity of modern situation is that young people now have an expanded choice of higher educational institutions (including paid education in state and non-state universities) in one of the possible form of study - full-time, part-time or correspondence courses, distant courses, etc.

We believe that Novosibirsk Oblast (region) is a good ground for sociological research of processes in higher education. This region is a large educational and scientific center in Asian part of Russia. Last decade there was accepted the course towards innovational development of economy and it is realizing now.

Goal of empirical research ² presented in this paper is to study and assess direction of changes that took place in system of domestic higher education in the last years. This assessment is to be conducted from the viewpoint of ability of this system to react to tasks of today.

Key tasks of our sociological research were: a) Analysis of national higher school's development tendencies in comparison with world processes; b) Dynamic tracing ³ of changes in system of higher education of the region (Novosibirsk

¹ The article was prepared in the frames of project "Role of knowledge-based economy in the development of innovation sector of Siberia: economic and social aspects" (Programme of the Russian Academy of Sciences #30).

² The research was conducted with the financial support of Russian Foundation for Humanities in alliance with Administration of Novosibirsk Oblast - Project # 08-03-65301 a/t "Requests of regional labor market to competences of graduates of the system of professional education" and Expedition Project of Presidium SB RAS in 2007 (both headed by I.I.Kharchenko).

³ In comparison with 2001, when Institute of Economics & IE Siberian Branch of RAS conducted research of educational behavior of students and of processes in the higher educational system. There were 1000 students' questionnaires and expert interviews with universities' representatives collected in Novosibirsk Oblast. In second survey of 2007/08 comparable methodology and questionnaires were used. All comparisons were made between weighed data arrays.

Oblast) happened in the last years; c) Study of students' demand for obtaining of general and specific competences required today at labor market and corresponding to the needs of innovational development of the region's economy; d) Gathering students' opinions on quality of their professional training.

Our research was based on a hypothesis that training process in higher educational system should be based on competence approach in order to be effective in information age [Baidenko, 2006]. Therefore one of research tasks was to assess the scale and form of usage of this approach and its perception in higher school. Another task was to determine obstacles and stimuli for its implementation.

Research methods: questionnaire for students at place of study; formalized interview with experts. Students' were questioned either with paper questionnaires or through the Internet.

Empirical base of the research: 1947 questionnaires of undergraduate students of full-time education in 10 state and 3 non-state universities of Novosibirsk city along with 6 subsidiaries of universities in Novosibirsk Oblast. The research was conducted by Institute of Economics and Industrial Engineering Siberian Branch of the Russian Academy of Sciences in 2007-2008. Sample was quoted by basic groups of specialties in higher education. The sample is representative for universities and their subsidiaries. In universities formalized interviews with experts – heads and representatives of universities' departments were also conducted (46 respondents).

The following branch groups of higher education specialties are presented in the **sample**: 1) natural sciences; 2) humanities; 3) education; 4) public health; 5) economy, management and law; 6) energy, automatics, electrical engineering; 7) technological machinery and equipment, material processing; 8) IT; 9) building and architecture; 10) agriculture; 11) geodesy and land management, personal and social safety; 12) transportation and communication; 13) service sector and trade, production of food and consumer goods engineering.

Changes in activity of universities

Outcomes of our research demonstrated that in all Novosibirsk Oblast the system of higher education had considerable positive changes in the last 6-8 years. Directions of these changes reflect tendencies of the whole country higher educational system:

1) In recent years system of higher education goes through significant mainly positive changes. Universities and their large subsidiaries have turned from survival to active behavior on the market of educational services by exposing their relative advantages and by basing on these advantages their strategies of functioning and development. Mostly universities still raise paternalistic financial expectations to the state, but it doesn't prevent them to obtain relative financial independence and to finance development from their own budgets.

2) Universities have changed from structures acting by laws of a "command economy" into active players of educational services market. They transformed into

peculiar educational (or rarely scientific-educational) corporations with developed management, marketing and PR structures, relationships with partners (employers, regional administrations, educational organizations of different levels, scientific organizations, foreign universities etc.). Universities develop there own as well as "invited" educational structures that provide for students additional opportunities to obtain required competences. Cooperation between universities of the same specialization and between universities and colleges has strengthened on the level of Siberian region and on the level of Russia in whole. International cooperation in forms of students and professors exchange, joint conferencing and researching also has widened. A number of universities have started international educational centers, where students can study a foreign language and a country culture, can undergo testing for partaking in international students exchange.

3) In the whole the existed positive changes in the system of higher education of Novosibirsk Oblast have prepared good ground for innovational activity in it. Overwhelming majority of the interrogated experts believe, that their university operates as innovatively active one last years, - introduces new educational and organizational technologies, widely uses information technologies, conducts scientific researches more actively etc.

4) Government strictly controls and estimates universities' activity; sometimes it imposes "innovations" by administrative measures. Also the state from time to time imposes new "rules of game" to higher schools by administrative methods (in organizational, economic and financial activity, educational process and so forth). Nevertheless majority of universities manage to show good results being assessed by official indicators. But often all these activity is not connected with factual increase in quality of educational services.

5) Process of integration of education with scientific research and invention is successfully in progress. This is the process that on the West, first of all in the USA became an outcome of the "first scientific revolution" (started in XIX century with integration of research and teaching at universities). Some universities already undertake certain steps to integrate academic and entrepreneurship sectors and commercialize scientific knowledge that is acting towards "second scientific revolution" that is under way in the West [Stuart, 2007]. Although existing scientific schools at universities mostly are scanty and yield to academy ones (that functioning in state Academies of Sciences).

6) Qualitatively new social mechanisms in sphere of interaction of educational system and labor market were not noticed (at least on the basis of obtained regional data), even though new ways and social practices have appeared. Interaction takes place mostly through different agreements (both official and unofficial): on students' practical work, on involving in teaching scientists and practicing experts, on advertising about vacancies for graduate students, on "targeted" form of training of students (under employer' agreement) etc. Example of Novosibirsk oblast shows that Regional Administration actively joins interaction of educational system and labor market. Regional Administration suggests

financial resources (including competitive offers) for development of universities material facilities - e.g. research labs, centers for "innovation competences development" etc. Moreover, the Administration performs as a customer of "targeted" form of education for specialists who will work in socially important spheres of rural economy (education, public health, agriculture, cooperative trade etc.).

7) Urgent problem is insufficient and sometimes even openly low* quality of higher education (*mostly ordinary teachers, not managers gave such appraisals). Experts have mentioned following internal problems that impede education quality from increase:

- Low motivation of students to study and absence of culture of independent learning;
- Degraded level of university entrants (applicants), gaps in school knowledge;
- Habit of majority of teachers to work in old way, using principle: "I teach what I know, I examine what I have taught";
- Low cognitive interest and low self-motivation of students to obtain knowledge;
- Limited opportunities for students to check their competencies in active practice and, more important - to check their responsibility for this activity;
- Absence of employers' criteria for specialists' education. This impedes correction of pitfalls in university education.

8) Experts have mentioned external problems that hamper education quality growth:

- Low wages in many sectors of economy (agriculture, science, education, public health, partially service sector etc.), which does not motivate graduates to work in them. Low wages in system of higher education. Low scholarship at universities.
- Material resources of universities are scarce and do not answer contemporary demand of studying process. The most easily implemented task for universities was to computerize and equip with office machines. Most universities are lack of up-to-date equipment and technology for labs and even suffer severe difficulties with lab equipment Only two universities (Novosibirsk State University that recently got a status of research university and Novosibirsk State Technical University) that obtained considerable financing from government (so-called "Innovational educational projects") have up-to-date equipment and technology for labs. The rest of universities have substantial difficulties with this equipment and have few opportunities to use such equipment collectively.
- Imperfection and inflexibility of State Educational Standards of the second generation. Nevertheless, under common State Educational Standards in the surveyed universities different quality of education and a level of teachers' requirements to students were observed.

- The concept of modernization of the higher school, based on realization of requirements of Bologna process, is not supported (was not supported at that time) by a significant part of educational community, and was estimated as poorly connected with challenges facing the transition of national economy on innovational type of development and modernization needs of economy. Experts considered, that now for Russia is more actual not to prepare "flexible" (in Bologna understanding) experts in two-level system but to provide needs of domestic economy in engineers, technologists, agriculturists, scientific and other specialists. Thus they reminded, that the Soviet educational system was based on principle of wide theoretical preparation which further allowed the graduates to fill up the knowledge including related areas of activity.

Educational behavior and professional preparation of university undergraduate students

1) Higher education became more accessible for school-leavers, who live outside of regional center – their share among students who study in Novosibirsk city is 10 percent more than it was in 2001. Also interregional educational mobility has increased – number of students graduate from schools in other regions has increased by 7 percent (from 21 to 28%).

2) Students became more satisfied with their educational choice (table 1).

Table 1

Change in estimations of choice made by students (in % to answered respondents) *

<i>Share of those who said that:</i>	2001	2007/08
- choice of university was correct (answer «yes»)	47	52
- choice of university was not correct (answer «no» + “rather no, than yes”)	15	12
- I like to study at the chosen profession now (answer «yes»)	38	48
- I don't like to study at the chosen profession now (answer «no»)	3	2
- choice of profession in whole was correct (answer «yes»)	41	46
- choice of profession in whole was incorrect (answer «no» + “rather no, than yes”)	16	14
- I'm going to work according to obtained specialty (answer «yes»)	46	49
- I'm not going to work according to obtained specialty (ОТВЕТ «НЕТ»)	6	6

*) We don't give statistics to such positions as: “do not know”, “rather yes, than no”, “as happens”

Relative number of “yes” answer to the question “Do you like to study now by chosen profession” and “Was your choice of profession in whole correct”, “Was your choice of university correct” have increased (in comparison with 2001 survey) to 10, 5 and 5 percent correspondingly. Somewhat increased share of students firmly intended to work in sphere of obtained profession (from 46 to 49 percent).

Students’ preferences towards “economy sector” for future work have also slightly changed. Share of students who do not exclude sectors of material industry (industry, construction, agriculture, transportation, communications) from their potential job choices have increased by 8 %, service sector (besides trade) – by 9 %, managerial structures – by 3 %, media industry – by 2 %. Remains the same share of those who plan to work in scientific and scientific-implementing organizations (15 %). Share of students orienting towards financial and commercial structures and to social sphere sector has decreased (by 7 and 5 % correspondingly) (table 2). This fact can be logically explained by enhance in education conditions (change in dynamics of students’ opinions shows that) and, probably, by positive change on labor market in observing period. On the contrary, we are not inclined to explain this tendency by improvement of professional orientation in schools. This conclusion is supported by the data we have: share of senior pupils who don’t make decision about their future profession persists on level about 40 percent.

Table 2

Economy sector preferences by students towards future job (percent of respondents who gave an answer to this question)

	2001	2007/08
Material industry (industry, construction, agriculture):	23	31
Service sector	18	27
Social sphere (education, public health, culture)	21	16
Science, research organizations, implementation organizations	15	15
Financial and commercial structures	40	33
Trade	12	14
Managerial structures	25	28
Media industry	12	14
Military, security and policing branch	6	5
Other branches	2	2

3) Urgency of education quality problem is demonstrated also by students’ survey data. Students are more satisfied with material supply of educational process and with organization of practical work (trainee job). Level of satisfaction

with content of educational process and level of theoretical and practical classes have insignificant changes (in comparison with 2001) (table 3).

Table 3
Dynamic of students' appraisals of different elements of educational process (average on 5-grade scale, where 1 is the lowest grade, 5 - the highest one) *

	2001	2007/08
Professors' professional level	4,2 (0,8)	4,25 (0,76)
Lectures level	3,7 (0,8)	3,82 (0,85)
Practical classes level	3,6 (0,9)	3,81 (0,87)
Practical work organization	2,8 (1,2)	3,33 (1,27)
Material supply of education process	2,5 (1,1)	3,33 (1,16)
Provision with educational literature	2,7 (1,2)	3,54 (1,16)
Provision with scientific literature, reference books, periodicals	2,8 (1,2)	3,49 (1,14)
General correspondence of education to demands of job and life	3,2 (1,0)	3,55 (0,99)

*) In brackets standard deviation is given

Similar conclusions were made by analyzing answers of the questionnaire question: "What would considerably enhance quality of education on your department?" (table 4). We compare answers to this question in dynamics. Students less often mention shortage of material and technical provision of educational process and of educational and scientific literature (though in last survey share of students unsatisfied with this element was over one third). Picture of dynamic of indicators characterizing content of education is not obvious. On one hand, slightly decreased number of students dissatisfied with educational programs, content of courses and discipline taught (from 47 to 40 percent), and duration of practical work (30 against 24 percent). On the other hand, there were a lot of claims towards everything connected with content and methodology of education: share of students who believed in necessity of increase of amount of active methods increased (38 and 42 percent accordingly), from 40 to 43 % (in 2007/08) were unsatisfied with content and organization of practical work as well as with structure and content of courses and disciplines taught, one third was unsatisfied with curriculum. Along with this, one third of respondents were displeased with quality of classes (33 percent) – whereas at the last survey (as well as in previous survey) students were less strict to professional level of professors (22 percent were dissatisfied with it in 2007/08). The mostly critical students were to themselves and their group mates: 44 % of respondents considered that the quality of education would significantly improve if students become more responsible in studying.

Other data also show that for now change in students' attitude towards education does not necessarily follow positive changes in material and technical provision of education. As it was already spoken above experts also named a problem of quality of education as one of the most actual, allocating among factors of educational behaviour of students.

Table 4

Estimation by students of necessary changes to enhance quality of education (percent of respondents who gave as answer to the question)

	2001	2007/08
Professional growth of professors	25	22
Improvement of teaching quality	н/д	33
Change in educational program, review of courses and disciplines taught	47	40
Increase of active methods of education share	38	42
Increase of self-contained learning share	6	7
Increase of amount of practical work	30	24
Change in organization and content of practical work	n/d	43
Intensification of feedback	20	16
Increase of educational process provision with material and technical resources	70	44
Provision with educational literature	58	33
Provision with scientific literature, reference books, periodicals	45	30
Optimization of curriculum	н/д	34
Improvement of students' attitude to education	н/д	44
Increase of number of years of education	2	3
Other (increase in wages, scholarship etc.)	6	
Nothing must be changed	н/д	2

n/d - no data available

4) Change in students' attitude towards education does not ensue from satisfaction by conditions of education. Stimuli to education have not changed significantly. One tenth of students still don't have any special stimulus for education. Half of students consider that they could easily study better. 44 % believe that quality of education would significantly increase if students change attitude to education. From answers to another question (table 5) we see that positive changes in conditions of educational process were not followed by considerable changes in the universities' system of encouragement.

Table 5

Additional motivation and encouragement connected with education (% of answered respondents)

<i>Share of students who said that they got at university the following:</i>	2001	2007/08
Earned higher scholarship	28	27
Earned personal scholarship or grant	3	5
Was a laureate of student conference or competition of scientific works	7	6
Was a laureate of creative competition	Н/Д	3
Was on practical work in another city	6	7
Partook in international student exchange	1	1
Was on practical work or training course abroad	1	2
Participated in inter-universities competition	Н/Д	6
Was a participant of a summer school	1	1
Was encouraged for good education (by present, bonus or document)	5	10
Other kinds of encouragement	2	2
Had no encouragements	59	56

Share of students encouraged for achievements (higher or personal scholarship, bonuses for participation in student or creative conference or sport competition etc.) have remained almost the same. The same situation is with students who had additional opportunities (practical work in another city or abroad, summer schools, international student exchange). Exception is double growth (from 5 to 10 %) of students' share who got a present, bonus or document for good studying. Share of students who had no encouragements for the whole period of education have decreased only by 3 % (from 59 to 56 %).

5) Idea of what skills, abilities, features students have got by the time of graduation is shown in table 6. As we see, most of students believe that they will have a set of competences necessary to fulfill a demand to a specialist of today (qualitative professional education, wide mental outlook, sufficient for mastering in different kinds of activities, for life-long and independent learning, analytical skills, teamwork ability, communication skills, managerial skills, tolerance, free use of computer and IT). Over a half (58 %) believe they are competent in an "out-of-the-box" skill (that is ability of creative thinking).

Besides, answering to additional question on ability of non-standard thinking 40 % of students claimed that they are able to solve non-standard tasks that require unassisted search for decision algorithm. However most (60%) can solve only standard problems for which algorithm of solution is clearly described.

Table 6

Distribution of students to the question "What skills, abilities, features will you obtain by the time of graduation?", 2007/08 (% of respondents who gave answer in every row)

	Will obtain (have already obtained)	Doubtfully will get but would like to	Don't have such a goal
1. Qualitative professional education that is in accord with contemporary demands	71	26	3
2. Wide mental outlook, education sufficient for mastering in different kinds of activities, for life-long and independent learning	73	22	6
3. Fluent speaking a foreign language	14	61	25
4. Non-standard and creative thinking	58	30	12
5. Perfect skill of computer use and IT	58	34	8
6. Teamwork ability	71	18	12
7. Communication skills	76	9	5
8. Managerial skills	60	32	7
9. Analytical skills	68	25	8
10. Tolerance	64	13	24

At the same time from one fourth to one third of graduates (by self-esteem) hesitate that they will not get competences necessary for a specialist with higher education: from 27 to 40 % of undergraduate students gave a low assessment of their grounding in this "standard" set of competences. In particular, 34 % of students have noted, that they could not receive the sufficient computer competence (8 % even do not feel the need in it). And, under the answer to other question it is revealed, that 18 % of students had no access to the Internet at all. Alarming factor is knowledge of foreign languages. Only 14 % of respondents consider that they can fluently speak a foreign language. However all in all answers to this question (table 6) show that students have a significant request for obtaining competencies that are necessary for a specialist with higher education in information age.

6) We should note that responses to the previous question (table 6) give a self-esteem that reflects, on one hand, quality of obtained education (as compulsory as additional), on the other hand – level of individual request to this quality (the lower this level is the easier is to satisfy it).

In order to smooth over this factor (different requests) we have used the following approach. In the questionnaire a respondent was suggested a hypothetic situation, when he/she should have demonstrated different features and competencies in teamwork. We consider that in this case there is an implicit competition and external assessment from other members of a team. The question (closed and non-alternative) was: "What personal features and competences could you display in a team for achieving a goal or tackling a problem?" Distribution of answers (table 7) has shown that significant number of respondents believe to have general

competences demanded in contemporary society: leadership potential and skills in organization of a collective work (46 %); can easily orientate themselves in a difficult situation (57 %); sociable, can lead negotiations, make contacts (51 %); can easily cope with and use last attainments of progress (44 %). Even more respondents (as they said) have such features as diligence, laborious (63 %), tolerance, well-wishing character (53 %). These features are traditional, but still valuable. Along with this, rare features are initiative and business experience (12 %), foreign language knowledge (20 %), non-standard thinking, ability to innovate (27 %).

Table 7

Personal features and competences that students can demonstrate in a team to achieve a goal or solve a problem, 2007/08 (% of answered respondents)

<i>Can use for practical task in teamwork:</i>	%
leadership potential and skills in organization of a collective work	46
can easily cope with and use last attainments of progress	44
wide mental outlook	37
can easily orientate themselves in a difficult situation	57
foreign language knowledge	20
sociable, can lead negotiations, make contacts	51
tolerance, well-wishing character	53
initiative and business experience	12
non-standard thinking, ability to innovate	27
efficiency	63
I doubt I am able to work in a team, I prefer to work individually	3

At the same time, if we compare data of two tables (6 and 7) we can suggest that, having a high self-esteem of obtained set of key competences, students have much lower self-esteem in ability to use such competences in a practical situation. In other words, though in whole students have given high enough self-estimation of their level of received general and special competences, but the problem of using them in practical activities has come to light.

7) Further this question was used as a goal indication for assessing innovative potential * of students. (*In this research we define innovative potential as a set of features and competencies necessary for implementation of innovative activity. Innovative activity is understood as an activity to create, use and develop of novelties and innovations. Several indicators of creative and non-standard thinking, experience of participation in scientific research were defined as indicators of innovative potential. These indicators were considered in the context of wider circle of other constructive forms of activity such as success in education, encouragements for success in education and research, all kinds of activity devoted to increase personal creative potential, creative and sport achievements, activity on

labor market, leadership features etc.). We've made a factor analysis on its basis. All space of answers was grouped into 3 factors:

First: leadership potential, sociability, orientation in a difficult situation; initiative and business experience; preference to work individually (with negative value);

Second: non-standard thinking, ability to innovate; can easily cope with and use last attainments of progress; wide mental outlook; foreign language knowledge

Third: diligence, tolerance.

