



SCIENTIFIC RESEARCH OF THE SCO COUNTRIES: SYNERGY AND INTEGRATION

上合组织国家的科学研究：协同和一体化

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这些会议文结合了会议的材料 – 研究论文和科学工作者的论文报告。它考察了职业化人格的技术和社会学问题。一些文章涉及人格职业化研究问题的理论和方法论方法和原则。

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中国跨国公司在ICT竞争领域与美国展开制裁大战
**CHINA'S TNCs IN THE DECAPLING SANCTIONS WAR WITH
THE UNITED STATES IN THE FIELD OF ICT COMPETITION**

Kharlanov Alexey Sergeevitch

*Doctor of Economic Sciences, Candidate of Technical Sciences,
Full Professor
Diplomatic Academy of the Ministry of Foreign Affairs of Russia,
Moscow c.*

Pinyaev Stepan Stepanovich

*Master's degree student
Diplomatic Academy of the Ministry of Foreign Affairs of Russia,
Moscow c.*

抽象的。本文旨在探讨中国跨国公司在这场 ICT 制裁战中的作用。中国跨国公司在全球经济中发挥着重要作用，是国际货币金融关系的主要参与者。面对美国的持续压力，他们的活动和战略对全球经济和技术架构产生了重大影响。

本文的目的是分析脱钩的制裁战争，并确定中国 ENC 在这一过程中的作用。将考虑中国跨国公司的特点和面临的挑战，以及美国制裁对亚太地区国家地位的影响。

关键词：制裁战争，美国，中国，脱钩，跨国公司。

Abstract. *This article aims to explore the role of China's multinational corporations in this ICT sanctions war. China's TNCs play an important role in the global economy and are among the leading participants in international monetary and financial relations. Their activities and strategies in the face of ongoing U.S. pressure have a significant impact on the global economic and technological architecture.*

The purpose of this paper is to analyze the sanctions war of decoupling and to identify the role of Chinese ENC in this process. The characteristics and challenges faced by Chinese TNCs will be considered, as well as the impact of U.S. sanctions on the position of the countries of the Asia-Pacific region.

Keywords: *sanctions war, USA, China, decoupling, TNC.*

The Russian ADF going on in Ukraine has exacerbated the long-accumulated contradictions between global and regional powers, which over the past few years

can be noted in the form of a clear confrontation between the West (Anglo-Saxons) represented by the United States of America and the East represented by Russia and China in the field of trade and economic relations and geopolitical issues. Started by former United States President Donald Trump, the so-called “trade war” with China is the clearest example of the contradictions between the “two world poles”. The main reason for this confrontation is officially the US trade deficit, which by 2018 (the year Donald Trump declared a “trade war”) amounted to \$ 800 billion, despite the fact that half of this deficit was the trade imbalance with China. However, if we consider the first rounds of this “war”, which the author will do next, the US strategic aspirations to contain China, and not the previously named trade deficit, stand out clearly.

As part of the description of the current relationship between the United States and China, the term “decoupling” is most applicable. Decoupling is a process of reducing the economic interdependence of countries from each other, especially in the context of global supply chains and trade and economic relations. The term “decoupling” was first used in 2008 and meant a gap in the growth rates of the economies of developing countries and developed countries. However, in recent years, decoupling has been used most often in relation to China and the United States. In the context of these countries, decoupling means breaking and restructuring economic ties, in technology (and especially ICT) and supply chains. It also includes reducing mutual investment, limiting technology cooperation, reviewing supply chains, and looking for alternative markets and suppliers.

Having considered the context of the relationship between the US and China, it is necessary to move on to the beginning of a trade war. The main reasons can be listed:

- Trade imbalance: the official reason given by the US government. In addition to the above, we can add that China is in the top exporters of goods to the United States, but it is rather closed to foreign investment and, in principle, imports. This protects the Chinese economy and gives it an undue advantage, according to the US, in the US market;
- Intellectual Property Issues: The US accuses China of property infringement, particularly piracy, technology theft and patent infringement, which has fueled tensions between the countries;
- Geopolitical interests: the competition between the two powers for the world market and at the present stage for the Asia-Pacific region (APR) is a good reason for the sanctions struggle.
- The last reason can be called cyber security: at the present stage of confrontation, the term “national security” has become firmly established in the media in the context of news about the US-China trade war, as both countries accuse each other of cyber espionage, hacker attacks and violation of the information security

of countries. In 2020, the US closes the Chinese Consulate in Houston, accusing the PRC of hacker attacks and espionage.

It should also cite and analyze the main sanctions imposed in the context of the trade war. It all started with the US imposing tariffs on aluminum, steel and solar panels from China (worth \$34 billion) and Chinese retaliatory duties on agricultural products and certain engineering products from the US in 2018. Over the next year, the list of restrictions did not stop growing, and it got to the point that half of all imports from China (about \$ 250 billion) were under a 25% duty. In 2020, a temporary truce was concluded, or rather, the signing of the first phase of this trade agreement, which meant maintaining trade relations at the level of the end of 2019 without introducing new duties and restrictions. However, the COVID-19 pandemic interrupted the further signing of this agreement and became a catalyst for a break, the trend towards which has existed for the past 10 years.