In the space of this factors we've made a cluster analysis (by Quick clusters method). The most interpretable was an option with 5 clusters. We've got a typology that has 5 clusters (types, groups) of students that differ by a notion of their personal features and competences that they could demonstrate in a team for achieving a goal or tackling a problem. Statistically ascertained reliable connections of the clusters with other objective and behavioral indications (using Z-criterion) allow to characterize every cluster group from the standpoint of presence (or absence) of inclinations, skills, types of behavior and attainments (results) that we have attributed to characteristics of innovative potential (table 8).

Representatives of the first cluster (type) are characterized by high innovative potential, high activity potential in different spheres, have proved leadership claims (22 % of the sample). The second type are individualists who are sociable but don't want to work in a team (3 % of the sample). The third type representatives have high (but weakly grounded) leadership claims along with low innovation, creative and activity potential (27 % of the sample). The fourth type is characterized by diligence, traditional job stereotypes; their innovative potential is minimal (39 % of the sample). The fifth type has a high innovative, activity and creative potential in science, but has no leadership claims (8 % of the sample). We have obtained the following typology of students notions of personal features and competences that they can demonstrate in a team to achieve a goal or solve a problem.

Table 8

Cluster structure (typology) of students depending on prevalent features and competencies from the viewpoint of their innovative potential (2007/08 data array)

Cluster #	Prevalent features and competences	Number of objects	%
1	High innovative potential, high activity potential in different spheres, well-grounded leadership claims	433	22%
2	Individualists	53	3%
3	Weakly-grounded leadership claims	537	27%
4	Diligence, traditional job stereotypes	768	39%
5	High innovative, activity and creative potential in science, no leadership claims	156	8%

8) An important indicator of innovative potential of students is researcher competence. Its presence/absence is shown in table 9.

Table 9

Students' participation in scientific researches, 2007/08
(% of answered respondents)

Forms of participation	%
1. Lead an independent scientific research	12
2. Participate in scientific research of university (at a chair, department or in a lab etc.)	8
3. Participate in scientific research of their scientific advisor or a professor	13
4. Participate in scientific research at a place of their practical (tentative) work	4
5. Participate in scientific research at a place of their part-time job	4
6. Other (mostly answers like "while writing students' or qualification papers")	2
7. Do not participate but would like to	32
8. Do not participate since they have lack of time, wish or interest	34

Thus, researcher competence (demanded in coming information age) is obtained only by every third graduate (34%), and among those who have not such competence a half of respondents don't see any necessity of it. Novosibirsk State University (NSU) significantly and positively differs in this realm due to collaboration with Siberian Branch of the Russian Academy of Sciences. In NSU most of graduate students (76%) partake in researches. A year after our research had been finished NSU has obtained a status of National Research university. Obviously, level of education considerably differs in "elite" and "popular" segments of higher school.

After graduation some students want to devote themselves to scientific research or to take part in it (not necessarily in scientific organizations): 13 % of respondents want to be engaged in scientific research unconditionally, plus 11% would like to be engaged under certain conditions. NSU is university with the biggest share of students who are oriented towards scientific research in future (19 % unconditionally and 31 conditionally) and on the second place is Novosibirsk State Medical University (36 and 13 percent accordingly).

Answer to the question "Would you like to work in Novosibirsk Industrial park ("technopark") after graduation" on average of data array 9 % of responses said "yes" and 28 % do not exclude for themselves such opportunity (answer "by chance").

9) Despite abovementioned weaknesses, student youth is a very perspective social environment where innovative models of behavior can appear. First, as we've already mentioned, students request to obtain key competences of a highly-educated specialist of information age. Second, perspective feature is a willingness

to proceed education (only 38 % do not plan to study further after graduation) when 57 % of respondents are ready to invest in further education. The most demanded education for graduates is the second higher education.

* * *

In spite of originality of Russian higher school, and significant influence of traditions to its functioning, basic directions of its modernization are oriented towards world tendencies. Nevertheless, this process takes places under strong pressure of habits (stereotypes) and the inertness. Processes that are in accord with needs and interests of the population and/or scientific and educational community develop faster ("popularization" of higher education, its commercialization, transition of universities into economic subjects of educational services market, implementation of "competence" approach, enforcement of significance of scientific research, diversification of universities' activities and widening of their educational space etc.). Processes that do not fit to the needs or current conditions run slower (understanding of "Bologna process" requirements, internationalization of higher education, interstate educational mobility, creation of new types of universities, shift in educational technologies, support of individual curricula, providing conditions for improvement of quality and independent assessment of students' knowledge level, state-private partnership and business participation in higher school financing etc.)

Thus, we see various (including varying vectors) tendencies and contradictions as well as great potential in evolution of the Russian system of higher education.

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Koludarova, Svetlana V.

Influence of migrants - the representatives of Islam on the dynamics of interethnic marriage relations

Migration is an integral part of the modern world, which affects various aspects of human life, including marriage. Increasing the number of migrants - the representatives of Islam in the Moscow metropolitan area significantly increases the space of marital choice. Due to what ethnic group the Muslim confession the most actively updated ethnic segment of the city? Analyzing and comparing the census data of 1989 and 2002, it should be noted that the number of representatives of the Caucasian states (namely, Azerbaijan) has risen sharply: since the number of Azerbaijanis has increased in 4,8 times. Also in Moscow has increased the number of ethnic groups in the North Caucasus, for example, the number of Chechens had increased over the period 1989-2002, at 7 times, the Ossetians - 1,5 times. Ethnic groups represented by the states of Central Asia (Tajikistan, Turkmenistan, Kyrgyzstan), also increased in number: the number of Tajiks in the period 1989-2002 increased 12 times, Turkmens - 1,7 times, Kyrgyzstan - 1,3 times.

Marital relations with Islam are a form of inter-ethnic marriages, which recently took place in a rather stable environment of Russian society. Marriages Russians recorded the Moscow Palace of Weddings № 4, are citizens of such countries as Azerbaijan, Afghanistan, Iraq, Iran, Egypt, Lebanon, Pakistan, Palestine, Syria, Tajikistan, Uzbekistan and others. Thus, there is a certain attractiveness in the marriage partner's choice of the Islamic faith. However, as noted AG Kharchev, marriages between people of different races and nations in tsarist Russia could be just within the same social circle or one religion and is an exclusive phenomenon of "[a]. Therefore there is a need to study the dynamics of interethnic marriages with representatives of Islamic countries, especially from the perspective of the gender ratio of the number of registered marriages.

Changes in the number of marriages of Russians with the above states is quite varied. The greatest number of marriages for the period of 5 years (2003-2007 year) concluded with the citizens of Afghanistan - 266 marriages, the second highest Uzbekistan - only 219 marriages in third place Egypt - total 162 marriages. The lowest number of marriages registered during the same period with the citizens of Iraq (a total of 18 marriages) and Palestine (of 14 marriages). In this case, a significant increase in the number of marriages is observed in the period 2006-2007, with three former Soviet republics: the number of marriages with citizens of Azerbaijan increased by 1,5 times, Tajikistan - 1,6 times, and Uzbekistan - in 2,3 times. Perhaps this is due to the intensity of migration flows representatives of these countries to Russia.

Interestingly, and distribution of the number of interethnic marriages with representatives of Islam in the gender ratio. The largest number of women in the

period 2003-2007, married with the Russians so Islamic countries such as Uzbekistan (a total of 114 marriages), Afghanistan (only 58 marriages), Syria (a total of 28 marriages). In this case, a woman of such states as Iraq, Egypt, Pakistan and Palestine for a period of 5 years not a single marriage to Russian citizens. Notable is the fact that the total number of marriages advantage observed in the direction of the foreign male population, registering marriages with Russian women, only women of Uzbekistan have entered into marriages with Russians more than men in Uzbekistan with Russian women (114 vs. 105 marriages, marriages).

Thus, the mixed marriages with representatives of Islam are quite active in the Russian society. Significant socio-cultural differences do not stop individuals in choosing a mate Muslim. However, according to A. G. Harcheva, «the decision to join the interethnic marriage is associated with high personal responsibility, and hence in principle can not be made without sufficient moral and psychological reasons».

Koosnetsova, Irena P.

Social policy creates significant future benefits

Nowadays social policy is one of the major guarantee social stability in the world. The economic crisis and slow recovery change social policy of many countries. Today income losses and decrease of working places are widespread. It is important to find new ways supporting social systems. The increasing interest to social policy has become more international, so as different countries have the same problems and at the same time they have different solutions for these problems too. Social policy, social protection considerably depends on countries level of development and financial resources. The main aim of welfare state is to provide social justice and social guaranties to everybody in this state, ensure good standards of life.

According to resolutions of United Nations social security is a human right, improvement social policy is a key element of development and achievement of high living standards. If we desired to have welfare state it would be necessary to solve existing social problems in many fields of our society. There is a wide range of social policy including unemployment insurance, pensions, healthcare, education, payments for single parents and their children.

Social policy is not waste of money. It can create significant future benefits. The investments in education, childcare are investments in future of population. As a result educated, healthy people are profitable for economy and society as a whole. That is why statements of some politicians insisting on that a social policy may not be as a good value in the future of society because the country and population must increase national savings and better to change social policy are enough strange. Obviously our contemporary society is organized economically by those who possess wealth and individual success is evaluated in money terms.

In the world there is no perfect economic system. Inequalities in wealth owned by a small group of people exist in many countries from ancient times to our days. One of the important issues in contemporary welfare state is equity in society meaning fairness and how wealth is distributed among the population.

It is generally known that wealth means all collected store of valuable things in material sense or not. These things must belong not only to country but also to an every person. The question connected to redistribution of wealth is actively debated among scientists, economists, politicians. This issue is very important for the society. There is a progressive redistribution from the rich to the poor in welfare state but not quite the contrary when the rich are getting richer and the poor are getting poorer.

In order that reach equity in society government can use taxation, different social programs, establish payments, benefits for families and people who really need financial support. In the broad sense wealth redistribution – collection taxes

from one social group of society in order to provide goods and services to another group. Government uses income tax to make the income gap between the rich and the poor smaller, not just increasing tax rates, but higher tax for higher earners, tax for luxury goods to cut the inequality among different social groups.

How to make economic systems work more efficient, reduce inequality and poverty in society? One approach is to make poor people work harder and harder, to seek alternative earnings, opportunities, probably to have two or three jobs. This approach exists for person who can receive an income only through the sale his labor. But if these jobs would be low paid, with low salaries such people would stay poor. Similar situation we can observe in contemporary Russian society. Person with low salary spends everything that earns just on daily necessities and will not be able to save anything year by year. Poverty in the life of such people will remain. We have rich natural recourses but poor population and lack of effective usage of these advantages in comparison to other countries. Russian social policy sometimes spontaneous and badly regulated with a lot of various programs, including amazing so called «campaigns».

The present day some scientists recognize that is necessary to have the fair redistribution of wealth in society. An equal redistribution of wealth can eliminate high unemployment rates, to get rid of poverty, avoid crimes, to prevent serious social problems. This will benefit in the long run. Social policy is the important instrument such redistribution. Global financial, economic crisis impacts on the governments decisions in European countries (for example, Greece) to decrease inflation, to cut down social programs, change social policy. After announcement Greek government about reduce financing social benefits and protection many inhabitants of a country took part in mass demonstrations, numerous strikes to demand defend their human rights and improve social policy.

Another European country – Sweden has undertaken considerable efforts for protection its population. In the beginning economic crisis certain groups of people faced increased problems connected searching jobs, an opportunity to be out of labor market. After a while a numerous measures appeared to prevent negative consequences of social instability.

One of the programs was to make labor market work more actively contained project establishing several public and private employment agencies which had to help in finding vacancies all over country. It is interesting to note that Swedish employers must inform their collaborators about the development of the enterprise activity, personnel policies, profit of organization and others. Although the benefits levels reduced but the system of social protection is rather generous in Sweden.

The European strategy in social policy consists of creation economic growth, wide labor market, to support mobility, promote modern technology and innovation. This approach combines an active mobility, flexibility with protection of human rights is very important in the period economic recovery. Impossibly cut

down expenses in social sphere without increasing unemployment, poverty, social problems. It will be more reasonable to set up well-functioning social protection, support employment, find new working places, short term employment, to cooperate with public organizations, to maintain low income groups of population in order that avoid poverty. An experience European social policy is useful as an interaction of two processes: globalization and regional integration and also new directions aim to improve standards of living, usage various types of redistribution diminish unemployment, inequality and poverty.

The role of employment growth is the main part of social policy especially during economic crisis and recovery. The market value of labor is principally depends on the investment in human capital. It is necessary to create good programs that allowed people be employed in the public sector, move to different cities and countries. This is very important for unemployment citizens, the youth to have a new chance in their life. A new approach in social policy is to have special detailed program for separate social groups. For support economic growth and social security it may be added task to set up enterprises.

There is a lot of programs helping establish own business in the world, including Russia. At the same time it should be emphasize that an expansion of self-employment and small business can be only in certain conditions and laws which must be working in reality. There is no doubt that social responsibility of business is a significant condition of social development. Every business organization operates within a society, uses its resources, working force. Social responsibility of business refers to obligations of business directed to satisfaction the expectations the different interests of social groups, to welfare of a country. Government should have such policy which will force firms organize social protection for their employees. It is desirable that companies take into account all interests of their employees, ensure social benefits, different compensations to them. Social policy of European countries also encourages corporate social responsibility that requires enterprises to pay attention to social concerns, provide personalized support to employees, to solve social problems.

In spite of global economic crisis and slow recovery many countries in the world are finding new ways of supporting social protection, improving their social policy so as change for the worse living conditions can give rise social protest among population and social instability. Generally known that social policy can create some considerable benefits. It is very important to use positive experience different countries in Russian social policy.

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Information and Communication Barriers in the State Administration: Regional Aspect

Perfection of social management and increasing of its efficiency is possible because of the introducing and using of social technologies in managerial process. Modern management is characterized by high dynamics of changes and the big weight of the information constantly increasing and updated. The information in government system acts as a necessary condition for effective functioning of this system. Being data on objects of operated system, their parameters, properties and a condition which reduce degree of uncertainty and incompleteness of knowledge, the information is collected and extends as a result of different communications between subjects and objects of management. From here the importance of the information analysis, as the process consisting of information operations (search, processing, storage, updating, actualization, ordering, representation and information protection), carried out in certain time sequence with use of information-analytical means, methods, technologies directed on the decision of a task in view (purpose achievement) follows.

Elements of the information analysis as a system are the subjects of management who are directly carrying out information operations, information-communication channels by means of what there is an interaction between subjects of process. Information-communication channels at the heart of the have communications by means of which the information is transferred and perceived by subjects of management. Information receipt is carried out by means of communications in structural divisions of public authorities (internal communications), between structural divisions of various public authorities (interdepartmental communications), between the state and a society (external communications).

The optimum data structure of the communicative actions types provides timely and qualitative interaction with objects of any communications, consisting in receipt of the information from the subject (actor) and return receipt from object (counterpart). As obstacles in achievement of these restrictions act information-communication failures which are defined as information-communication barriers. As the result of barriers negative influence on process of the information analysis and its separate elements: heads of divisions spend a lot of time for search of the necessary information and its processing; there is an information duplication; in one divisions the information lack, of other divisions an information overload can appear.

Thus, information-communication barriers are a by-effect of information-communication activity in the course of the information analysis. Process of the information analysis in the organization is rationally focused on as much as possible effective manufacture, storage, distribution and application of the

administrative information (obvious function), and action of barriers is represented by its shady side of functioning of the same information-communication mechanisms and technologies which communication with their obvious positive maintenance is realized by subjects of communications no means always (latent function). Thus influence of information-communication barriers has negative (dysfunctional) character. Negative influence of the given barriers is confirmed by studying of the information analysis practice in executive power system at regional level which is based on the results of the sociological research spent on the basis of expert poll (N=27) and questioning of civil servants (N=907).

The expert poll analysis and questioning of civil servants has allowed to reveal following information-communication barriers: organizational, tool, technical, status, semantic and psychological. Each barrier has the certain reasons of occurrence and negative consequences of display, but the core the moments in dysfunctional influence of barriers is the following: a lack of the actual information, inexact addressing of the information, untimely reception of the information, surplus of information noise. As a result of the given research the reasons of occurrence of information-communication barriers are defined: specificity of organizational structure of divisions of state structures of management; standard division of imperious powers and the competence of vertical and horizontal measurements of the given structure; subjective features of perception peculiar to any person and information processings; professional skills of the management subject in work sphere with the information and information-analytical systems. According to the given supervision we have allocated three major factors which consequences cause corresponding information-communication barriers: infrastructural (organizational and status barriers), subjective (psychological and semantic barriers), functional (tool and technical barriers).

The organizational barrier is the basic information-communication failure which optimization will allow to develop the administrative social technology, promoting to lower dysfunctional influence of other barriers, to carry out diagnostics of investigated object. An organizational information-communication barrier, influencing separate stages and process of the analysis of the information as a whole, it is characterized by information distortion, information overloads of the persons, making decisions, absence of the adjusted communications (information-communication channels) between divisions which or it is formal, or actually aren't provided by the concrete scheme of organizational structure.

Information-communication barriers, operating in a complex, form the certain problem zone needing special organized actions. Thus, in the presence of the barriers having negative influence on the information analysis, working out of technologies of optimization of information-communication barriers in system of enforcement authorities at regional level is necessary. Working out and introduction of technology of optimization of information-communication barriers represents consecutive algorithm of formation of the optimum organizational

(administrative) actions, having the main objective decrease in dysfunctional influence of information-communication barriers (ICB).

The basic stages of the given technology is the following: identification ICB, estimation ICB, statement of the purposes and definition of possibilities (restrictions), statement (application) of technology of optimization ICB, regulation of technology of optimization ICB. The technology can be directed on optimization of strictly certain barrier, a complex of barriers.

In summary, we will notice that social technologization the processes directed on overcoming of consequences and the reasons of occurrence of information-communication barriers it is capable to provide optimum and effective functioning of the information analysis process in system of enforcement authorities at regional level that will allow to increase efficiency and productivity of administrative decisions, and finally control system and society development.

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Gender balance as a condition for social development

Modern gender model of society is far from harmony and balance in economic, political, spiritual, social aspects. In all spheres of society, there are gender disparities, the crises and problems. The current situation in society actualizes sociological search for new ideological concepts of the existence of gender and their interactions.

Gender model of modern society is characterized by the following contradiction.

Firstly, the mixing of feminine and masculine base in gender matrix has become almost the norm of everyday realities of the modern world. For example, a female careerist (businesswoman) refuses the function of reproduction, does not think of herself as a mother, actively uses male behavior patterns in society.

Secondly, the relationship between men and women are often added without gender specificity, which leads to social tensions. In Russia, the lack of stable social and economic development has a negative influence to mother- and childhood. For example, a long period of maternity leave, excludes a woman from professional and work-related issues, thus reducing her competitive ability in the labor market. Financial difficulties in the family increase the economic dependence of a woman-mother on the man – wage-earner, as a result – the conditions for making sex inequality fast arise.

Third, the family stops existing in its traditional form and loses its popularity as a primary unit of society. More and more people prefer self-realization in the industry rather than in family life "... in today's world there is an evolution in the value sphere – from so-called value of duty to individualistic or self-fulfillment values..." [2, p. 239]. It leads to decrease in a number of families, and thus deprives society of reproducing and socializing people of a social institution.

What principle of gender development of modern society needs ?

Address to the concept of "gender balance" seems rational. Gender balance, from the position of sociological knowledge, is defined as almost equal number of men and women in the group, organization, society. In the sphere of material and spiritual production it is not possible to achieve equal quantitative indicators of different sex representatives, employees are not intended to solve existing gender problems, so sociological principle of "gender balance" should be completed by socio-philosophical component. Gender balance is a measure of the optimal interaction of sexes in public areas, determined by sexual specificity of men and women.

Socio-philosophical approach to the problem extends and deepens this concept, emphasizes spiritual and social content of the concept, and not only the

proportion of sexes on the micro group level. The solution of existing problems requires addressing to main spheres of human life in the society.

Gender balance has all the opportunities for realization in the social, economic and political spheres of society. Thus, in the sphere of politics, the government is able to make decisions aimed at stabilizing the situation of intersexual interactions (against discrimination of people based on sexual characters, increasing the prosecution of prostitution and pimping). In the area of legislative initiatives, legal acts, aimed at strengthening families, protecting children are necessary. Authorities' actions can be prompt and specific, provide economic and legal protection of family, children, elderly people. In the economic sphere priorities, stipulating gender equality, taking into account sexual - age and other characteristics of economic activities subjects are important. Social sphere is a key to solve the problems of gender balance. Exactly In it human interaction in the family, among employees, at the level of ethno-social and class communities take place. In our view, harmonization of interclass and interethnic relations ensures gender equality. Gender balance should become fundamental condition of modern existence of the sexes.