Sanctions “relationships” between China and the United States are the subject of a separate work, in connection with this, it is necessary to move on in more detail to the field of technology. Table 1 shows US and Chinese ICT goods exports. It can be noted that there is a uniform, but not equivalent, decrease in indicators in both countries, but the gap is colossal. At the present stage, such a gap in the export of ICT goods between countries is caused by the economic strategies of countries, which at an early stage can be called “co-dependence”.

Table 1
Exports of ICT goods from the USA and China

Years	China	USA
2014	607 567	145 225
2015	603 903	141 752
2016	555 824	139 975
2017	612 663	146 473
2018	680 528	148 159
2019	661 751	143 744
2020	701 639	138 375
2021	857 505	158 926

Source: Compiled from UNCTAD database¹

A kind of co-dependence between the economies of the United States and China began to take shape in the 1980s. The United States needed a flow of cheap goods to maintain a high level of consumption, as there was a trend towards a slowdown in the growth of real incomes of the population. And for the PRC, this

¹ UNCTAD, Bilateral trade flows by ICT goods categories, annual – [Electronic resource] - access mode: <https://unctadstat.unctad.org/wds/TableViewer/tableView.aspx> (date of access: 10.06.2023)

meant steady growth due to the export-oriented model of the economy. And a situation arises when the US becomes the main importer of Chinese goods (more than 20% of Chinese exports go to the United States, more than 30% if re-exports via Hong Kong² are added). And at the moment, the trade deficit in the United States, which the author mentioned at the beginning of this work, begins to arise. This deficit was responsible for the largest public debt (in 2022, the debt was \$31.12 trillion, more than 100% of GDP).

In China, on the contrary, there was a current account trade surplus. The PRC solved the surplus problem by investing, including in US government securities, thereby becoming its largest creditor. Thus, during the “great recession” in 2007-2008, investment from China gradually declined, which for the United States with a consumption model that does not correspond to real wages, led to a decrease in personal savings by 4-6 times compared to 1980 (1980 year - 10-12% of personal savings, 2008 - 2-4%).

Considering the sanctions war, it should be noted once again that at the present stage, the most sensitive area of the gap is information and communication technologies. It is strategically important for the United States to maintain a leading position in R&D, but according to the President of the American Atlantic Council, Frederick Kempe, China “is the main threat to the leading position of the United States in this area” and over the past 10 years of targeted economic policy, China has achieved the status of “new Silicon Valley”³.

The main multinational corporations that are under active US sanctions pressure are ZTE and Huawei Technologies, which occupy a leading position in the field of wireless communications not only in China, but throughout the world. The most obvious reason for the pressure on them is the development and implementation of fifth-generation 5G wireless telecommunications networks. The reason for such a fierce struggle for leadership in this area are analysts’ forecasts, since by 2034 the use of the fifth generation will bring the world economy 565 billion dollars⁴.

It should also be noted that Chinese multinationals and the United States government have been at odds for a long time, as ZTE (the fourth largest mobile phone supplier in the United States and the world’s third largest telecommunications provider in the world) has repeatedly violated US laws on the supply of

² Zaitsev A.A., Pyatachkova A.S. The COVID-19 crisis as a catalyst for the rupture of the economies of the United States and China. Analysis and forecast. Journal of IMEMO RAS, 2021, no. 2, pp. 13-27.

³ L.A. Gamza “Technological confrontation between the USA and China in the Asia-Pacific region” - [Electronic resource] – access mode: <https://cyberleninka.ru/article/n/tehnologicheskoe-protivostoyanie-ssha-i-kitaya-v-atr/viewer> (date of access - 10.06.2023)

⁴ South Korea was the first in the world to start a commercial use of 5G networks - [Electronic resource] - access mode: <https://fb.ru/post/e-commerce/2019/4/5/82076> (date of access - 10.06.2023)

technology and mobile phones to countries, under sanctions, such as Iran, Sudan, North Korea, Cuba and Syria. In turn, the Donald Trump administration imposed a \$1.19 billion fine on ZTE, but the Chinese leadership, on the contrary, encouraged its managers. The response was to impose a seven-year ban on trade with ZTE on other US companies, which was lifted as part of the first phase of the signing of a new trade agreement between the US and China at the end of 2019, which, as already mentioned, was canceled. The result was the approval by D. Trump of the law on budgetary appropriations for national defense, which led to a ban on the use of Chinese telecommunications technologies.

With regard to Huawei Technologies, the situation is approximately the same, but the difference is that Huawei is included in the “Entity List” (black list) of US companies. Just like ZTE, Huawei Technologies sells its products 20-30% cheaper than the market average, which is one of the key official claims against Huawei. The second reason is called cooperation with the special services of the PRC and the threat to national security. The Trump administration considered the confrontation with Huawei to be one of the most important (if not the most important) areas of the “trade war” with China. However, if we consider this issue from the side of the development of advanced technologies, then Huawei can be called the main “locomotive” that leads other Chinese companies. In addition, Huawei Technologies is a world leader in ultra-fast 5G networks.