Many developed countries of Western Europe and the U.S.A are already basing their policy taking into account gender specificity. For example, in the United States "government started active work towards "gender-sensitive policy and development of "special rights" for women" [1, p. 164]. In Western Europe, women are at the head of state and head governments of their countries (Germany, UK, Finland, Switzerland). In the democratic Russia there are no such analogues.

Forming gender balance of the social system is becoming principle, basing on the following principles:

- Taking into account the features and specifics of each gender;
- building partner and democratic intersexual relations;
- men and women' intention to keep their gender specific;
- liquidation of socio-economic risks of women's existence in society;
- formation of new form of social perception of male and female roles in the mode of life and household based on partner, equal relationship, thereby eliminating double work pressure of women;
- realization of a woman as a mother (social and biological need) and as a specialist of a certain professional field (socio-economic need).

So, "gender balance" in its social - philosophical understanding should become principled condition for the existence of modern society. Feminine and masculine spheres of social system should be in harmony with society and each other.

Rational approach to solving gender problems will help preserve the traditional models of male and female, as samples of intersexual interrelations. This condition is a certainty to successful development of society on the base of the family institution.

Having liquidated social disparities and maintaining femininity and masculinity as the basis for social development, mankind will get a chance for continued existence and development, as the family institution ensure man's reproduction and socialization.

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Maksimov, Boris I.

Specific Features of Laborers' Social Activity in the Period of Transformation in Russia (1990s – the Beginning of 2000s)

The paper deals with dynamics of laborers' social activity, specific features of this activity, and with its correlation with transformations in Russian economics and Russian social organization. The investigated period of “unstable time” is of great importance for Russian labor movement. This is time of rebirth, formation, rise, development, and subsequent decrease of laborers' social activity. Analysis of this period give us possibility to reveal spesific and general features of laborers' orientations and actions in stage of revival of worcing-class movement.

The main goal of the study is to reveal features of laborers' agency, and on the other hand to elucidate how the Russian reforms influenced the laborers. This knowledge helps to judge, at least partly, whether the main points of the Marxist concept of a working class role in periods of social transformations preserve.

My theoretical standpoint is an approach of Russian sociologist Vladimir A. Yadov (*deiatel'no-aktivistskii podkhod*) who states that this approach is the best for an explanation of the post-Communist transformation in the Russian Federation (Iadov, 2009, p. 53-54). This approach sees the domain of labor as a social field of interaction among actors who have different status, resources, degrees of activity, and directions of activity. A researcher using this approach should pay her/his attention maily at activities and interactions of actors; and transformations are seen as results of these interactions and as a resultant from addition of different forces.

This paper comprehends the transformation period as paradoxical, containing different turns, contradictory tendencies additionally influenced by major and minor circumstances. Some authors simplistically depict this period as one-line and uniform. In reality it is zigzag-shaped, and its final capitalist direction showed itself only in the middle stage of the process. Such an understanding of the transition period helps us to understand a paradoxical at first sight behavior of laborers.

I distinguish five stages of transformations and laborers' activities (Maksimov, 2008). The first stage was a stage of “improvement” (“normalization,” “purification”) of socialism. The Soviet political leaders spoke about a growth of independency of enterprises, democratization of economic management and social management, and an increase of population's social activities. The first wave of general democratic movement appeared at this stage.

Social activities of laborers began not immediately. Nevertheless, in a short run laborers actively took part in a development of a system of business accountability, nonfinancing by the state (*khozraschet*), elections of managerial officers, and in activities of Working Collective Councils (*sovety trudovykh*

kollektivov). A specific feature of this kinds of activities was not their revival but rather a new born. Laborers were not initiators of *Perestroika*. They were awakened by the wave of general democratic movement. At the same time, they shared its goals without development of their own goals and acted as a part of working collectives which also included workers with different levels of education, qualification, and managerial functions. Laborers often opposed their management, directors of enterprises, party and economic bureaucrats, and "bosses" on the whole. In some situations such a confrontation resulted in direct clashes, though in the most cases managers of enterprises skillfully manipulate laborers and were successful in reducing their radical activities.

Changes in a state of laborers and in labor conditions did not manifested at this stage and were not linked to laborers' social activity. In those cases when laborers took part in social actions the major factor influencing them was still preserved (though semiofficial) Marxist working class ideology declaring high status of laborers and prescribing them to be in the first rows of fighters for social justice: "all our life we were taught that we should be the first. Now the possibility opened" [from an interview with a laborer].

Released political opportunities are one of the main preconditions for an emergence of social movements (Zdravomyslova, 1993), and this opportunities became a starting moment of laborers' social activities. So, the laborers became co-fellows of the other reformist groups at this stage of the Russian transformations.

The second stage of the transformations was at the same time the first turn in the laborers' activities. At this stage one observers a passage from slogans of "the improvement of socialism" to critics of socialism and negation of the existing social order because it was impossible to reform it. This was a time of erosion of "the administrative-command system," some of its structures, institutes, and organizations. At the same time, democratic movements expanded and struggled for a development of self-government and against the government monopoly of the Communist Party of the Soviet Union. In the domain of economics the democratic movements designated their goals as a transition towards market society. Supposedly politically neutral this slogan in fact encouraged a transfer to the capitalist order.

Laborers also took part in this anti-socialist movement. Moreover, now they acted even with higher energy than at the previous stage. Mass and stormy actions of miners which happened in several regions of the country were characteristic for this stage. Opponents of socialism designated these events as an anti-socialist turn. Moscow sociologist Leonid A. Gordon and his colleagues conceptually substantiated a mission of laborers in "overcoming of socialism" (or "state socialism") (Gordon, 1993, 30 & 58); and political leaders used laborers as icebreakers of the administrative-command system. However, laborers' points of views did not reach a negation of socialism, at least its conscious negation, and laborers restricted themselves with critics of only certain aspects of the existed social order. This is evident from "Program Statement of The Union of Working

People of Kuzbass" which did not mention a rejection of "state socialism." Moreover, in the beginning of this document the Union proclaims "ideals of socialism as its own ideals" (Programmnoe ..., 1989). Certainly, in practice, the laborers not always understood when they were crossing the line of criticism of socialism; besides, some of the laborers were furious anti-Communists.

One can say that the Russian labor movement revived exactly at this stage: there were large strikes, some organizations of laborers were organized, and even several congresses took part. At the same time the labor movement still was a part of general democratic (protest) movement, and laborers did not separate their claims from demands of the other members of working collectives at their enterprises. As a rule actions of laborers still were local, isolated, and short-time. They did not fight for fundamental goals, and labor organization often existed only nominally. I prefer to call this stage "an outburst of labor movement."

Material conditions of laborers and conditions of their labor at this stage stayed more or less safe (at least in comparison with previous periods of time). Nonetheless the laborers themselves give low estimates to their circumstances. This happened due to changes in their values and a growth of their pretensions influence by comparisons with Western laborers (a notion of comparative deprivation helps to understand this situation). Such a position of laborers supports a thesis on an importance of subjective perceptions, attitudes, ideologies, and and consciousness as a whole for human behavior. Paradoxically, the main factor of laborers' social activity still were their previous class ideology that did not give answers about major purposes of their struggle in the moment. At this stage laborer were co-fellows of those who tried to destroy the existing social system, the existing ideology including (if one thinks objectively) myths about the working class as a hegemon.

The next (the third) stage was a stage of a real transition towards capitalist economics. Some authors see this stage as a continuation of a previous one. Russian economic sociologist Tatyana I. Zaslavskaya even supposes that it is impossible to speak about a transition from socialism to capitalism in this short period. Instead she prefers to write about durable change of economic trajectory by the Soviet authorities. (Zaslavskaia, 2004, 194-195). Anyhow, a fundamental turn of socio-economic and political transformations took place. Softly it was called a movement towards market economy. And in fact it meant a change of the social and political order. The uniqueness of this stage is caused by the fact that history had not known such a qualitative change yet.

Independently of how to name the previous social order, Russia solidly grew in it. That is why many people perceived and designated this turn as a counterrevolution. Attitudes of the others were contradictory. A shock economic character of the transition influenced paralytically at attitudes and actions of laborers. A specific feature of this stage was also that government misled people as to a character of the transformations. Now the people see these reforms as "a great cheating." In the beginning this image expanded mainly at privatization of

industrial enterprises, but later it also extended at all the other reformist changes. One of the major factors that helped such attitudes to become dominant was a split of the Soviet Union.

As a whole laborers supported “a transition towards market” keeping silence. Neither collective, nor individual resistance for the privatization did not exist. At the beginning the laborers participated in the privatization receiving privatizing documents (*vauchers*) and buying shares of their enterprises. The only question for discussions was a selection of a form for the privatization of specific enterprises. This transition was decorated with illusions of “people’s capitalism” (a democracy of millions of proprietors), growth of economic efficiency, growth of population’s prosperity, and democratization of the political system which would protect rights of individuals. At this stage laborers were co-executors of changes organized by the authorities. Laborers’ agency was only formal. Later the situation altered, and laborers became no more than passive witnesses of the changes who could just protest in rare cases.

One of specific features of laborers’ behavior at this stage was that they could not give a political estimation of the situation and in fact supported reforms that destroyed their former social status. They did not defend the old order of things and were not afraid of the new system because did not understand what was happening.

In this period objective conditions explain a half of laborers’ passivity: they were heavily influenced by the psychological shock of the reforms, nice illusions of the market society, and widespread opinion that there was not an alternative for this passage. On the other hand the laborers were politically blind, tried not to destroy solidarity in their collectives, and hoped to receive a part of the former “all-people property.”

Continuation of the reforms was the fourth stage of the laborers’ activities. Russian social scientists observe a change of behavior of the laborers in this period. For example, Aleksandr M. Katsva who studied labor conflicts with a help of many documents is a proponent of this conclusion (Katsva, 2002, 107). Now this is not merely “a transitory state of the labor movement” noticed by a scholar of the Russian labor movement Eduard V. Klopov, but a cardinal turn to protest actions, an opposition to the new order not only in the domain of economics, but also in the other spheres of social life.

The reforms were accompanied by a crisis of the national economics, brutality of new entrepreneurs, numerous, unemployment, a fall of the life level among most of workers, numerous violations of workers’ rights, and a destruction of laborers’ social status. Conditions of laborers worsen almost in all dimensions. Delays of salaries by employers became a common.

Dissatisfaction became common. Laborer’s social activities reached their maximum and had particularly such forms as “rail wars,”¹ picket in front of the

¹ This term designates cases when people stayed on railways and demanding to fulfill their claims and not permitting trains to move.

House of the Government, and requirements of resignations of the Russian president and the government. Mass media regularly disseminated information on hunger strikes and suicides of workers. The main features of the struggle were a widespread character of the protest, rare cases of constructive actions, inclination towards demonstrative and suffering forms of protest, a lack of coordination among different protest groups, participation of laborers in protests together with other categories of workers of their enterprises, and appeals up to the authorities, and not to their employees.

One of paradoxes is that at this stage workers also supported the reforms including a continuation of the privatization (Ekonomicheskie..., 1994, 77-78)¹. The other important feature was that the main cause practically of the all actions was ill-time payments of salaries. According to A. M. Katzva this happened in 97 % of cases (Katsva, 1998, 65). However, in the cause of these actions a general dissatisfaction manifested itself too, and workers would make broader demands. Illogically, the laborers did not protest against dismisses, low wages, decline of working conditions, or poor state of social insurance. There were not any case of protest among miners against closing of mines and firing of all their personnel.

I hypothesize that such a reaction is a product of contradictory nature of the transformations. The laborers as a rule perceived their deprivations as unavoidable, almost like natural disasters. At the same time, it looks like the laborers did not include delaying of salaries in this class of problems. Still, even in such cases according to my own calculations the laborers would protest actively only at one enterprise out of 800 ones where delays of salaries happened.

Finally, the last stage which has lasted till now is characterized by a completion of the reforms, stabilization, a revival of industrial activities, political stability, and decline of socio-political activity of workers, including laborers. A condition of workers also improved: mass delays of salary stopped and salaries nominally rose. As a final point a shortage of labor personnel (at least in large industrial centers) forced out a part-time employment.

The main point of my concluding remarks is that Russian laborers now find themselves in a classic situation of hired workers in the capitalist production system. They lost their illusion of co-owners of their enterprises (as well as of their part of shares of these enterprises). Their behavior also became a behavior of classic industrial laborers: their actions have got a trade-union character without revolutionary attitudes to destroy an existing social order.

The other features of contemporary Russian labor movement are systematic character, methodicalness, choosing of the most effective legal means of struggle, and a rise of social competence and qualification of laborers. The best examples are actions of St. Petersburg Sea Port's dockers and of laborers of *Ford* in Vsevolozhsk. Unfortunately these instances are not numerous. Most of labor collectives do not use

¹ Sentiments, opinions and appraisal of the population // Ekonomicheskie i sotsial'nye peremeny: monitoring obshchestvennogo mneniia. (1994). (2), Pp. 77-78. [Economic and social changes. (1994). № 2. Pp. 77-78].

favorable for them conditions of labor-force shortage in Russia. A huge number of laborers prefer to choose individual strategies for an improvement of their conditions; mainly they change their places of work.

My prognosis is that in the future trade-union activities will last as well as individual a practice to choose individual strategies of improvement of their conditions. On the other hand, one should not exclude broad actions of organized working class when a necessary ground appears. In such circumstances their actions will have a protest character, sometimes perhaps violent character, but not a revolutionary character.

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Melnikov, Mikhail V.

Civil Society under Conditions of Privatization of State and Law in Russia

As long ago as in his first president's message to the Federal Assembly of the RF, V.V. Putin has noted: "Roots of many our failures are caused by underdevelopment of the civil society and inability of authority of the State to discuss and cooperate with it". There have occurred no appreciable changes for the better over last years. One should not, however, blame for this only one party - the State. The interpersonal distrust level is high in Russia. D. Rogozin (2008) writes for the existence of non-communicative course of action, de-escalation of social interaction, social relation conservation and destruction. L. Goudkov (2004) points to consolidation inherent to citizens of Russia not on the basis of positive notions that form a foundation of joint activity, but on repulsion solidarity.

Historians also write for existence of such relations in Russia. As a consequence of Horde, Moscow and Peter's orders, there has appeared in Russian people self-distrust, disinclination for actions in the name of common interests and for good causes, to take part in public and social activities and politics. Such a civil passivity was strong within different social groups or estates. Under Nikolay the First the government endeavored to inspire vital strength with nobility self-government. The nobility, however, has been unconcerned even to those rights of that it had at its disposal by law (Ahiezer, 2008). Quite similar sentiments have dominated in the peasants. Peasantry's activization showed itself not in the determination to rearrange the State, but in the desire to be pushed away of it and be confined within their local communities. But in peasant world there has been no solidarity either. The investigation of orders of Petrovskoye village of Tambov province belonging to Gagarin princes has shown that the spirit of non-cooperation, violence and indifference predominated between peasants (Hoch, 1986).

Relations filled with mutual fear, suspicion, lack of understanding and unreadiness to search a compromise has been described in respect to other countries, too. Such characteristics are strongly pronounced at the South of Italy (Putnam, 1996), in Arabian world and in Latin America (Huntington, 2004). Political culture of such societies is characterized with suspiciousness, envy, hidden and open hostility to everyone who is not a member of a family, community or tribe. They lack of mutual trust between citizens and national and social solidarity is insufficiently developed. However, it should not be supposed that within societies of such a type there are no social relations that could be considered as civil type relations. These relations in such countries as Russia and in such regions as the East are notable for significant specific character. F.Zakaria mentioned that civil society in oriental countries is represented by organization of " Hamas " type (Zakaria, 2004).

Consideration of Civil Society (CS) in Russia could not be performed in isolation from the state and law privatization processes in progress in Russia. We are supporters of expansive interpretation of the sense of "privatization" notion and acceptability of its ideological criticism. The "privatization" notion could not be confined to the economics sphere. In general meaning, privatization can be considered as a controllable long-term process of enhancement of the role in and around private interests, principles and social institutes, i.e., as the "social privatization". Privatization in the field of state administration occurs as a process of lowering of its sense of responsibility for the society and directing it towards its interests "privatization". The processes of public property privatization initiated by elite and the process of the state "privatization" and reduction in implementation of social state functions may be mentioned as indicators of such changes. The law privatization manifests itself in service of representatives of law-enforcement authorities to the interests of the state privatization subjects. The process of the state privatization and ennobling partial interest sphere leads to gradual lowering of a citizen's status and role and in rising of a consumer's status and role.

However, in Western countries and in Russia, as well as in Oriental countries attempts of revival of civil relations, institutes and orders are being made. With regard to Russia this situation may be depicted as follows. It is difficult to determine real scales of the state and law privatization because not only civil servants and businessmen are involved, but many ordinary Russian, too. In order to characterize such a phenomenon, D.A. Medvedev uses terms "total legal nihilism" and "institutionalization of corruption in our life". Specific attitude of the Russians to corruption, predominance of informal connections and rules, weakness of the formal institutes and law determine specific character of civil society, civil protest and civil collective action existing in Russia.

The civil society in Russia is incorporated in vassal - patron and administrative and clannish relations, in informal connections existing among bureaucracy (Urban, 2009). These features are spread not only among power elites, but everywhere and on all levels of the social structure. One more common trait of the Russian civil society is ethnic, community and ideological criteria of self-reckoning of the Russians in groups where they are ready to actualize their social activities. Identities of group that are constituent parts of the civil society in their traditional interpretation: political associations, trade unions, church parishes are extremely weak in Russia. Whereas the most strong identities, i.e., ethnic, community and ideological, work for increase of distrust between citizens belonging to other groups that are considered as "alien" ones. In civil servants who form their own sub-type of civil society, there exists a non-confidence towards civil associations that are disloyal to authorities. The same non-confidence and reluctance to collaborate, now addressed to authorities, is found in most associations like "Blue Buckets Society" struggling against using flashlights by civil servants, FAR, or "Eco-Defense" protecting Khimki forest against speedway construction. One of the most recent examples drawn a wide response within

society is the case of Egor Bychkov, head of the Rehabilitation Center for drug addicts in Nizhny Tagil, who was condemned for 3.5 years of imprisonment for “kidnapping and illegal deprivation of liberty”. Bychkov’s activity received wide moral support on the part of various public associations and forces that rarely manifest such solidarity. Examples of Bychkov’s Center activity and those of other civil associations executing work that is not fulfilled by the privatized State, manifest one more characteristic feature of the Russian civil society, i.e., aggressive and asocial traits inherent in its institutes (Fedotov, 2004). In response to hostility, distrust and aggression used by the representatives of the privatized State with respect to a number of civil associations the latter reply in similar way. Overcoming such a situation could not be successful if the people will be not involved into struggle against the State privatization. One could rely in such struggle on collaboration with sober-minded part of authoritative representatives of the state machinery and the civil society.

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Nemirovskaya, Anna V.

Values of a Regional Society in the Conditions of Socio-cultural Modernization

Addressing values and their impact on people's everyday choices and social behavior is crucial in meeting the challenge of the Russian Federation's modernization, which has both economic and socio-cultural dimensions. The Russian people's mass consciousness is still not bias-free, along with a number of acute social problems, existing in everyday life. All these adds to the difficulty of tackling the problem of modernization, which should be implemented not only within the canvas of socioeconomic structures, but also in the people's minds as well. Since 1990-ies, significant political and economic reforms have made a lot of changes not only to social structure of the Russian society, differentiating it according to income level and social status, but also have had a substantial effect on the values system of the Russian people. Values shape people's behavior: the situation in society depends on the values, which its members are attained to. The sociological investigation of Siberian regions within the Russia is extremely important, as Russia is a very diverse country, both geographically and culturally. The largest part of its area is Siberia, holding the greatest amount of natural resources and solid social capital. The Krasnoyarsk Territory, which is described in this article, is a huge region situated in the center of Russia, the part of the Siberian federal district.

It is known that value system is not only one of the most important manifestations of the mass consciousness, but also is its key component. By its state and by the direction of its development we can judge with a high degree of conviction about attribute measure of mass consciousness. Sociology perceives values and value systems as ideological, moral, aesthetic and other principles of person's evaluation of surrounding reality and his orientation in it. Such approach to the problem of value systems suggests that it should be perceived as the part of the society that performs prescriptive functions in relation to personality. Value systems and values are perceived as interlink between the values of social consciousness and spiritual life of an individual, between social and individual way of life. We consider value accentuation depending on subjects of value system to be significant. There are personal (individual), group (class, national, social territorial, social demographic, social professional, etc); social (connected with the development of the society in general); human (connected with the whole human kind) values. Values affect human behavior in all spheres of peoples' activity. Therefore the simplest and the most widespread reason for the typology of values is their specific objective content. According to this, there are social, cultural, economic, political and spiritual values.

Basic values play a very important role in the regulation of social life. According to N.I. Lapin's definition, "basic values are generalized aims and means

of their achievement that play the role of basic rules of human activity. They form a meaningful basis of everyday behavior rules with the help of which the country's population can become a complete social community" (Lapin N.I. How do Russian people feel and what they strive for. *Sociology Research*. - 2003. - № 6. - P. 82). The research of values represents certain difficulties for social scientists. One of such problems is the relation of values that are represented in human conscience with their real behavior. We also have to stress the difficulty of getting the empiric data. We also have to point out that the problem of empiric research methods is profoundly represented in the works of Russian sociologists and psychologists such as V.A. Yadov, A.G. Zdravomyslov, N.I. Lapin, I.O. Martyniuk, V.S. Magun, N.F. Naumova, V.B. Olshanskiy, V.G. Nemirovskiy, A.A. Ruchka and others.

What values are appreciated in modern Siberia? For many years our research team is studying the values of citizens of the Krasnoyarsk Territory and the Republic of Khakassia. According to our research, the most important terminal values for Siberians are, in descending order, health, economic well-being, the future of children, family and dedicated occupation. Considering the instrumental values, or the ethic ways of achievement of life goals, the list is the following: ambition, responsibility, initiative, interpersonal skills and education. There are many sociological researches showing similar results in other regions and all-over Russia. These data tell us that traditional values (like interpersonal skills, ability to deal with people) and post-industrial values (ambition, responsibility, initiative) cohabit in the mass consciousness of the Russians. What is important, at the present time the most widespread are the values, closely connected with the satisfaction of people's basic needs, survival, sustainment, importance of the immediate environment. In other words, it shows that our society moves along a difficult path from survival to modernization. Likewise, according to R. Inglehart and C. Welzel, Traditional/Secular-rational and Survival/Self-expression values dimensions revealed in the World Values Surveys explain more than 70% of the cross-cultural variance on scores of more specific values. Survival/Self-expression values dimension of cross-cultural variation is linked with the transition from industrial society to post-industrial societies. Thus, priorities shift from an emphasis on economic and physical security above all, toward increasing emphasis on subjective well-being, self-expression and the quality of life. (Ronald Inglehart, Christian Welzel. *Modernization, Cultural Change and Democracy*. New York: Cambridge University Press, 2005.)

It is very important to realize the fundamental truth of social management: any reforms can be successful only when the needs and values of people, whom these reforms are pointed at, are taken into account. A good example of this is the reform of municipal administration. The population of a territory is invited to take part in local government and is given a part of responsibilities of municipal officers. It is implied that people, living in a particular territory, know better, than local government employees, what they need and how to achieve their targets. But is it really possible for a non-professional, unskilled practitioner, criticizing an official

for different drawbacks, to replace him at his position effectively, if actually a non-professional municipal worker is not superior from the moral point of view, and is inferior in professionalism? What can be an outcome of the mass involvement of citizens into a local government, if for the two thirds of them the main goal in life is economic well-being; the prosperity of the native country is important only for 15% of respondents; honesty is valuable only for 14%; mere 9% are going to do good for people and just 8% consider community spirit to be essential in their social life? It is crucial to take decisions and implement social policy in accordance with the specifics of value system of the Russian society, undergoing a socio-cultural modernization.

The data shown in the presented tables are received in sociological research in the Krasnoyarsk Territory in 2010 (Nemirovskiy V.G., Nemirovskaya A.V. Socio-cultural portrait of the Krasnoyarsk Territory. - Krasnoyarsk, 2010. - 264 p. http://www.ssa-rss.ru/index.php?page_id=40). The research presents the results of comparative sociological studies conducted in the Krasnoyarsk Territory in 2010 during nationwide program "Socio-cultural evolution of Russia and its regions" (program coordinators - Ph.D., Corr. Member of Russian Academy of Sciences N.I. Lapin and Doctor of Sociology, Prof. L.A. Belyaeva). The approaches developed by the authors, the model methodology and program "Socio-cultural portrait of the region" have been used in this project in order to obtain comparative results at all-Russia level. It allowed collecting comparative sociological information about cultural processes in the Krasnoyarsk region, analyzed by standardized methods. This contributed to identification of general and specific in social and cultural development of the Krasnoyarsk Territory; assisted to determine the characteristics of the development and to obtain comparative information about socio-cultural conditions and processes in one of the major Siberian regions of Russia. On the basis of the analysis of official statistics, mass survey and expert interview, held in the region in 2010, there was shown the specifics of the Krasnoyarsk Territory as an integral socio-cultural regional society in the context of socio-cultural space of Russia. According to some indicators, the comparative analysis of the Krasnoyarsk Territory and other regions of The Siberian Federal District, as well as The Russian Federation on the whole, has been done. The sample for formalized interview consisted of 1000 residents of the Krasnoyarsk Territory. The type of sample - stratified, multi-zoned and random at the selection stage.

Table 1**The correspondence of values of change and values of conservation**

Values of change	Values of conservation
Freedom 4,24	Tradition 3,92
Independence 4,23	Order 4,44
Initiative 3,69	Sacrifice 3,39
Free-will 2,35	Authority 2,07
The coefficient of correspondence: 1,05	

The correspondence of values of change and values of conservation among the population of the Krasnoyarsk Territory is shown in the table 1. It is evidence that the population of the region equally support both the values of change (freedom, independence, initiative, free-will), essential for innovative activity, entrepreneurship, realization of individual life strategy, creativity and other types of reformatory social activity – and values of conservation as well (tradition, order, sacrifice, authority), retaining the existing social order and hindering initiative, individual, innovative activity. Such balance of values enables to make a conclusion that the population of the Krasnoyarsk Territory is still not quite ready for initiative innovative activity and implementation of innovation into social practice.

When we research into specific features of Siberian region's population's beliefs and values, we often speak of a special Siberian character, Siberian mentality. This phenomenon is widely described in Russian scholarly journals, dealt with either in sociological and historical publications. Siberian character was formed due to the inhabitation of this region by people, who moved there by their own will or by chance. The majority of population is new, not core to this territory, don't originate from here. Due to cultural, national and religious diversity the values of people living here are varied. There are 157 ethnical groups in the Krasnoyarsk Territory. The biggest are Ukrainians, Tatar, Germans, Azerbaijani, Byelorussians, Chuvash, Armenian, Mordovians, Dolgans, Khakas and Tajiks.

What is very important, separatists attitudes has always been quite strong in Siberia. The factors of the intensification of the protest potential of Siberia's population are varied: traditional heterogeneity of socio-cultural space in the region, unequal development of different territories, poly-ethnicity of the region, substantial social and economic differentiation in the territory, lack of efficient "social lifts", differences in the level and quality of life of the population, living in different economic and climatic zones and types of settlements and others. People perceive their life as very hard earning for living, in very difficult conditions, it's a hardship post, severe climate, complicated economic situation, low quality of life, short life expectancy etc. What is more, people living in Siberian regions realize that this territory has always been and will be a constant source of natural resources for all country and the program for the Development of Siberia till 2020, developed by the Government, maintains donor position of the region. Due to the whole situation in the country's economic and political sphere, Siberian people become more separated and independent psychologically. It may possibly turn into a real separatist movement, as historically Siberian population has been firmer, more determined, independent, self-contained, entrepreneurial that in many other regions of the country. According to the recent study of Dmitryi Sherbinin, a sociologist from Altay Territory, who hold research in 5 Siberian regions, conflict potential of Siberian separatism is quite high and the trend for isolation is growing.

As sociological researches in the Krasnoyarsk Territory have shown, there is different attitude to ethnic diversity and migration, thanks to varied composition of the population. Siberian people are much more tolerant to migrants than in other

regions. A lot of migrants come to the Krasnoyarsk Territory in search for job and many of them stay there. The Krasnoyarsk Territory is a kind of “transfer terminal” for labor migration from CIS countries and China. Those, who can’t find work in this region or are not satisfied with the climate and pay conditions in building and construction industry, manufacturing and processing industry, food industry, agriculture and service, go further, to the West of the country. According to the latest survey within “the Socio-cultural portrait of the region” program, we found out specific features in the social structure of the region. For example, the middle class in the Krasnoyarsk Territory is substantially different from the other regions`. Since 2006 our surveys in the region shows that both well-being and social optimism is quite low, people are not satisfied with their lives and the level of earning. On the whole, it is possible to conclude that the society of the Krasnoyarsk Territory can be considered as a whole socio-cultural unit as far as the value system of the population of Siberian Regions is significantly varied from the Russian Federation`s one on the whole. Siberian Regions, as well as The Russian Federation itself, represent a multinational and multicultural society, undergoing a process of socio-cultural modernization and socio-economic development.

Osinsky, Ivan I., Dobrynina, Marina I.

The Dynamics of Social-Demographic Processes in Buryatia at the Modern Stage

Social structure is a complex phenomenon. It includes a variety of types; all of them are characterized by their own specific features. Society has settlement, ethnical, class, professional and other types of structures. The authors of this article deal with the social-demographic structure. In this case, it is appropriate to note that demographic characteristics of population are not always included by sociologists in the objective field of social structure case studies, although they are recognized as an integral part of them. This problem is researched mainly by demographers. Taking into account the social significance of demographic resource, its change tendencies the authors focused their attention on exposure of these processes dynamics. In addition, we must bear in mind that the demographic component in any social system is a biological basis, from which all social processes in the given society will start then.

One of the peculiar Siberian regions, the Republic of Buryatia, is chosen as an object of investigation.

Buryatia occupies 351.3 square kilometers. The preliminary data of All-Russian census in 2010 states, that there are 972.7 thousand persons residing in the republic. The residents of Buryatia are divided according to their ethnicity into two main groups: Russians and Buryats.

By the All-Russian census of 2002 there were 67,8% of Russians and 27,8% of Buryats, 4,4% of residents presented other nationalities.

The analysis of demographic structure implies first of all the ascertain of fertility state.

The following data give an idea on the state of fertility in Buryatia. The corresponding all-Russian indices are presented for comparison.

Table 1 (%)

	1980	1990	1995	2000	2001	2003	2005	2007	2008	2009	2010
Russia	15,9	13,4	9,3	8,7	9,0	10,2	10,2	11,3	12,1	12,4	–
Buryatia	21,6	18,3	11,7	11,6	11,8	13,5	14,0	16,1	17,0	17,5	16,5

During 1980-1990-ies fertility rate in Russia, including Buryatia, decreased almost twice. Since 2001 it began to rise slowly. In 2000 per 1000 people were born 8.7 children, in 2009 – 12.4, in Buryatia – 11.6 and 17.5 respectively. Higher fertility rates in Buryatia are explained by ethnic factor. Fertility of Buryats is traditionally higher than the same of Russians, living in Buryatia. However, the calculations of

experts indicate that fertility, including the Buryat population, will decline. So, the fertility rate in Buryatia (according to the first variant of calculations of the republic State Statistics Committee) will be 16.4 in 2011, 16,1 – in 2012, 15,4 – in 2013. Not more differences have calculations of the second variant (which suggests that this ratio will be 15.9 in 2013).

According to the approximate assessment scale, proposed by B.Ts. Uralnis and V.A. Borisov, total rates (less than 16%) are considered low. Federal State Statistics Service states, that in Russia there are about 1.2 - 1.3 children per woman (in Europe – 1,8). To maintain the existing population, this figure should be at least 2,1 - 2,2.

Among the main reasons of fertility reducing specialists mention the impact of global trends, reduction in the absolute number of women of reproductive contingents, connected with the "children of war children" entering in childbearing age; decline in living standards of prevailing part of the population, significant influence of the formed among women potential models of single-child family (it is unfashionable to have a lot of children now days), increasing of unhealthy men and women (17% of couples, according to the expert estimates, can't have children – are infertile).

In addition, the high level of society criminalization significantly inhibits fertility. 3 millions of crimes are annually committed in Russia. Crimes entail arrest and confinement in correctional institutions. Now days, more than 800 thousand people are serving sentences in these institutions, 90% of them are men. This part of population is eliminated for some time from the process of human reproduction.

The low level of reproduction is also influenced by family structure: single-parent families usually have no more than one child. In Buryatia, as in Russia in general, there are a lot of such families and their number is growing due to the imbalances in gender structure. According to the census of 2010 in Buryatia, the number of women exceeded the number of men at 46.3 thousand. Census took into account 463.2 thousand males and 509.5 thousand women, or 47,6 and 52,4% (in 2002 – 47, 7% and 52,3%).

Our researches in Buryatia show that the population is aimed at a small number of children. Buryat urban and rural families are planning to have 1.7 children, Russian urban families – 1.5, Russian rural families – 1.6. At the same time the desired number of children in Buryat urban families is 2,3, Buryat rural families – 3,1, Russian urban families – 2.2, Russian rural families – 1,9.

But the problem of population reproduction consists not only in small numbers of children being born. The important characteristic is their quality, especially health. In Russia in general only 32% of children are recognized as healthy. The situation in Siberian regions, in particular, Buryatia, is not better, here less than a third of children is healthy.

In addition to fertility demographic reproduction of population is associated with mortality. The analysis of these indices allows us understanding what the real continuous process of generations' replacement is like.

The distinctive feature of this process in modern Russia and its regions is high mortality. Per every thousand of the republic inhabitants in 1980 9.5 persons were died, in 1990 - 9.1, in 1995 - 12.0, in 2000 -12.7, in 2005 - 15.7. In subsequent years it decreased slightly: in 2009 it was 13.0, in Russia - 14.2. Nevertheless, it is still high. For comparison, the average mortality rate in developing countries is nine, in developed - eight. In our country it is almost two times higher.

As the data of State Statistics Committee of Buryatia states, in January-November of 2010 the structure of death causes is following: diseases of circulatory system - 49.0%, accidents, poisonings and injuries - 20,0%, neoplasms - 13.3%, respiratory diseases - 5.4 %, diseases of the digestive system - 4,7%. In comparison with the same period of the last year, deaths from infectious and parasitic diseases increase by 20,8%, in particular, from HIV-infections - by 37,5%. A number of homicides and suicides is also large. Annually 650-750 persons in Buryatia get even with their life. From 1991 to 2010 inclusive about 15 thousand people lost their lives, and 9 thousand people were killed.

The causes of health deterioration and mortality increase are decline in real incomes, and associated with it deterioration in nutrition, alcohol abuse, environmental trouble, crisis of health system, crime rising. But the main reason for the sharp rise in mortality is social-psychological stress caused by ill-conceived social-economic reforms, accompanied by repeated shock situations. In the society formed on the base of neoliberal principles "no one anybody is obliged to" according to its ideologues' argue, a human found himself alone with his problems. He lost the support of society, confident in his present and future. This feeling is reinforced by sharp social-economic stratification of society, real prospects of unemployment, and the fact, that a group of individuals assigned state property.

The level of population mortality in Russia, and its regions is particularly high among young men, who are most affected by cardio-vascular diseases. Mortality has increased mainly due to the mentioned diseases in this age group of men. Many of them had not been able to cope with stress, to withstand the rules of competitive game in the emerging market environment, which often has a criminal character. High male mortality is defined as supermortality; people from poor families with low education and low skills, individuals with no fixed abode dies more often. High mortality, especially among men, has led to the fact, that life expectancy in Russia has fallen in 1995 to 58.1 (in 1990 it was 69.2 years), i.e. it is lower than the elderly age starts. Up to 2005 male life expectancy ranged from 58.6 to 59.0 years. Only in the last 3-4 years male life expectancy has increased to 61.8 years (in 2008).

Poor organization of preventive work among the population affects its health, and high mortality rate. In Soviet times namely prevention was one of the

strengths of domestic medicine (there were clinics under enterprises, large organizations that monitored the employee's state of health, a lot of rest houses and recreation centers – now there is no one of them). In addition, high-quality medical education became inaccessible to the majority of population now days. So it is not an accident that 63% of respondents answered on the survey question "What you do not like in health service?" (Buryatia, 2010) "high cost of medicines", 48% - "increase in fee-based services".

Demographic dynamics is determined not only by the character of natural population movement, it also depends on migration. In Buryatia until 1991 in connection with the industrial development, construction of the Baikal-Amur Mainline the number of arrivals prevailed over the number of departures, but since 1992 the number of people leaving the republic had become greater than the number of arriving, it was caused by collapse of the Soviet Union and cessation of BAM construction. This process continues at present. Thus, from January to November of 2010 18,4 thousand people arrived in Buryatia, and 21.0 thousand dropped out. The most intense migration flows were observed from neighboring Irkutsk region (42,4%) and Zabaikalye (29,8%).

Thus, low fertility, high mortality, migration decline and other factors determines the population decrease. So, if in 1989 there was 1,038.2 thousand people in Buryatia, by 2002 their number decreased to 981.2 thousand, and by 2010 – to 972.7 thousand.

In comparison with the census of 2002 the population has been decreased by 8.5 thousand people or 0.9%. The population of other regions and territories of Siberia was also significantly declined. In the Siberian Federal District it decreased by 4%, in Zabaikalye – by 4.2%, in Irkutsk region – by 5.9%. The Russian population in general was reduced by 1.6%.

Tendency of population decline in Siberian regions of the Russian Federation, as well as in the whole country, raise concerns among specialists. If such growth will continue into the future, it is easy to imagine that Russia expects in the future. The forecast of demographic development up to 2016, developed a few years ago by Statistics Committee of the Russian Federation, is not credible. According to the optimistic version of demographic dynamics in Russia, the country's population will decline this year in comparison with the beginning of 2002 to 138.7 million people, by the medium variant - to 134.8 million, under the pessimistic - up to 128.7 million. If the current trends continue, as experts suggest, population of the Russian Federation in 2050 will drop to 100 million people. In this regard, it is to adopt a system of cardinal measures to improve the demographic situation in the country in its region. In this connection it is necessary to take system drastic measures to improve the demographic situation in the country and its regions.

Pyanov, Alexander I.

The System Approach as Cognitive Model of Sociological Research of the Family

Now at studying of any difficult object the modern scientific tradition turns us to the system approach. The system approach became one of the most powerful methodological regulatives, has turned in second half of XX-th century to dominating cognitive model. It is necessary to notice that this fact is not up to the end realised, as still insufficiently understanding of a role of cognitive models as fundamental cognitive designs. «The cognitive model, represents the invariant structures lying in the basis of interaction and development of sciences, at this or that stage of development of the scientific knowledge, representing itself as constructive means of the informative activity, combining an abstractness with is evident-sign forms the representations focused on revealing steady, general and necessary, setting complete representation about levels of the organisation of scientific knowledge, a way of statement of problems, analytical units and a picture of the world for scientific community at this or that stage of development of a science» [5, p. 250].

The science history shows us consecutive origin and the statement, and then change of the various cognitive models dominating at concrete stages of its development. Proceeding from it, we can assert that the XX-th century has brought to a science formation of new system cognitive model. The sight at the nature and society from positions of the system approach has led to essential transformation and change ontological, gnosiological, axiological and active installations and orientations.

In modern methodology the concept «system» plays the important role of one of leading principles of integration of scientific knowledge. On its basis possibility for realization of the system approach to the analysis of objective formations of the validity is created. The matter is that real existence of objects of the validity as certain systems; their complete multilevel interrelation and interdependence far not always are the obvious fact. As a rule, it should be revealed in informative movement, to isolate and prove. Finding-out of internal mechanisms of structural organisation of objects of the validity and their functional variability allows to concretise at system level of a tendency and law of evolutionary process, character of interaction of various factors of evolution.

In socially-humanities general scientific principle of systems promotes integration of different cognitive approaches, association of different theoretical ideas, an establishment of ways of their synthesis, their mutual addition each other.

But «it can be effective only under condition of organic, instead of their mechanical connection that is such which does not destroy complete life,

functioning and development of the most complex - anthropo-socio-cultural systems» [3, p. 61].

At the beginning the system approach usually named system-structural, and it was quite often really reduced to the structural analysis of social objects - from here the concept «structuralism» precisely designating this phase of system researches. Then necessity to connect the structural analysis with the functional began to be realised.

In the system approach, studying social systems, it is possible to consider as the most widespread direction the concept of a structural functionalism developed by American sociologist Talcott Parsons where institution interaction is considered as a sociology subject. Parsons consider as the main figure of theoretical sociology of the XX-th century, and its structurally functional theory - the most developed sociological theory which has become by a kernel of modern sociological thinking. Its concept constructed on a principle of correlation of society and social action, that methodological approach which in it is put, allows comprehensively, in a complex to represent a society, concerning allocated spheres and subsystems, such as social, personal, cultural etc. Despite speculativeness of some constructions, all basic concepts which are thus used especially at level of separate social actions, have accurate enough definitions to which can give empirical interpretation [1, p. 137]. T. Parsons has proclaimed the basic category of any scientific description a category of «empirical system» [11, p. 17].

The system approach in the «functional» interpretation predetermines domination «whole» over the parts, elements. Parsons especially accented integrity of a society as societal systems. Thereby it affirmed holism which as the principle of the organisation of social systems was fairly criticised by K. Popper [13, p. 25 - 27; p. 116; p. 138]. Holism predetermines extreme «objectness» social life which does not leave a place to the social organisations and their main element - homo activus as to actors of social action, to their motives, requirements, will on which the orientation of social processes and their changes in many respects depends. Even then, when these scientists investigate social system in dynamics, that, under the art remark of George Homans, they it is free or it is not free cross borders developed by them methodology [2, p. 55 - 59].

T. Parsons considered a society as the stable system which is in an equilibrium state. It has ignored formation, development and deviations of social system from an equilibrium state. In this occasion of Russian scientist M. Kagan specified that «if in studied by T. Parsons and its followers social systems the analysis can be distracted from consideration of their development - the evolutionary approach here is facultative, at studying of activity of the person or a family and their realisation in culture - historical by the most nature - the evolutionary approach it is necessary to consider systems immanent system, a plane of knowledge necessary for it. Moreover, including evolution by the general property of life, it is necessary to understand and consider, that, first, development is the higher form of evolution, and history - the higher and rather specific form of

the development. Therefore it is lawful to consider that the history is the form of development of anthropo-socio-cultural systems. It is obviously not enough for their knowledge and structural and functional approaches» [3, p. 62 – 63]. Behind frameworks of the structurally functional analysis there are processes of self-organising of social systems, not enough place is given to developments, and also everything that with them is connected. The designated lacks impose restriction on studying of the social phenomena and processes as the whole class of communications and the elements having an inconsistent, disputed basis which is authorised in the course of change and system development at once drops out of a field of vision of the researcher.

The criticism of the system approach in its functional interpretation was generated by objective circumstances of our time: the accelerated rates of the occurring social changes, accruing dynamism of the public transformations, the amplifying basic contradiction of an epoch – between the person and a society.

Three key concepts (system, the organisation, integrity) underlie development of the system approach. Proceeding from the basic types of communication of real objects of the validity, their orderliness can be studied in different aspects: spatial, functional and historical. Therefore «as integral parts of the system approach it is necessary to consider the structural, functional, genetic (historical) analysis» [9, p. 104]. The system approach should assume the account and synthesis of the knowledge received at studying of real objects of the validity. From the methodological point of view this conclusion has rather great value as it shows limitation of data of system researches only to structural and functional, opens wide methodological open space for association of various informative approaches. In this connection there is a requirement for all-round studying of anthropo-socio-cultural systems, construction of the uniting concept of the system approach, capable to capture their dynamics and statics.

For integration of cognitive approaches, «the uniform methodological basis in which quality can act ... the system approach, but not in described «traditional», structurally functional, and in updated «neoclassical «variant» [6, p. 11]. This approach to research of anthropo-socio-cultural systems should be based on following methodological principles: systemness, activity, development and determinism.

The principle of system appears as a way of realisation of the complete approach to object, promotes «to association of different theoretical ideas, in particular, to the theory of development and the self-organising theory, an establishment of ways of their synthesis, their mutual addition» [7, p. 75].

The synergetics concerns to theories of self-organizing of systems. It has appeared in reply to objective requirement for new knowledge for 70-th years of the XX-th century in the West (Hermann Haken). In our country the synergetics was recognized at once as a new direction in development of scientific knowledge (S. Kurdyumov, E. Knyazeva, etc.). The logic of development of creative thought has made synergetics development of the theory of systems as a subject of its

research are processes of self-organizing, disorganisation and reorganisation of the spontaneous open systems subject to co-operative effect. If the system approach is based on a principle of systems, the self-organizing theory – on a development principle. Both principles mutually supplement each other and form the unity reflected in knowledge – unity as self-organizing theories, and system researches which is expressed that the first are based on methodology and theoretical conclusions of the second.

In a vein of synergetic researches, within the limits of the Bruxelles school of thought, the theory of changes developed (the concept of self-organizing of systems). The author of this concept was Nobel winner Ilya Prigozhin. According to Prigozhin, development is represented the irreversible, directed, natural change. First, processes of change of open systems, and though such the majority, nevertheless exist and rather closed systems in which there are reversible changes are irreversible. Secondly, as a result of development changes not only system structure, but also its functions. There is also a question on parity of concepts «organisation», «development» and base for synergetics of concept «self-organizing». Self-organizing is understood «as establishment process in the order system, occurring exclusively at the expense of co-operative action and communications of its components and according to its previous history leading to spatial, time or functional change of its existence» [14, p. 17]. Hence, self-organizing represents an establishment of an order at the expense of the co-ordinated interaction of elements of system in the absence of ordering influences from environment.

In the plan for development of methodology of the system analysis the synergetics has replaced the sputtered out linear thinking which basic lines are representation about chaos as exclusively destructive factor and about accident, as the minor factor of development. System including social, has been allocated by such characteristics as nonlinearity of development, instability, presence dissipative structures, structures-streams and other, as has allowed to describe difficult processes of change and development of social systems. It is obvious that Prigozhin's concept is in a greater degree applicable for conditions of open systems far from balance and special value it get when the system comes nearer to a point of bifurcation in the development [15]. The given position gets certain methodological aspect – gives the chance to investigate processes of ability to live of the anthropo-socio-cultural systems which are in crisis conditions from new theoretical positions.

Most a challenge at research of anthropo-socio-cultural systems is system interpretation of human activity which appears at researchers as «ball of fire». The description of these «power» formations in «rest» and «movement» demands allocation of «objective» and «subject» subsystems. Rest will mean here conformity of these subsystems, and movement – their mismatch. Therefore with reference to them it is necessary to differentiate concepts «communication» (as the objective formation generated by human activity), and «relation» (as the subjective formation reflecting this activity through individual, group and public valuable and

normative standards). In this case, with reference to studying of anthropo-socio-cultural systems, application of such methodological principle, the research approach which promotes deeper and complete examination of human activity, social dynamics is necessary and incorporates to a principle of systems in a single whole. It is an activity principle, or active approach to consideration of social objects.

Till certain time system and active approaches were opposed as opposite and mutually exclusive each other. Only from works of Russian scientists I. Kuznetsova and E.Yudin the understanding of comes that it is lawful to tell not only about structure of objects of the validity, but also processes of their development, for «development – an essence dynamic system of systems (super system) of the contradictions having at present the measure of unity and struggle» [10, p. 13]. It, in turn, demands synthesis of two approaches – system-structural and active – at research of difficult developing objects. Since then active component becomes an important component at studying of the social systems, not lost the value and today [4].

From a position it is system and active the approaches anthropo-socio-cultural system represents dynamically developing social object in which the weight of the processes changing not only components making it, but also him as system integrity proceeds. As process in the scientific literature understand or «consecutive change of conditions, changes in development something, or set of the consecutive actions directed on achievement of certain results» [17, p. 612). That all processes in society are objectively created by human activity is axiomatic. Therefore at research of anthropo-socio-cultural systems through the human activity defining dynamics of their development, it is necessary to reveal communications which exist between its separate stages already created potential etc. however is rationally spent The principle of activity allows to allocate subsystems of society, sphere of public life which unite in the certificates of action made by social actors (individuals, social groups, the social organisations) and to consider communications between them. Concerning these made actions relations between them also are under construction. Allocation of subsystems of society is under construction by kinds of object of activity, that is that changes, will be transformed more often. Thus, in a society material and spiritual subsystems where economic, political, social, and cultural processes proceed are allocated [8, p. 24]. And components of both these subsystems of society participate in each process. Besides, as at activity structure inevitably there are the purposes of the figure reflecting an ideal or optimum condition of a desirable situation for it, that, accordingly, it is possible to speak and about the valuable bases of corresponding behaviour of the person. In turn these bases can be considered as standard base of an estimation of this activity. And, at last, it is obvious that active the schemes presented in economic, political, social, spiritual spheres of ability to live of a society, are more concrete in comparison with the general scheme of activity as last is the limiting form of generalization. Therefore at studying of anthropo-socio-

cultural systems as difficult, dynamically developing social objects should be started with unity of system and active principles.

But, formation of theoretical model of anthropo-socio-cultural systems at an explanation of their activity, shows that it is obviously not enough unity of these two principles. Connecting behaviour of the person with satisfaction requirements, it is impossible to explain, how these requirements arise, are formed. Therefore it is necessary to use and the dialectical principle of a determinism underlying the historical (genetic) approach. This principle explains internal sources, mechanisms of development of the systems, connected with their variability [18, p. 21 – 34]. This determinacy speaks causal and natural communications of development of elements of anthropo-socio-cultural systems of which they consist, the program of change of complete objective formations of the validity, proceeding from their biological and social nature.

Thus, the system approach which is based on principles of systems, activity, development and a determinism, accumulating in itself methodology of integrated researches, represents itself as informative model of sociological research of anthropo-socio-cultural systems to which, undoubtedly, to concern a family.

Family as anthropo-socio-cultural system, it is possible to consider at three levels. On the first, societal level, it acts as the social institute which is carrying out a number of functions in relation to society, first of all reproduction of the population and socialisation of generations. The second level is a family as small social group that is actually a family. Here the family acts as the cumulative subject of activity and the carrier of collective consciousness. The third level is a person where the family acts as the special sphere of its ability to live and urged to satisfy biological, social and spiritual needs of the person.

Application of the system approach allows: 1) adequately to display in theoretical models the system nature of a family as object of sociological research; 2) to achieve within the limits of a sociological explanation of family dynamics of the coordination economic, demographic, socially-psychological, medical and other data. Advantage of the system approach to sociological research of family consists that the opportunity of coexistence of set of theories and the concepts designed within the limits of a metatheory is created. Such theory, as a matter of fact, appears the system theory acting a conceptual basis of the interdisciplinary approach in scientific researches. The system approach to sociological research of family removes isolation of the subject and object, the individual and family, family and surrounding systems within the limits of dichotomizing opposition. This approach appears an integrated methodological basis which connects the theory of the person and the theory of family, the theory of family and the theory of society and, at last, the theory of family as institute and the theory of family as groups.

Moreover, system research of a family applies for studying of nonlinear interactions, on the account of complete parameters of a family as institute and group. In opinion of known Russian sociologist A. Antonov, «integrity of interaction of a subsystem of a family as small group with its ecosystem – social

institute of a family means that the separate family can be understood dialectically only in connection with other families – subsystems, that is in correlation with a phenomenon of social institute of a family, instead of in itself, not as isolated something. Each subsystem of a family is connected with all others in a certain hierarchical composition of transformations and changes so that functioning of separate level leans on previous and is determined by the subsequent» [16, p. 27 – 28]. Therefore, by working out of programs of fundamental sociological researches of institutional changes of a family the system approach is irreplaceable.

It is necessary to note one more aspect of application of the system analysis of a family – cognitive aspect. Recognising set of family systems in a domesticity universum, it is necessary to recognise and sets of ways of studying of this world of a family, set of designs of a family reality. The system approach facilitates synthesis and integration of these various interpretations thanks to dialectics inherent in it – to ability «to connect unjoinable. Connection of different views together, but without uniformity is achievable at maintenance of interaction of various prospects. The system approach gives the chance to realisation of a principle mutual addition schools of thought and opinions. Here the understanding of dialectic interrelation between an ontologic reality of a family and its simultaneous designing as existing reality is important. The system approach avoids extreme measures as does not treat knowledge of a social reality of a family as «purely» objective truth or as «a subjective» reality. This approach assumes presence of correlation between structures of cognitive acts and structures of a reality. Therefore the maintenance of various «subjective» interpretations, it is possible to consider as an objective truth, (under the convention), before occurrence of new cognitive model. Certainly, the system approach within the limits of sociology of family does not remove at once all problems, but it gives an opportunity for the further scientific creativity.

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To History of Studying of a Language Situation in Republic Adygea

Adygea, as well as all of Russian society, the past decade, is undergoing significant changes. These changes are connected also with realizations of laws on languages in subjects of Russian Federation. The languages reforms cannot be ignored by a public administration and demand detailed, concrete sociological researches. Therefore in 1993 year the department of philosophy and sociology of Adygea Republican Institute of Humanitarian Studies at support of the Ministry of science and education had been studied for the first time a language situation. The research was spent to the period of wide discussion of a bill «About Republic Adygea languages». It, in particular, has shown, that only 6 % of pupils studied Adygea language, and pupils of an Adygea nationality there were 43 %. In the majority training to the native language was carried out facultative, that, as is known, demands from children of additional physical and intellectual efforts. This situation specified in necessity of more detailed studying of a question of training to a national language, statements of certain sociological «diagnosis». For achievement of this purpose it was necessary to solve following problems: to analyze the experience saved up at basic schools on training to a national language; to establish, how much at city schools are satisfied national-cultural requirements schoolboys; to reveal the most perspective directions on expansion of a role and functions of Adygea language; to define level of inquiries of various groups in necessity of knowledge of language of a radical nationality (Adygea); to develop recommendations for the ministry of science and education of the further work in this direction.

The monitoring research spent by employees of department with 1993 for 2010, have allowed to collect the big empirical material, to carry out their analysis and to draw interesting conclusions. For example, we were amazed with such fact, that only 1 % from interrogated, studying Adygea language use it («speak on it at school»). It is the fact has been commented in work [1] «... Means, language of the given generation already concerns« sick languages »: it any more in a condition to transfer the native language to the next generation. Later these processes will be reflected and in the language competence».

However the next years have shown considerable improvement of quality indicators of possession by Adygea language Circassians and became less shown, so-called «language nihilism» - the indifferent relation to the native language and languages of the people living in republic. The fact of substantial growth of percent of respondents among Circassians, speaking on Adygea language at school (on work) - more than 30 % has been fixed.

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Evolution of Valuable Orientations of Student Youth in the Conditions of Market Transformations in Russia (Based on the Materials of Sociological Monitoring)

Globalization processes in the modern world, scientific and technical progress and its social consequences accelerate and deepen changes in all spheres of public life - from economy to spiritual culture. Especially boldly this feature of the present epoch is shown in Russia where as a result of so-called market reforms social and economic relations and political regime have essentially changed, social instability and uncertainty of prospects of future have increased for a short historical term. Increasing dynamics of social changes makes more and more appreciable impact on vital values, ethical standards, political views, cultural requirements of the population that in turn will increasingly influence the further development of the society.

In this work some results of the researches of valuable orientations of student youth, conducted in 1992-2009 by the sociological center of Krasnoyarsk state pedagogical university named after V.P. Astafiev are analyzed.

Analyzing of vital reference points of studying youth (and we studied the valuable orientations of different groups of the population - senior pupils, their parents, school teachers, etc.) allows to trace the evolution and predict the basic directions of the further change of spiritual needs of various social groups to some extent. And the thing is not only in the fact that all people of the country go through the education system establishments (first of all, through an educational school). Studying youth is the most dynamical social group, sensitively reacting to new influences in all spheres of public life, quickly acquiring innovations in the field of spiritual culture. Changes in their aspirations and interests often serve as a rather original indicator of acute changes in the mentality and culture of broad masses.

The evolution of valuable orientations of student youth is considered in the given article. First of all, it is explained by the fact that students of high schools are a kind of an edgy group of Russian youth. Working capacity of future experts with higher education and that contribution which they are appealed to bring in to the revival of Russia depends on their physical and mental health and social well-being. They should become an example for all youth of the country, the pattern to follow and imitate for teenagers, young men, girls in their everyday life, studying, work. And, first of all, it concerns the students of a pedagogical high school - future teachers, who moral and physical health of rising generation in each region of our country depends on in many aspects.

The future teachers are in the same conditions as a great number of pupils of higher institutions. At the same time the problems of formation of their spiritual image, a healthy way of life have their own features which should be considered.

On the one hand, they represent the youth subculture in many aspects which are typical for students in general. It is important not to forget that a considerable part of high institutions of the country is pedagogical, they are located in all country regions without exception, and their pupils make the most numerous group in student's environment in comparison with the future experts of other profiles (doctors, lawyers, geologists, etc.). Students of pedagogical universities are interesting in the respect that these educational institutions are unique in their structure because, like classical universities, they unite faculties of various profiles - from especially humanitarian to natural, from rather prestigious to unpopular in present conditions. All of it, naturally, influences the contingent of students, their valuable orientations, a way of life, character of classes in free time that makes pedagogical universities an original analog of the system of higher education in whole.

This is the reason why we always paid a close attention to studying of the state and evolution of the inner world of studying youth in general and students in particular during long-term monitoring of the development of the education system of Krasnoyarsk region which is carried out by the Center of complex sociological researches of KSPU named after V.P. Astafiev. 369 students-graduates (38 % from total number) of all faculties of Krasnoyarsk State Pedagogical University were interrogated in the course of one of the last stages of monitoring (2009) under the special questionnaire. Some of the questions were devoted to revealing of their valuable orientations among many other questions, concerning various aspects of spiritual image and a way of life of the young.

Valuable orientations, expressing the requirement and interests of a subject in a concentrated form, make a solving impact on the motives and purposes of their activity, define the orientation of their aspirations, the general style of behavior.

The question to reveal the system of life priorities of students was brought up in the questionnaire: "How important do you consider to be the realization of each of the values listed below?". Then thirteen valuable reference points were listed and each of them was offered for the estimation in accordance with a three-point scale ("very important", "less important", "not important") or they could tick the variant "I find it difficult to answer".

The data about the proportion of the graduates who anyhow estimated the importance of named here vital reference points expressed in percentage is given in table 1. For the convenience of readers they are listed in the order of the ranks of preference expressed by the respondents. In table 2 this data received at last poll (2009) is compared with the information of the previous stages of monitoring (1992, 1997, 2000, 2003). Percentage indicators of points expressed only by the highest point ("very important") are resulted here for the purpose of laconicism of presentation and better exposition. In this case the sequence of recitation of valuable orientations corresponds to the order of their arrangement in "Questionnaire of a graduate".

Let's begin the analysis of the information presented in these tables with some general remarks. Market reforms, marking the transition of the society to

capitalist economy, from the very beginning of their realization made a serious impact on the valuable orientations of the population and, first of all, of youth, as the most susceptible to the spirits of time. Basing on the comparison of the results of questioning of young men in the prereform 80-ies and in the period of so-called reforms we repeatedly marked the essential changes in their vital positions towards the pragmatization of interests, promotion of motives of private-personal character brought to front, belittling of the importance of the factors of communal-citizenly, common cultural and professional-labor character. This tendency touches the students of a pedagogical higher institution and pedagogical public to a certain extent, though not so much as the rest of youth groups and other professional groups of adult population. What's more, the similar influence was found out during an initial stage of reforms, becoming stronger in the process of their expanding. The evolution of the valuable reference points of future teachers during this period was characterized by a number of features. Some of them will be discussed further.

In the course of monitoring it became possible to get the extensive information, whose analysis was carried out in general, on all the contingent of the respondents, and differentially - on the separate categories of the respondents depending on their gender, the place of living before entering a high school, the financial position of their families, their progress, professional plans (if they are going to teach after graduating), the faculties where they study. However, within this work we are limited to the analysis of the received data only on all the groups of the respondents in general.

Table 1

Valuable orientations of respondents (in percentage)

		Very important	Rank	Less important	Not important	No answer
11	Happy family life	90	I-II	6	-	-
3 2	Health	90	I-II	7	1	2
4 3	Education of own children	87	III	8	1	4
4 4	Material security	79	IV-V	17	1	3
5	Successful professional work	79	IV-V	17	1	3
76	Development of abilities	75	VI	22	1	2
77	Promotion at work	68	VII	27	2	3
88	Constant self-education	62	VIII	32	3	3
99	Authority, respect of others	57	IX	37	4	2
110	Physical perfection	40	X	39	15	6

111	Constant contact with nature	33	XI	48	13	6
112	Complete familiarizing with culture	29	XII	57	8	4
113	Successful political career	8	XIII	27	58	7

Table 2

Valuable orientations of graduates of Krasnoyarsk State Pedagogical University revealed at the various stages of monitoring (the percent of those who answered "very important")

		1992	1997	2000	2003	2009
21	Material security	87	84	81	84	79
32	Happy family life	91	96	93	93	90
43	Successful professional work	78	87	84	83	79
54	Development of abilities	76	82	86	78	75
65	Authority, respect of others	66	72	69	65	57
76	Complete familiarizing with culture	59	48	40	32	29
87	Successful political career	5	8	8	10	8
98	Promotion at work	18	58	60	63	68
09	Constant self-education	74	64	77	58	62
110	Constant contact with nature	51	48	57	51	33
111	Physical perfection	55	48	49	48	40
112	Health	89	92	89	91	90
113	Education of own children	86	69	84	84	87

The note:

In 1992 254 graduates (37 % from their total number) were interrogated at 9 faculties of the pedagogical university.

In 1997 120 graduates (15 %) were interrogated at 11 faculties.

In 2000 547 graduates (53,3 %) were interrogated at 11 faculties.

In 2003 420 graduates (36,8%) were interrogated at 14 faculties.

In 2009 369 graduates (38 %) were interrogated at 13 faculties.

The information received for a rather long term (from 1992 to 2009), resulted in table 2, underlines the stability of the rank indicators of the vital reference points which are the most preferred by our respondents. The highest points ("very important") given to such factors as "happy home life" (in different years - from 90 % to 96 %), "health" (from 89 % to 92 %), "education of own children" (except for 1997 - from 84 % to 87 %), "material security" (from 79 % to 87 %) which took the prize places in their system of values turned out to be very close to each other for the whole period of monitoring.

At the same time the attitude of students to a number of vital values for this period has considerably changed. So, for example, a steady growth of the importance of "promotion at work" from year to year (respectively, 18%, 58%, 60%, 63%, 68 % of the highest points) can be observed. Unfortunately, the level of preference of such vital reference points as "complete familiarizing with culture" (59 %, 48 %, 40 %, 32 %, 29 %), "physical perfection" (55 %, 48 %, 49 %, 48 %, 40 %) is also linearly decreasing.

The sizes of some indicators changed "wavily", but finally decreased. It happened with the orientations which got the highest points such as "authority, respect of others" (from 66 % to 57 %) and "constant self-education" (from 74 % to 62 %). The point of «development of the abilities» went up from 76 % to 86 % in 2000, and then dropped to the previous level (75 %). Besides, in all these cases there is a growth of indicators during the first period of monitoring (from 1992 to 2000-2003) and the decrease for the recent period (with 2003 for 2009).

The reasons of such disturbing tendency demand an additional research. We will try to reveal some of them during the analysis of the results of the last poll of the graduates presented in table 1.

First of all, it is necessary to notice that very few of the respondents did not give an exact answer or did not answer at all concerning the majority of the vital reference points listed in the questionnaire (more often - from 2 % to 4 % of the interrogated). It means, in our opinion, that future teachers, as a rule, possess quite good reflective qualities and an ability to introspect.

We see that the first places among vital values are taken by "happy family life" (90 % of the respondents estimated it by the highest point), with "health" (90 %), "education of own children" (87 %) and "material security" (79 %). These factors steadily remain priority for student's youth throughout all the period of market reforms.

The fact, that all these factors of private-personal, family-routine character are priority in the hierarchy of values of our respondents, is obviously not casual. Probably, the displacement of interests of a considerable part of the population towards private life is identified here being previously observed in the days of reforms that is the result of both the influence of market transformations and disappointments in political life, growing disbelief in social support from the state.

That fact is pleasant that such a reference point of social-citizenly order as "successful professional activity" kept its importance among the vital reference points preferred by the respondents: 79 % of the interrogated estimated it by the highest point, 17 % admitted its importance for themselves though ticked "less important", and only 1 % considered it to be not important (3 % of the students did not answer the question). It is really worth approving that in the conditions of the general pragmatization of interests of youth, an unenviable position of teachers, a great number of state employees the aspiration to show oneself in work activity is found out at a rather decent level.

The sixth place in the system of valuable orientations of graduates was taken by the aspiration to the "development of abilities". To some extent it is shared by 97

% of the respondents (including 75 % from them who consider this factor to be "very important"). This aspiration underwent a difficult evolution: at the first stage of monitoring a remarkable growth was from 76 % of the highest point in 1992 to 86 % in 2000, and then - falling of the importance below the initial level (75 % in 2009).

Certainly, that fact that almost all the graduates recognize the importance of the development of abilities to some extent, is pleasant. It shows their aspiration to self-realization, personal development.

However, the decrease of the indicators under the given factor which begun after 2000 can't but disturb. Probably, it is not casual and temporary phenomenon, but the expression of the general tendency of reorientation of mass consciousness in the conditions of market reforms to the values of an utilitarian-pragmatical order. The correlation analysis testifies that "development of abilities" correlates with such valuable orientations as "constant self-education" ($r = 0,39$) and "complete familiarizing with culture" ($r = 0,27$) at a high level of the statistical importance (this level exceeds $r = 0,22$). The present stage of monitoring testifies that the indicators of all components of this original spiritually-intellectual block of the vital reference points ("complete familiarizing with culture" - from the beginning of 90-ies, "constant self-education" - after 2000) decrease.

Indeed, high points of the orientation "constant self-education" decreased from 77 % in 2000 down to 62 % in 2009, and the factor itself took a rather modest ninth place in the system of the vital values of the graduates.

It was already noticed above that especially strong decrease of the indicators of the highest points during monitoring (from 59 % in 1992 down to 29 % in 2009) is observed on such a component of the block of spiritually-intellectual valuable orientations as "complete familiarizing with culture". However, the majority of the respondents do not avoid this vital reference point at least to some extent. But only the quarter of them (29 %) considers it to be really important for themselves. The considerable part (12 %) totally ignores it.

Let's notice in this connection that our last researches of a problem of spiritual culture of the students of the pedagogical university showed that their representations about the culture of a person in general and requirements to the culture of a teacher do not coincide. The analysis of the answers of the graduates of 2000 given to the questions in the questionnaire ("What features first of all characterize the spiritual culture of a person?" and "what features of a person are especially important for a teacher of your speciality?") showed that many students obviously underestimate the importance of particular aspects of spiritual image of a cultural person for a teacher of a certain subject. It concerns, for example, such qualities as "erudition, good knowledge of history, literature" (62% of the highest points in relation to a person in general and 45 % - in relation to a teacher), "a developed sense of the beautiful, introduction to the outstanding products of graphic and musical art (respectively, 58 % and 27 %). These indicators at the faculties of a not humanitarian profile - computer science, natural sciences, mathematics, physical training [1] are especially low. At the same time students in the structure of the culture of a teacher in comparison with a spiritual image of a

cultural person estimated the importance of «high level of the professional competence» [2] much higher.

Certainly, such a type of a utilitarian approach connected with highly specialized understanding of spiritual culture of a teacher of a certain subject, is an important but not the main reason of steady recession of the aspiration of students to mastering the riches of the world and domestic culture. This approach itself is the result and demonstration of a known tendency of the turn of mass public consciousness towards private-pragmatical interests and values in the conditions of capitalism affirming in Russia.

"Promotion at work" took the seventh place in our original "table of ranks" (68 % of points were "very important", 27 % - "less important" and only 2 % were "not important"; 3 % of the interrogated did not answer). As it was marked above, throughout all monitoring research a steady linear growth of the indicators of this valuable reference point (respectively, at the questioning stages - 18 %, 58 %, 60 %, 63 %, 68 % of the highest points) was observed.

It would be desirable to hope that this accurately expressed tendency is caused not by the growth of the careerist bents of youth but by the desire of personal development and improvement of professional skills. Undoubtedly, the similar hope is lived up in relation to a considerable part of the respondents. However, this factor is hardly the main reason of the given tendency. The decrease of the points of the importance for young men of such reference points as "development of abilities", "constant self-education", "complete familiarizing with culture" revealed during monitoring forces to doubt about this.

As the correlation analysis showed, "promotion at work" is in the correlative interrelation of a high level of the statistical importance ($r = 0,22$) with such rather pragmatical reference points as "material security" ($r = 0,36$), "successful professional work" ($r = 0,34$), "health" ($r = 0,23$) which are pragmatical in their character. This block does not include either "development of abilities" or "constant self-education" or "complete familiarizing with culture".

But, of course, it is not about the careerist bents themselves. Young men see that climbing up the corporate ladder, ranks in the conditions of growing social splitting and the decline of customs open a way to the enrichment and honor in certain circles independently from original personal advantages and work efforts. Such a way is quite suitable for the general channel of the evolution of the vital values in the conditions of a market society in a utilitarian-individualistic direction. Certainly, thus, the motives of healthy ambitions and aspiration to personal self-realization which are typical of youth, are not excluded.

It is necessary to mention then that for the years of monitoring the tendency to "promotion at work" has considerably grown among the teachers working at school. In 1994 this reference point was given the highest point by 12 %, and in 2003 by 21 % [3]. The modern students have a higher indicator equal to 68 %. But, first, young teachers (with the experience up to three years) have a very high indicator (55 %) [4]. And, secondly, it has become almost twice higher after 1994 (1994 - 12 %, 2003 - 21 %).

Probably, a remarkable growth of the aspiration of teachers to "promotion at work" was to a certain extent stimulated by the introduction of a more differentiated system of tariff rates, categories of teachers depending on the results of certification, improvement of professional skills, etc., in the days of reforms. Besides, the specificity of a pedagogical field is in the fact that promotion here is shown not so much in a career growth, taking more higher positions, but in the improvement of professional skills, growth and deepening of knowledge, experience enrichment. All of it, of course, should also be reflected in a formal status - increasing of qualifying categories in the course of certification and recertification of personnel. All these reasons to the full extent concern the present graduates, who are going to work at school; they are basically known for them and influence their valuable preferences to some extent.

Though it might seem strange at first sight, but such a reference point as "constant contact with nature", is in close correlated relation with an already known important component of the spiritually-intellectual block - "complete familiarizing with culture" ($r = 0,29$) [7]. It correlates with another component of this block - "constant self-education" $r = 0,18$ - not the same, but at a rather decent level. Obviously, contact with nature not in utilitarian purposes attracts, first of all, people who are spiritually rich, who treat nature as a source of esthetic pleasure, that allows to forget daily routine for short while, to feel one's own belonging to the protogenic world. Apparently, this explains the fact that need in contact with nature has been recently decreasing under the pressure of pragmatical interests in the general stream of depreciation of spiritually-intellectual orientations which it was told above about. Besides, this decrease is especially strong during the latest time (2000 - 57 % of the highest points, 2003 - 51 %, 2009 - 33 %).

It is remarkable that the fifth part of the interrogated (19 %) do not refer this factor to the system of their vital values at all, and about a half of the respondents (48 %) do not consider it to be priority.

Though here it is not about the real behavior of the respondents, but about their priority values, probably, it is supposed that unfavourable circumstances negatively influence the system of their vital reference points. The undesirable tendency revealed during the monitoring is apparently explained not only by the general process of pragmatization of priority interests of the population already known to us, but also by the spreading of connected with it passive leisure forms that is typical, first of all, of a considerable part of present youth. Undoubtedly, it is also a matter of the difficulties for townspeople connected with going outside a city which are becoming more serious owing to the high price of such trips, growing fees of all kinds of rest, lack of free time, etc.

Our researches of the problems of a healthy way of life testify that though many young people highly appreciate health (in 2003 - 91 %, in 2009 - 90 % of the highest points), they do not live a healthy life at all, without paying a proper attention to physical training, sports, tourism, walks on foot, having rest near nature because of the absence of normal conditions [5].

"Physical perfection" is referred to the number of factors whose value has been decreasing for our respondents from year to year. But even now an overwhelming majority of graduates (79 %), including 40 % - to a considerable extent) consider it to be a desirable quality for themselves. However, it is quite natural for young people who want to be not only healthy, but to be liked by society and by themselves, to be proud of their power, dexterity, slim figure, etc.

The orientation of undergraduates to "authority, respect of others" also does not keep its previous positions. The same sad tendency of decrease in the highest points is observed here (see table 2). Besides, in general this factor which is especially important for any teacher is almost not ignored - only 4 % of the interrogated honestly do not recognize its importance for themselves and 2 more % decided not to answer this question. The decrease in a share of the highest points (from 72 % in 1997 and 69 % in 2000 down to 65 % in 2003 and 57 % in 2009) is hardly explained by the fact that young people have lost self-respect, though, probably, this reason works in the conditions when the society actually blocks "oxygen" for youth, throws them in the conditions of market, leaves young specialists undemanded, lowers the prestige of a teacher's profession.

However, the growth of individualism, young people's egocentrism, falling of the role of conscience as a moral regulator of behavior is of a much bigger value in this case. As E. Fromm convincingly showed, market forms a market person. And a market person who has a selfish nature and does not have conscience, first of all, follows their own selfish interests, very often neglecting the impression they make on other people, though sometimes they have to reckon with the opinion of others and do not mind possessing authority.

The last thirteenth place in the rating of preferences is taken by the orientation "successful political career" with a very low indicator of the highest points (only 8 %). Traditionally, throughout all the period of monitoring this factor was estimated lower than all the rest both by the students of the pedagogical university and the teachers. Of course, it is not so chance and explained on the one hand by the disappointment of the majority of youth in political life, and, on the other hand by the fact, that school is not the best start for political career. And our respondents understand it well. Nevertheless, the third part of them (35 %) do not absolutely refuse this intention, though, as a rule, do not consider it to be priority for themselves. The biggest part of the interrogated either directly declare about the unacceptability of such a way of life (58 %) or abstain from the answer (7 %).

As we see, the overall picture of the state and evolution of valuable orientations of our respondents is rather inconsistent that is explained, first of all, by the real contradictions of the development of modern Russian society and the conditions of youth socialization.

The direction of the further evolution of valuable orientations, spiritual image of future and present teachers will be defined mainly by the prospects of the development of Russian society in general, by the character and rates of modernization of the system of education, the measures on the improvement of a teacher's financial position and the increase of their social status.

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Shvedova, Marina F.

Qualitative Methods of an Estimation of Level of Social Responsibility of Business

Now the increasing influence on reputation and image of business is rendered by a social position occupied by it. Estimating business activity, the society considers not only industrial and financial indicators, but also how the organization conducts the activity, cares of own workers, how much its activity corresponds to the interests of other participants of the business, inhabitants of territories of its presence, and also a society as a whole.

The scientists, who are taking up the problems of social responsibility of business, allocate two basic methods of an estimation of the level of social responsibility: qualitative and quantitative. In the given article we present qualitative methods which assume carrying out of the analysis of the social reporting and codes of business ethics, and also the use of expert methods.

The social report gives the chance to correlate financial and not financial (social, ecological) company indicators that is especially important for investors. As a whole, the corporate social report is the public tool of informing of shareholders, employees, partners, clients and societies as a whole about that, as well as what rates the company realizes the purposes put in the strategic plans for the development concerning economic stability, social well-being and ecological stability.

S. Ivchenko allocates two basic approaches to the drawing up of the reporting which are used today by the companies worldwide. [1] The first and, perhaps, most widespread approach for today is a report in the free form or not-standardized report which assumes reflection of different indicators of the activity of firm – completely to the discretion of heads. Such approach gives the chance to define independently volume of the reflected data and, hence, gives the big freedom both from the point of view of the report maintenance, and in respect of resources which the enterprise is ready to allocate for report preparation.

The second approach is an application of the standards recommended by the foreign organizations, for drawing up and a reporting estimation. Now allocate two basic directions of standardization of the social reporting, its estimation and acknowledgement which are used by the leading companies of the world: managements GRI on drawing up of the reporting and system AA1000.

GRI is the standard prepared by noncommercial organization Global Reporting Initiative. Problem GRI is working out and distribution applicable internationally managements on drawing up of the reporting in the field of a business sustainable development (management GRI). The given management is intended for voluntary use by the organizations with a view of reporting granting about economic, ecological and social aspects of their activity. GRI provides

participation of the international representatives of business, audit, investment community, the ecological, remedial, research and trade-union organizations. The management is divided into three directions: economic, ecological and social, also represents a set of the indicators approaching for use as the companies, giving the reporting, and the parties using it. Management GRI has been developed to allow the organization gradually to enter system of preparation of the social reporting or its components. Usually it is required about three years that the company was ready to deliver the full report confirmed with the independent organization.

Main principles GRI concern:

- report structure (a transparency, pithiness);
- the information that decided to include in the report (completeness, an urgency, stability factors);
- quality and reliability maintenance (accuracy, a neutrality and comparability);
- decisions concerning availability of the report (clearness and timeliness).

Principles of a transparency and pithiness should be observed throughout all process of drawing up of the reporting and to be reflected in all its components, to create an exact and truthful picture. In Russia, "Lukoil", "Norilsk nickel", "Evrohim" and a number of other companies present their reports according to GRI requirements.

Other standard of the social reporting - standard AA1000 - is the frame standard developed in 1999 by noncommercial organization AccountAbility, a leading international institute in the field of perfection of the corporate reporting with a view of a sustainable development. As a basis of the standard the institute used the innovative open model of management assuming participation of collective and individual members which number includes representatives of business, public organizations and the state structures from different countries of the world. This standard describes procedures on the organization of dialogues with interested persons, fixings of results of dialogues, carrying out in a life of respective alterations and their reflection in the social report.

Main principles of the given standard are:

- importance;
- completeness of representation of the information;
- reaction.

These principles make a basis for the acknowledgement of performance by the organization of all general obligations under the reporting.

Other method of an estimation of social responsibility of the company is the analysis of codes of business ethics. A.J.Kibanov believes that codes of business ethics describe system of the general values and rules of ethics of the organization which its workers should adhere. They are necessary for the description of the purposes of the organization, creation of normal ethic atmosphere and definition of

ethical recommendations in decision-making process. Usually ethical codes are presented to workers in the form of printing materials. [2]

The uniform standard what should be the code of business behavior of employees does not exist, as this document is very specific, and its maintenance depends on features of each concrete company. Thus the ethical code can be developed for the organization as a whole, and in this case it contains the general ethical rules which are worked out both for managers, and for ordinary executors. The code can be created also for certain functional divisions for the purpose of the decision of specific ethical problems. To make ethical codes more effective, organizations usually implement certain disciplinary actions or a punishment for infringement of the code and encouragement of acts, made according to rules of the ethical code.

Characteristic feature of modern ethical codes is that the sections containing the recommendations about the elimination of ethical problems, interests arising in connection with conflicts, are developed in more details and carefully, than other sections. Thus accents become on collision of interests of the organization: with the governmental organizations, employees or shareholders of the organization, the governments of the foreign states. It is obvious that it is impossible to characterize any ethical problem which employees can face in the code, however written instructions can help to resolve common ethical questions. Ethical codes represent original "guidebooks" to correct behavior, give the general reference points in disputable situations, help to supervise professionally those managers who need this. Thus, the code of business ethics allows to operate organizational structure of the enterprise and is one of the signs of higher level of social responsibility.

One more qualitative method of an estimation of social responsibility of the company is the method of expert estimations which is widely used in forecasting, at definition of the purposes of social and economic development or acceptance of planned decisions. It helps to estimate the importance of indicators and to check up quality of techniques applied to data gathering, to raise validity of practical recommendations etc. The method of expert estimations can be used among employees, clients, suppliers, investors for the purpose of studying of a level of development of system of social responsibility of the enterprise.

As a whole, movement of business towards social orientation makes its clear and transparent not only for partners, but also for a society that promotes improvement of the image of firm, increases of its stability and competitiveness, and reputation. In this context about the necessity of change of internal ideology of business Prime Minister V.V. Putin told: *«The internal ideology should vary and be guided gradually not only by momentary extraction of profit, ... but also on a capture businessmen of a part of responsibility for destiny and country development»*.

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Sidorina Tatiana

Social Policy in Russia in Conditions of Global Challenges

20th century – challenges to the social policy

In the 20th century most countries attempted to implement their own social policy projects. We know how these attempts were made and what difficulties arose in their realization. By promoting the social policy the present-day world answered the challenges of acute social problems, responding to the dream of humanity to have a welfare society.

At the same time, the majority of social projects, which were launched in the 20th century and which in many aspects were the realization of the art nouveau epoch concepts, fulfilled their mission. Throughout the 20th century many social doctrines exhausted themselves or proved to be unfounded, up to raising the issue of the end of the social (Baudrillard).

Thus, the 20th century required the creation of a new complex of social and political projects, including the creation of the social policy concept, which took into consideration the challenges of modern social and economical situation.

Changes in the social situation and social policy challenges

I carried out a comparative study of changes in the theory and practice of social policy in the first decade of the 21 century. I also considered the question of how the changes in the sphere of social policy and the prospects of its development are viewed by Russian and foreign researchers.

British researchers note that in the middle of the 20th century the sphere of social policy was quite clear – health, provision of housing, education, social insurance and some participation of social services in solving the problems of groups with special needs.

In the past decades the social policy sphere was significantly enlarged. Today the social policy includes: demographic policy; issues of social inequality; issues of public order; issues of environment; family policy.

As well as:

1. Realization of the global character of social problems;
2. Conceptualization of social problems consideration, changes in the perception of social problems, the growth of concern about their scale and complexity;
3. Reduction of trust to the State;
4. The growth of interest to the organization and governance, self-organization of citizens;
5. Understanding of the necessity of a combined solution of economic and social issues.

Global changes of social policy

Some dozen years ago the national state really played a decisive role in the solution of social problems pertaining primarily to the nation and national specificities.

Presently not all the social issues may be solved by the national state. Social problems exceeded the limits of an individual state. Preservation of the social stability of an individual economically developed country is incomparable by significance with the threat of international terrorism, the aggravation of confrontation between the prosperity and poverty of most countries of the world. The focus of interest is shifting from the sphere of activity of a separate state to the activity of the world community – the global social policy.

What problems are of primary importance?

First, this is the issue of a state's competitiveness. Much depends on the economic competitiveness of a state today. As for the social policy – it should be aimed at creating conditions in which the citizens of a state may make this state competitive.

Next goes the problem of social mobility. In a globalizing world social mobility and migration are the most topical social and political issues. And the social policy should be involved in their solution.

Another noteworthy problem is the issue of climatic changes presenting a significant threat to the future of humanity. And this refers not only to material welfare, but to survival in general. Undoubtedly, this involves the development of a program of actions, including the social, environmental, ethical and political aspects.

Thus, more and more problems of this kind require actions of a global character, the development of an international policy, programs and institutions. This opens up a new aspect in the development of the social policy, complicated by the fact that no structures have yet been elaborated for its implementation.

Specificities of the situation in Russia

As concerns Russia, we, as before, are true to the strategy of the “catching up” social modernization and preserve paternalism traditions:

1. In Russia there still is no civil society, and the activity of the institutes of the citizens' self-organization is limited;
2. The paternalism strategy in the sphere of social policy is still triumphing and determining the situation in the social sphere. This is clear from the priority national projects;
3. The global perspective and participation of the social policy in the solution of global problems is not taken into consideration;

4. In Russia, the social policy is still conceived as a system of activities. And, as before, there still is a lack of a fundamental (basic) model or concept.

At the same time, the social policy in Russia has experienced dramatic transformations in the past two decades. This is really so. But the present-day situation is similar to the state of the social policy in the West about 40 years ago according to its description by British sociologists.

For centuries Russia has kept a close watch on Western innovations trying to follow them, in particular, in the sphere of the solution of social problems. In the late 19th–early 20th centuries social legislation was adopted and philanthropic activity was energetically developing. The formation of the Soviet State in many aspects divorced the social policy development in Russia from that of the western countries. But in the late 20th century their routes came close again. Russia has shifted to the market basis of economic development and has also been involved into global processes.

So, Russia is facing the task of creating the concept of a social policy, which would take into account the challenges of the modern social situation.

The multidimensional character of social policy

In my study I put the task of building a model of modern social policy and determining the main aspects of its examination and functioning.

I. The first aspect – provision of conditions (economic, social, political, legal etc.) for the self-realization of an individual, optimization of his/her possibilities, growth of the standard and quality of life. This aspect supposes growth of the welfare in the country in general, which determines the mechanisms of solving social problems, identifies the strategy of modeling the main spheres of the society's life – education, healthcare, pension provision etc.

II. The second aspect – provision of social assistance to the low-income and marginal groups of the population.

III. The third aspect – creation of the conceptual grounds for the implementation of the social policy and the social development doctrine.

The social policy is multidimensional by its nature. The social policy has never been confined to the system of measures targeted at liquidating the consequences of some or other social shocks. The conceptual basis of the social policy is the image of society and the social organization.

In his work "The Concept of Society: The Components and Their Interrelations" Talcott Parsons wrote that "the nucleus of a society as a system is the structured normative order through which the collective life of the population is organized. As an order it contains values, differentiated and particularized norms and rules, while only association with culture gives them relevance and legitimacy".

The same takes place in the sphere of social policy. Association with culture determines the character of social policy, the specificities of the social policy's implementation or its limitations.

In the past, projects of attaining social and economic welfare were presented in social utopias. These were ideal models of the social policy.

Do similar programs exist in modern Russia?

An interesting opinion was expressed by T. Maleva and L. Ovcharova, heads of the Independent Institute for Social Policy: *"In the Russian society today there is absence of an adequate consensus about the goals and content of the necessary transformations. In the declared directions of the necessary reforms the priority has steadily been given to the requirements of efficiency. And in the assessment of those intentions by the population, sectoral communities, regional bureaucracies – to the requirements of justice. Even the bodies of federal authority do not have a single position towards the reforming of the social sphere. Departmental understandings of efficiency and justice are quite different"*.

How could we explain a situation like this? This comes through inadequate development of one of the major social policy aspects, one of its determining dimensions – the creation of the conceptual grounds for the implementation of the social policy and the determination of the social development doctrine.

At the same time, the social policy in the West has always been distinguished by its conceptual character. And today Western scholars note with satisfaction that there is growing interest towards the ideological content of the policy, the realization of its goals and prospects, understanding that the social policy does not mean only the number of buildings, doctors, hospital beds, although these are surely essential considerations¹.

IV. The forth aspect. I believe that social policy dimensions should also include implementation of social reform, social reforming. We know how important this dimension was in the social policy of Great Brittan, the USA, Germany and other countries. As concerns Russia, according to the opinion of the heads of the Independent Institute for Social Policy, social reforms have not become a priority in the activity of the State. In 1995-2005 the main attention was given to the support of financial stability (lowering down inflation, forming a budget surplus), the reform of the natural monopolies, debureucratization of state governance etc. As for the transformation attempts after 2005 (benefits monetization, birth rate incentives, migration policy), conceptually they were aimed at the goals of the "catching up" development.

We should also take into consideration the widening scope of issues within the social policy sphere due to the appearance of new problems or due to problems which previously (in the past century) were not considered affordable for

¹ Paul Wilding, Professor of the Nottingham University, Howard Glennerster, Professor of the London School of Economics // Social Policy and Administration. 2009.

consideration or solution. But addressing these issues is within the competence of the social policy which needs to be realized.

1. The family has become one of the major topics in the social policy. They raise this issue both in the West and in our country. This is a very serious and socially determining problem. Yet the issue is not limited by the difficulties of the family. There is a prospective threat that the family institution in its traditional understanding may disappear. *"Today there is less and less probability that most children will spend their childhood with both parents, while more and more popular among women grows the concept of private independence and career growth throughout their life period"*, - wrote Russian authors¹. It is clear where this tendency is targeted and what the future of the family institution will be. Talks about preserving the nation or financial assistance will not be sufficient for the preservation of the family. We lack mechanisms of preserving the family as a sustainable social formation. Significant influence in this issue has been played by religion, traditions of the ethnos. But now these protective mechanisms do not work any longer. We do not give it enough consideration. That is, we do not look so far into the future. Centuries ago the authors of utopian projects considered such prospects. (For example, the issue of upbringing children outside the traditional family).

2. Among social problems requiring the attention of the social policy there is the problem of social disintegration. And this is not just a consequence of social and economic stratification. Disintegration is promoted by the defects of the social policy. Where no policy is followed towards strengthening the solidarity and unity of the society, disintegration worsens. In the atmosphere of the social strain people harden, become incapable of compassion, indifferent to the sorrows of their neighbors, trying to protect at least themselves. In the periods of social strain compassion goes to the background. In such a situation it is most important to have a social policy which is able to counter the growing disintegration.

I would like to remind you that in his post-war works Pitirim Sorokin paid serious attention to studying such social phenomena as altruism, cooperation etc. which, in his view, were the forerunners of a new integral form of culture.

Sorokin proposed a plan of "the moral reconstruction of humanity, presupposing a transformation of the whole system of economic, political, family and household, esthetic, religious and interstate relations on the basis of principles of "love, altruism and free cooperation" between all people and groups, and opposed to social injustice, class and group egoism, ethnic and racial hatred, cultural antagonisms and alienation"².

¹ Малева Т.М., Овчарова Ю.Н. Социальная модернизация в России: теория, история, вызовы // SPERO. 2009. № 10.

²Sorokin P.A. Reconstruction of Humanity. Bombay, 1958. P. 57.

Challenges of the economic crisis

Talking about the present day social situation, we cannot ignore the economic crisis phenomenon or exclude its consequences from consideration. Yet, we should not wholly attribute to the crisis the absence of the necessary decisions, inaction or lack of ideas. There are some doubts: *“Will the actions in the social sphere focus on purely anti-crisis measures (policy in respect of unemployed, support of revenues of different social groups, social protection of low income groups etc.) or will understanding come that the crisis is the time for taking strategic decisions and implementing those institutional reforms which are either extremely hindered or impossible at the evolution stage. What would be right today – to offer all-round support to the population or to construct new social institutions?”* – write Maleva and Ovcharova. It's clear that these problems should be solved in complex.

I would like to add one more dimension to this scheme – an orientation towards the perspective, a look into the global future.

Let us turn again to the views of British sociologists who say that even in the present difficult conditions – of the crisis, loss of trust to the state, advance of globalization etc. – *“it is necessary to develop a new public philosophy, in other words – the social doctrine. This should include ideas about what the state can or cannot do, what the state should or should not do and what it must do for the sake of individual and common welfare. Not less effort should be aimed at the realization of the chosen policy than to the development of its conceptual grounds”*.

Objections may be raised that Russia has not yet solved the problems of the Post-soviet period, while I propose to look into the global future. But, as is known, this is the way to promote development and attain results.

European politicians of the period when the modern democratic society was formed followed in many aspects the seemingly fantastic projects proposed by the authors of social utopias. Nevertheless, the philosophers' fantasies were brought to life. The same is true for the social policy sphere where we should not confine ourselves to solutions in one of its aspects only or we will never get free from the nets of the “catching up” modernization and dependency on preceding development.

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Slanevskaya, Nina M.

Neuroscience Applied to the Organization of Society

The mental representation of a human being (cognitive, critical-comparative, creative and moral thinking) is as much important as the physical one (two legs, two arms, a body, and a head) and we can easily observe the physical embodiment of our thinking in a real life (buildings, cars, bombs, wars, etc.). No one will argue about the necessity of putting on warm clothes on the body in cold winter days otherwise negative consequences for the health will follow. However, the mental health of a human is disregarded and subjected to the permanent bombardment of unnatural political and economic laws in the society directed against the universal mental needs of a human being. Political elites of different countries speak so much about the suppression of terrorism demanding huge amounts of financial and intellectual resources but never discuss in public if there is something wrong with the political and economic organization of their society or world economy that inevitably leads to terrorism. However, neuroscientists cannot escape the discussion whether the mental makes us physically ill (e.g. depression) or physical illness makes us mentally ill [1]. This discussion must be made public to help people to assess the social organization in their country and the quality of law-making, i.e. the influence of a social factor upon our physical and mental health.

The well-known Russian neuroscientist Natalia Bekhtereva claims that a human brain solves simple tasks automatically but it also needs solving difficult creative tasks for normal functioning [2]. Do children have enough music, drama, art lessons and other creative subjects at school for the satisfaction of their need for creative thinking? Do adults have enough possibilities for developing further their creative abilities apart from their jobs? The Russian authorities have started to popularize physical health and they are ready to spend a huge amount of money on sports but the mental health of the population seems to have been forgotten. It is the male governing and the male preference to show physical strength. As a woman, I would prefer my tax money to be spent on opera houses, art galleries and developing brain abilities of children, i.e. cleverness instead of the rule of physical force in the society. The price for tickets has been enormously raised at opera and ballet theatres in Russia compared with the socialist Soviet Union, and the introduction of a school reform will reduce the number of former obligatory creative subjects. Small business is going to disappear due to the increased taxes on small business in 2011. Small business is in its essence a creative occupation for their owners. Thus, business, art, music, drama - all these creative outlets for a human are limited or closing and creativity is automatically channelled into the criminal and illegal creative direction.

A human is characterized by cognitive abilities and permanent attempts to satisfy his cognitive needs and curiosity. However, instead of encouraging young people to get higher education the British authorities force them to quit it by having

passed a new law of raised tuition fees for the higher education and thus planting a delayed bomb in literal and figurative meanings [3]. Instead of peaceful channelling the human needs for creation and cognition for the benefit of society, the present British government pushes frustrated young people to learn how to make bombs and punish the authorities.

People cannot but compare, which leads to critical assessment of reality. We are equipped with a so-called mirror neuron system in the brain, which forces us to compare and feel the same [4]. If public criticism is forbidden in the society it leads to the accumulation of unrealized human needs and then to outbursts, i.e. revolution and strikes. A totalitarian regime, as a rule, collapses within several months but a liberal regime manages a permanent adjustment and survives because it allows criticism. In May 2010, an American professor Noam Chomsky, the world-renowned linguist and political thinker, was denied entry for delivering a speech at Bir Zeit University (West Bank) by Israel [5]. No peaceful liberal adjustment to improve social life can be expected in Israel if criticism is forbidden. The country is doomed to have permanent clashes and military actions on its territory.

Moral thinking is inevitable and it is present in all aspects of our activities [6] [7]. It reveals itself in a four year old child when she says to the other child that it is unfair to do something as though she is sure that the other child understands the code of morality to which she appeals. Experiments in neuromorality show that people are ready to ignore financial profit and lose money in order to punish an unfair player [8]. Such moral punishment increases dopamine in the brain (neurochemical), which is related to our feeling of happiness. The triumph of fairness is felt as a reward (happiness) and it does not matter what a man sacrifices for it. If the economy is global then social fairness must be global and equal both in the South and in the North. If there is at least one billionaire in the country no government can be considered moral, if it is speaking about the economic necessity of increasing pension age.

When speaking about moral thinking it is necessary to discern the inborn universal human morality and an adjusted human morality for the needs of a particular society with its political and economic system under the guidance and according to the needs of a ruling elite. We can observe a permanent manipulation of our inborn moral thinking in favour of political ends. This adjusted morality can have different forms: a national, ethnic or religious morality, or a company's, family's or criminal group's morality. The universal morality demands not to kill, not to steal, not to lie and it was expressed by a great philosopher Kant in his formula of moral behaviour for all peoples and for all centuries. How will you send a man to fire and kill another unknown man in a foreign country without an adjusted national morality? Or how will you convince a man to kill someone outside the ethnic group and who does not threaten his personal life without an adjusted ethnic morality conceived for certain political ends? Julian Assange's popularity with his website "Wikileaks" is due to his appeal to our universal moral

thinking (moral punishment of a liar) and desire (cognitive thinking) to know the truth what is going on behind our backs.

If a human is not provided with normal social conditions under which he can realize his natural mental needs for peaceful purposes, i.e. his cognitive, creative, critical-comparative and moral thinking, social conflicts will grow in the world due to the increased technical possibilities to compare and critically assess the reality. In other words, if a political and economic system is not suitable for the mental health of people it is the system which must be changed but not a man with the help of medicine or prison. The use of data of neuroeconomics, neuromorality, neurosociology, neuropolitical science, neuroscience and law, can be helpful for the understanding of the interaction between the mental and physical under the influence of certain social factors.

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Ideas of Senior Pupils about the Factors of Life Success

The dynamics of social development, changes occurring in all the spheres of society, make a many-sided and inconsistent impact on the socialization of rising generation and the formation of the spiritual image of youth. We have made an attempt to study this influence on the example of a typical school of a typical big city - the center of one of the subjects of the Russian Federation.

Pupils of 9th and 11th classes of an average comprehensive school № 10 of Krasnoyarsk were chosen as an object of the research. 96 pupils, including 58 ninth-graders and 38 eleventh-graders, were interrogated according to the special "Questionnaire of a pupil".

The answers to the questions in the questionnaire allow to get acquainted with valuable orientations of teenagers and young men, their ideas about the factors of life success and plans for future, with psychological atmosphere in a family and at school, the attitude to studying, their opinions about the problems of school and the degree of satisfaction with the studying facilities and the preparation level on the principal types of knowledge, with real and desirable character of spending leisure. For the purpose of the objectification of opinions of pupils we conducted questioning of their parents and teachers of the senior classes simultaneously on a wide range of questions. By means of the correlative and factorial analysis the influence of valuable orientations of pupils on the variety of features of their spiritual image and behavior is revealed.

Within the context of the given article we consider only some results of studying of the ideas of pupils about the factors of life success. These ideas are organically connected and, as a rule, correlate at a sufficient level of the statistical importance with valuable orientations of the respondents.

It is interesting to consider these ideas in three interconnected, but not identical aspects - from the point of view of the "real", "proper" and really possible, planned by each subject. In this course it was offered to the respondents to answer three questions. The first question is: "In your opinion, what provides success in life now?". Then, thirteen various factors were listed and the importance of each of them was offered to estimate on a three-point scale "In the first place", "In a lesser degree", "Does not influence" or to tick a variant "I find it difficult to answer". Answering this question, the respondents expressed their opinion about the "real" - about the real situation in the modern Russian society. The second question revealed their idea about the "proper": "In your opinion, what should provide success in life?". Here the same thirteen factors whose importance should also be estimated on a similar three-point scale were listed. At last, the third question was appealed to reveal one's own expectations, hopes, intentions of the respondents: "What factors promoting life success do you personally count on?". The requirements for the answer were the same as in the first two cases.

Let's begin the analysis of the data received during questioning with the consideration of the answers to the last question about pupils' own intentions. The results of this poll both separately on 9th and 11th classes and on all the number of the respondents are presented in Table 1. These results express a share of those pupils which estimated corresponding factors by the highest point ("in the first place") in percentage points. Rank places of these factors on the entire contingent interrogated in general are represented by Roman numerals.

Table 1

Factors of life success which the respondents count on
(In the percentage of the number of those who answered "in the first place" in %)

No		9th class	11th class	9th and 11th classes	Rank place
1	Personal activity, purposefulness, constant search	74	71	73	I
2	Diligence, self-improvement	69	58	65	V
3	Mental abilities	74	61	69	III
4	Education, competence, professionalism	72	58	67	IV
5	Constant self-education	55	50	53	VII
6	Practicalism, enterprise	53	50	52	VIII
7	Favorable home atmosphere	64	47	57	VI
8	Having friends and their support	74	66	71	II
9	Personal charm, magnetism	55	39	49	X
10	Health, physical perfection	53	45	50	IX
11	Money	50	18	38	XI
12	Patronage of influential relatives and acquaintances	24	11	19	XIII
13	A chance, life circumstances	36	37	36	XII

We see that high rank places, according to the intentions and expectations of the respondents, are taken by the factors connected with own efforts of young men, their personal qualities - "personal activity, purposefulness, constant search", "diligence, self-improvement", "education, competence, professionalism", "mental abilities".

Let's notice that the indicators of these factors correlate between themselves at a rather high level of the statistical importance ($r = 0,39$) due to understandable reasons. So, the interrelation between "personal activity, purposefulness, constant search" and "diligence, self-improvement" ($r = 0,46$), between "diligence, self-improvement" and "education, competence, professionalism" ($r = 0,40$), between "education, competence, professionalism" and "mental abilities" ($r = 0,46$) is organic. This sort of examples can be increased.

The original block of the factors connected with own active efforts and qualities of the respondents correlates at a high ($r = 0,39$) or at least rather essential ($r = 0,22$) level of the statistical importance with the certain valuable orientations which have an expressed positive character. So "personal activity, purposefulness,

constant search" are closely connected with such vital reference points, as "development of the abilities" ($r = 0,29$), "successful professional activity" ($r = 0,29$), "happy family life" ($r = 0,25$), "successful political activity" ($r = 0,22$). The hope for "diligence, self-improvement" as a factor of life success, obviously, is greatly stimulated by the valuable orientations to "ability to govern and control oneself" ($r = 0,35$), to "development of one's abilities" ($r = 0,32$), to "happy family life" ($r = 0,28$), to "authority and respect of others" ($r = 0,23$).

The high prize-winning (second) place in the accounts for life success was taken by such a factor as "having friends and their support". It is obviously not casual as the communication with contemporaries plays an important role in the activities of daily living and formation of a personality in the youth environment. "Regular communication with friends, mates" takes one of the most important places in the system of valuable reference points of pupils, and its correlative connection with "having friends and their support" is at the level $r = 0,40$.

Pupils (especially ninth-graders) do hope that "favorable home atmosphere" (this factor takes the general sixth place on the preference degree) will help them on their way to life success. Teenagers and young men understand that strong family support is an important condition of a person's success in competitive and not favourable to human solidarity environment of "wild market". The correlative interrelation of this factor with some valuable orientations of the respondents is rather interesting. On the one hand, these are the reference points for future family life - "happy family life" ($r = 0,33$), "education of children" ($r = 0,42$), and also for "ability to govern and control oneself" ($r = 0,31$), for "development of abilities" ($r = 0,28$). Positive correlation of the given factor with such factors of life success as "diligence, self-improvement" ($r = 0,39$), "education, competence, professionalism" ($r = 0,31$) is worth approving. At the same time the given factor is closely connected with such factors as "patronage of influential relatives and acquaintances" ($r = 0,24$) and "a chance, life circumstances" ($r = 0,24$). It is possible to assume that people who do not count on their own active efforts, do not rely on luck, successful coincidence of circumstances and even on the assistance of influential relatives usually hope to have family support.

In the conditions of market relations and competition which is penetrating all life spheres, a considerable part of the respondents place stake on such qualities promoting success as "practicalism, enterprise" (the general eighth place). Adherence to this factor is organically connected with "personal activity, purposefulness, constant search" ($r = 0,36$), and in fact it acts as the demonstration of an active life position of a person but not always ethically approved. Thus, it is interesting to notice that the given factor is connected with the hope for the importance in achieving success, "health, physical perfection" ($r = 0,35$), "personal charm, magnetism" ($r = 0,25$). At the same time it rather poorly correlates with the recognition of the role of "mental abilities" ($r = 0,03$), "favorable home atmosphere" ($r = 0,02$), with such a valuable orientation as "full mastering culture" ($r = 0,07$), and almost is not connected with a reference point to "profound knowledge" ($r = 0,01$)

and even negatively - with the orientations to "ability to govern and control oneself" ($r = -0,09$) and "the opportunity to contact with nature" ($r = -0,18$).

Many young men consider "health, physical perfection" and also "personal charm, magnetism" (the ninth and the tenth rank places respectively) to be important factors of achieving life success. Of course, these factors are inseparably linked with each other ($r = 0,53$) as it is well known that physical perfection is an essential component of personal charm, magnetism (especially for young men).

It is clear that the correlation analysis revealed much in common in the ratio of these factors with other preconditions of life success, and also with valuable orientations. For example, their adherents are characterized by a high estimation of the role of "personal activity, purposefulness, constant search" (the advocates of "health, physical perfection" in this case have $r = 0,60$, and those who especially appreciate "personal charm, magnetism", have $r = 0,40$), "practicalism, enterprise" ($r = 0,34$ and $r = 0,24$ respectively), "money" ($r = 0,36$ and $r = 0,26$ respectively), "patronage of influential relatives and acquaintances" ($r = 0,41$ and $r = 0,46$ respectively). Herewith, all of them orientate themselves to such values as "development of abilities" ($r = 0,29$ and $r = 0,22$), "authority and respect of others" ($r = 0,34$ and $r = 0,24$). At the same time both groups of the respondents are badly characterized by negative correlative connection of their stake on physical perfection and personal charm with the reference points of "profound knowledge" ($r = -0,10$ and $r = -0,11$ respectively) and of "scientific world view, free from religion influence" ($r = -0,03$ and $r = -0,11$).

Of course, there are certain distinctions between these groups of the respondents. So pupils, who mostly count on "health and physical perfection" in comparison with other group, more often hope for "having friends and their support" ($r = 0,39$ and $r = 0,18$ respectively), for the power of "health" ($r = 0,33$ and $r = 0,09$) and at the same time concede in the aspiration to "full mastering culture" ($r = -0,03$ and $r = 0,19$) and to "ability to control oneself" ($r = -0,05$ and $r = 0,17$).

Not a small part of pupils (a half of 9th-graders) gave the highest point (in the first place) to "money" indicating it as an important method of achieving success in their life. Undoubtedly, the influence of social and economic conditions of a market society, the effect of influence of the mass propaganda of a consumer way of life on the forming consciousness of youth, acquaintance of young men with the present realities of the Russian society on the mentality of rising generation is especially brightly found out here.

The closest correlative connection of the given factor with the aspiration of the respondents to use "patronage of influential relatives and acquaintances" ($r = 0,50$) looks rather significant here. Its connection correlates with "health, physical perfection" ($r = 0,43$), with "personal charm, magnetism" at a statistically significant level ($r = 0,38$). At the same time the valuable orientations to "full mastering culture" ($r = -0,03$), "scientific world view, free from religion influence" ($r = -0,13$), "an opportunity to contact with nature" ($r = -0,15$) are strange for the

majority of the representatives of this group. They are not special even in their aspiration to "profound knowledge" ($r = 0,08$).

If to state unseemly personal qualities of the majority of the representatives of this group, it is necessary to notice that many of them possess socially approved human qualities. They combine the idea about "money" as about an important method of achieving success with the recognition of importance of "personal activity, purposefulness, constant search" ($r = 0,22$), with valuable orientations to "development of abilities" ($r = 0,25$), to "regular communication with friends, mates" ($r = 0,27$). Probably, the similar qualities are inherent, first of all, to those who recognize money as a factor of success not in the criminal sense (bribes and others), but as means that is necessary in the conditions of a market society for payment for education, trainings to improve qualification, etc.

One of the last rank places (the twelfth) was taken by the factor "a chance, life circumstances". In the conditions of growing uncertainty, especially characteristic for a market society, nobody can be sure of the success of their life activity, and of the fact that the preferred ways of achieving success are realized in practice. The similar uncertainty in future, the uncertainty in one's own power generate the hope for happy coincidence of circumstances, for casual good luck. More than a third of the respondents (36 %) estimated the given factor by the highest point.

By now we have considered the intentions of young men, analyzing the average data on the whole number of the respondents, including both the pupils of the 9th and 11th classes. Addressing to Table 1, we see that the percentage indicators of the highest point are almost identical on a number of positions. However, in most of cases the points given by the ninth-graders considerably surpass the points given by the eleventh-graders. On the one hand, it is the impact of changes in the structure of classes at the transition of the ninth-graders to full high school, and on the other hand, it is also the impact of age distinctions between teenagers and young men, girls. Young men and girls, possessing some life experience and knowledge, judge about the importance of different factors more exaltedly and aren't inclined to exaggerate their role in achieving success.

In order to better understand and objectively estimate the character of life intentions, plans of our respondents where their valuable orientations reflect and the general spiritual spirit, we will compare the data considered above, first, with the opinions of the respondents about the "real" (about a real situation - what factors actually promote life success of youth in present Russia), and, secondly, with their ideas about the "proper" (what basically should promote success of a young man from an ideal point of view).

The information necessary for such comparison is presented in Table 2. This information contains rich material for the analysis and reflections. Within the given article we will be limited only to some judgments and conclusions.

We see, first of all, that the idea of senior pupils about the "real" and the "proper" are not identical at all. The level which they consider to be ideal on a number of positions considerably surpasses the indicators of the factors

characterizing a real modern situation. What's more, first of all, it concerns the positive factors connected with personal efforts and merits of young men, with their activity, diligence, professionalism, education, abilities. At the same time, according to their beliefs, the factors of passing, external, casual nature which do not follow from their own advantages, should have much smaller influence on the destiny of a person, than it is observed in real life. And, first of all, it concerns such odious means of achieving success, as "patronage" and "money".

Many pupils would like to lower a present real level of such factors' significance for life success as "a chance, life circumstances", "personal charm, magnetism", "health, physical perfection".

It is possible to draw a conclusion that, on the one hand, senior pupils rather soberly and even critically in some cases perceive the modern society where positive social mobility is quite often defined not by own merits and qualities of a person but by the external factors, which are sometimes immoral by their nature. At the same time the motives, the moral thoughts based on the principles of justice prevail in their notions about the fact which ways of life career are desired and worthy.

Table 2

**Senior pupils' ideas about the factors of life success
(In the percentage of marks by the highest point ("in the first place"))**

№		"real"		"proper"		planned	
		%	Rank place	%	Rank place	%	Rank place
1	Personal activity, purposefulness, constant search	73	II	84	I	73	I
2	Diligence, self-improvement	78	I	81	II	65	V
3	Mental abilities	66	V	71	IV	69	III
4	Education, competence, professionalism	69	IV	78	III	67	IV
5	Constant self-education	54	VIII-IX	61	VI	53	VII
6	Practicalism, enterprise	54	VIII-IX	54	VIII	52	VIII
7	Having friends and their support	55	VII	58	VII	57	VI
8	Personal charm, magnetism	72	III	68	V	71	II
9	Favourable home atmosphere	49	X	41	X-XI	49	X
10	Health, physical perfection	47	XI	42	IX	50	IX
11	Money	56	VI	41	X-XI	38	XI
12	Patronage of influential relatives and acquaintances	48	X	26	XIII	19	XIII

13	A chance, life circumstances	40	XII	31	XII	36	XII
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As for own life plans of young men, their accounts on different factors of success, they look rather inconsistent in a moral aspect. On the one hand, senior pupils come under the influence of real conditions in which they have grown and were brought up which often looked normal and natural for them. Therefore in most cases the indicators of marks by the highest point given by them to own hopes for different factors of success are very close (sometimes they even completely coincide) with the marks for the "proper" - that thing, that is observed in daily life.

At the same time many of them understand that the situation existing in our society and their own intentions defined by it are not ideal at all and can not and should not be the example for everybody.

As it was already marked above, the indicators of the marks by the highest point of almost all positive factors of the "proper" exceed the corresponding indicators of the "real" and planned. At the same time the majority of the respondents believe that the factors of a negative nature (especially "money" and "patronage") should not influence people's destinies as much as they do at present.

It is necessary to notice that in some cases our respondents show great self-criticism. So, their mark for the hope for own "diligence, self-improvement" considerably concedes to the similar marks for not only the "proper" but also the "real" (the corresponding indicators are 65 %, 81 % and 78 %).

The subsequent evolution of ideas of youth about the factors of life success will be defined both by the dynamics of development of our society, the character of social changes, and by educational activity of the education system and wide public.

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Implementing Principles of Bologna Declaration and New Social Structure in Russia

Economic diversification, growth in demand for skilled labour in all its spheres leads to the increase in requirements to the level of workers' education. One can suppose that the level of the in-depth training in intermediate vocational education specialties may appear insufficient and will be absorbed by the applicative Bachelor's programs of higher vocational education. According to the list of existing specialties in intermediate vocational education some 90% of specialties have the in-depth training level, moreover many combined groups of specialties (e.g. "Liberal Sciences", "Education and Pedagogics", "Economics and Management", "Informatics and Computer Science" etc.) duplicate the training provided by higher vocational education programs and can't withstand the completion with them.

Low quality vocational training of "popular" universities doesn't fulfill social functions which is demanded from the educational system of higher education in its traditional sense as well as meeting the needs of innovative policy.

The existing contradiction – an unbalance between the form of the university and the content of educational function needed to legitimize the organizational form of higher academic education as an independent and self-sufficient stage of higher education. Depending on the purposes of a university, its educational potential, such model allows either to widen the fundamental training provided by basic education to the level of Baccalaureate making it the first step of the further academic career or realizing the educational minimum of the higher education level, to fulfill the function of training of socially acceptable members of society.

In that case the assessment of quality of education at that level should be concentrated on assessing (testing) the students' key, basic, instrumental and socio-personal abilities i.e. the formation of the social subjectivity of an individual. Considering the instability and vagueness of prognostic model we still have a pretty clear picture of at least two segments of the higher education institution.

One of them is a dead-end branch of mass professional Baccalaureate based on combining and integrating it with intermediate vocational education enhanced with humanitarian educational modules and program variations of different depth in craft skills plus a small existing group of specialty graduates and some part of the technical graduate school – facilitators and managers for the future skilled administrators.

The other one is an elite sector of graduate training for a scope of organizations involved in innovative economy, providing services to these organizations and more importantly an elite sector of liberal education itself for

which the level of an academic Bacculaureate is seen as transitional, the one which forms the basic abilities of higher education.

In this context the [institutionalization](#) of two-level structure mainly of the humanitarian academic Bacculaureate is the delimitation of the higher education segment for people whose life strategies don't include "professional job" in principle and the "inner curriculum" according to T. Veblen is nothing but the upbringing of the "leisure class".

These universities and programs provide the opportunity of an academic career for 10-20% of well-off youth. Their task will likely be not to train or educate but mainly to form the elite itself what would correspond to the specific changes in modern Russia, the nascence and strengthening of new classes and social groups. A university is an institution which provides some kind of unification, the exchange of social and symbolic capitals between those who get an education. Thus the result of education in one university or another is not just a diploma but an involvement in social networks and an acquirement of certain political and ethical views, understanding of how to follow the norms and rules of given social group by the consumers of educational services, the nurturing of "identity". In "Brideshead revisited" by Evelyn Waugh we read: "He spent three years at Yale". The verb form "spent" expresses the specifics of the new university. Soviet tradition of elite education deserves some credit as it perhaps existed in far less accessible form. The new institution of universities developed as a reaction to an appearance (reestablishment) of the new social stratum "the leisure class".

[Institutionalization](#) as a strengthening of the forming system will lead to the further stratification of society, when the emphasis will be put on some universities which will be preparing the elite (not intellectual perhaps but managerial) of international level. The polarization of social inequality is increasing through the formation of "mass" and "elite" systems of higher vocational education. Competition between mass and elite universities may be based upon the increase in quality of training for the former and the decrease of payment for the latter. Different target groups of graduates reduce the confrontation between mass and elite education.

Between the elite universities themselves the competition is the combination of status value, quality of training and price of education, moreover the ceiling value is the price of education in foreign universities (Harvard, Cambridge). It is likely that soon new kind of universities will appear, the elite-elite ones. Only the most talented youths from well-off or chosen families will be admitted there and the completion between them will be based upon the intention to get the most talented and gifted graduates from rich families.

If we speak about the resource approach the goal of education is an investment in the future opportunity to get higher posts in the stratified structure of society. To acquire the ascendant mobility an individual needs to make the education his valuable asset to achieve it an individual should mobilize all the main

types of resources which he possesses at the start. Thus to get a result from education at the initial period an individual also needs other resources, such as:

- 1) Capital assets to provide straight payment for quality, prestigious and expensive education;
- 2) Physiological ability to endure the pressure of hard educational activities and university life corresponding to behavioral norms and lifestyle in this particular atmosphere of educational institution;
- 3) Cultural and social aspects determined by the position of the family in social hierarchy defining the ambition and the level of self-esteem as well as functional awareness to successfully integrate in the society and to have the friend-or-foe self-sentiment in a certain social group i.e. the situation when this capital is acknowledged and taken for granted;
- 4) administrative and political resources as a capability to be valuable or to manage the decision making process (scope of power authorization) e.g. certain influence upon entering a university;
- 5) finally a symbolic resource allowing to find a valuable niche in the society.

Differentiation and inequality of the initial capabilities is defined by the amount of capital elements for each individual.

Getting a higher education is an asset.

In the context of resource approach the significance of vocational education in unclaimed specialties which have no call for at the labour market as a resource is minimized it's just getting a status of a person with a diploma of higher education. What are the conditions that make an education a capital asset? An education becomes a capital asset if it can be transformed into the monetary asset e.g. high wages, prestigious job "providing the self-increase of capital assets".

An education can be seen as a valuable asset only if it's exceptional i.e. it's "carrier" has an exceptionally rare abilities and knowledge. The graduate exchanges his rare abilities in the market for different resources. The value is the higher the more deficit there is for that kind of abilities in society.

The volume of "educational" capital asset is defined by relevance, particularity of knowledge it can be partially made up for by work experience, knowledge of the local specifics, unpublicized rules (involvement in given social group). Moreover now there is quite a unique situation when there are no visible (judicial, financial) differences between the valuation of physically hard labour and mentally difficult labour. Value of practical abilities provided by professional short-term programs, courses and hard unqualified labour with low level of education can be equal with the possible value of higher education given the uncertainty of getting a workplace.

Under the conditions of demographic decrease with greater access to commercial education an overall majority of school leavers are expected to get the diploma of higher education. How can we combine the training of skilled

administrators with practical abilities in their specialty with the intention of youth to get a diploma as a high-status document?

The implementation of a two-level system Bachelor+Master provides for the requirements of getting the Bachelor diploma which confirms the status of a person with a higher education acquired in short-term. Practice-oriented professional training and a fast release to the labour market is provided by the programs of middle professional education (MPE). The answer to the question can be found in a proverb, "[If the mountain won't come to Muhammad, Muhammad will come to the mountain](#)".

To harmonize the needs of society, the economy of the state and the abilities of the educational system the symbiotic level of applicable Bacculaureate is being created (only as an experiment so far). The kind of educational programs designed to combine the socialist-developed aspiration of people (consumer of educational services - Muhammad) to get a diploma of higher education ("mountain") and applicable profession to have an ability of making money if there are no workplaces skilled workers.

Development of educational programs variability including the creation of programs of applicable (professional) Bacculaureate is one of the ways to widen the access to high quality education which would meet the requirements of innovative development of Russian economy as well as the modern needs of society and individual.

One of the main routes to overcome the economic difficulties is the recovery and then an increase of industrial potential. To make it happen we should increase a number of a new generation technicians, the training of whom must be one of the main objectives of the educational system.

In this respect it's inevitable that the Russian education must be reformed in general. There is also a need of drastic changes in the system of vocational technical education and training.

Does the mountain come to Muhhamad?

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Virtualization of Identity in the Age of Globalization

The ever changing reality has always been a challenge to human individuality and globalization of informative area is one of them. It tends to impose upon any of us some patterns of behavior, communication, thinking thus unifying the inner man. Besides, unified reality greatly reduces opportunities for individual creative self-expression. Furthermore globalization has contributed much to the process of creating a completely new virtual reality which is gradually becoming more and more important for a certain strata of our society. We have to witness the emergency of a new form of life – that is virtual, which in fact could be an alternative to our objective reality but substitutes it to some extent. Nevertheless it has a significant impact on the consciousness of some people (including the process of self-identity).

A man is supposed to be involved in different social groups, communities all his life and as an object he has to adept to some formal or informal requirements though they may contradict each other sometimes. We consider this controversy to be the basis of the conflict of identification of every person. On the whole we view such confrontation as a challenge of the modern history. The acceleration of social time, the expansion of social space, the appearance of a new reality (virtual) in form of 3D, computer games, the Internet to mention just a few – all that seem to be a threat to the human psychology which has been thought to be previously rather solid. So far the conflict has not led to contradictions in the inner self of an individual. The conflict of identification might have been related to either ethnic or religious matters whereas a body has to choose more convenient for him a community, confession or a group and it was a natural process as there were inter-ethnic and inter-confessional marriages and migration of people was accompanied by the process of assimilation. That might have been the reason for ambiguous attitude and even tragedies without destroying the inner self of a person from within.

Nowadays that conflict of identity seems to have gone too far. The problem may be studied from another point – identification in the format of virtuality e.i. non-reality. It may be explained by the fact that for some categories of young people the process of identification is undergoing in the virtual reality in which they spend more time. The appearance of “hobbits”, “elves”, “emo”, “goths” etc among the young is a vivid evidence of virtuality.

New means of communication bring with them global influence on consciousness and subconsciousness of the younger generation astraying them from the objective reality making them spend much of their activity in the virtual area and therefore setting before them new goals and markers of identification – the virtual ones.

The emergency of new markers of identity and their adaptation to the society has been controversial as it implies expansion of activities, illumination of outdated forms of identity and orientation to a new social reality.

In fact revolution of identities is closely connected with social revolutions when we try to solve some economic problems and redistributing of property but at the same time new forms of identities are likely to appear and develop in our society.

It should be emphasized that new forms of identities may be taken as results of development of existing reality and consequently linked to new activities of human beings. What is more new trends among the young is also a result of the development of a virtual reality. The process of identification of an individual gives the opportunity for soft adaptation to the surrounding reality.

Even if it causes any conflict it is primarily associated with certain social expectations of the individual though they may not coincide with reality. It is a natural process too, since the very act of identification is not linked to the acquisition of any benefits or preferences but has much to do, first of all, with social expectations of a man and his ability to cope with emerging problems. However the more is the number of dwellers in virtual reality the bigger is the threat to the existing reality, to the *socium* itself since new forms of identity may not prove to be correct in the end. Besides these new forms of the youth identification have the roots of conflicts since they are based on contradictions, opposition. While communicating in real life these virtual contradictions may turn into the source of social tension, sometimes still local, though. But there is no guarantee that they will not acquire another status.

With the appearance of new forms of identity the inner struggle for identity is growing more intensive. As a result of uncontrolled mechanical widening of extension of virtuality the very field of spirituality is becoming narrower and narrower. It becomes unimportant and is dissolved in the virtual environment. All human concepts of morale are being replaced by the virtual items.

Confrontation of these two realities brings about new conflicts. But they are not just of inner character they become social, public ones. The person involved in virtual reality can put some virtues above the reality and gradually will tend to implement his ideas into the real life. Doing so he is sure to impose his concepts on other people as well.