Further, it should be noted the positions of the countries that are located in the Asia-Pacific region in relation to American bans. Japan has long been the leader of the region in terms of advanced technologies, but at the present stage it has lost ground, so for it the introduction of 5G networks is one of the few opportunities to return to the forefront, but nevertheless under the pressure of the “Treaty on Mutual Cooperation and Security Guarantees” in 2018, it signed a ban on the purchase of equipment and goods from ZTE and Huawei for Japanese companies, but did not openly ban consulting services.

South Korea, which is also linked to the US by a strategic cooperation agreement, began to develop 5G networks even before the US bans, and this topic has long been debatable between countries, as the US demanded similar bans from South Korea, however, Korea had a more practical vision of this question, so I conducted technical comparisons of three key 5G network manufacturers - Huawei, Ericsson and Nokia. As a result, after long consultative dialogues with the United States, Ericsson is implementing 5G networks in South Korea, while Huawei has remained an important supplier of components for the Korean TNC - LG.

In addition to the key actors of the Asia-Pacific region, other ASEAN members should be noted. The Philippines has confirmed cooperation with Huawei in the development of 5G networks. Cambodia confirmed that it has a long history of cooperation with ZTE and Huawei and is one of the first ASEAN countries to implement 5G technology with the help of ZTE and Huawei.

Indonesia, Singapore and Malaysia have signed agreements with Huawei on temporary tests of 5G networks in their countries, but have not yet decided (or confirmed) further cooperation with Huawei.

The only country that has abandoned Chinese technology is Vietnam, as their state telecommunications company Viettel has partnered with Ericsson to develop their own 5G network, which has already been tested in the capital.

It can be concluded that out of the 10 ASEAN member countries, most countries do not categorically treat Chinese TNCs, and moreover, none of them supported the US ban (not counting Japan) for political reasons, so it can be noted that at the present stage in Asia-Pacific Huawei (and thus China) is a key player.

It should also be noted that the gap between the US and China has served as a new stage in the development of relations between Huawei and Russia, because at the present stage of comprehensive restrictions, 80% of all mobile phones purchased in Russia belong to Huawei. In the current conditions, a large number of Russian companies are cooperating with Huawei: Sberbank (the introduction of Huawei cloud storage technologies, by purchasing technology, the Chinese TNC, in turn, refuses Huawei Cloud and offers its customers a transition to SberCloud), Vocord (Huawei acquired a patent for the technology face recognition), MTS (an agreement at the St. Petersburg Economic Forum on the introduction of 5G network technology).

Conclusion: Summing up, it can be noted that at the present stage, the United States seeks to “destroy” the economic world order, in order to regain its leading positions in the field of information technology, by actively putting pressure on its strategic allies, however, as can be seen from the same Asia-Pacific region, not everyone shares similar aspirations.

Although Chinese TNCs are subject to a large number of sanctions, they still find new (and develop old) sales markets, actively cooperate in intra-regional trade, and with their partners.

Russia at the present stage cannot become a full-fledged replacement for the American sales market, since the Russian market is smaller in terms of its capacity, however, the development of Russian science and technology in many industries is at a high level, which makes this cooperation quite promising.

Summing up, it should be noted that the decoupling in the field of ICT was largely due to Huawei and ZTE, which indicates the tremendous success in the development of advanced technologies and their active implementation of these TNCs and makes them practically equivalent to the power of the state, which is confirmed by the sanctions war that the United States unleashed largely due to Chinese transnational corporations. The results of these trade and production trends of restrictions, attempts to contain the East technologically by the West can also be considered the growth of production outside China, for example, in Viet-

nam and India, partly in Mexico, where, according to RBC, the main ICT chains of the automotive industry and robotics, space and aircraft industry are shifting , involving more and more enterprises and chibols of South Korea and TNCs Japan in the processes of fragmentation and securitization of the new technological order of Industry 4.0., Formed by the West through military-technological and monetary integration unions, such as AUKUSA and QUAD.

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评估俄罗斯加入 WTO 对与西德能源对话的影响。 欧洲发展的选择以及世界各国在对冲其去工业化中的作用

**ASSESSMENT OF THE IMPACT OF RUSSIA'S WTO
MEMBERSHIP ON THE ENERGY DIALOGUE WITH FRG.
OPTIONS FOR THE DEVELOPMENT OF EUROPE AND
THE ROLE OF THE WORLD'S STATES IN HEDGING ITS
DEINDUSTRIALIZATION**

Kharlanov Alexey Sergeevitch

*Doctor of Economic Sciences, Candidate of Technical Sciences,
Full Professor*

*Diplomatic Academy of the Ministry of Foreign Affairs of Russia,
Moscow c.*

Kupriyanov Andrey Sergeevich

Bachelor

*Diplomatic Academy of the Ministry of Foreign Affairs of Russia,
Moscow c.*

抽象的。 本文评估了俄罗斯联邦加入世界贸易组织对与德意志联邦共和国能源对话的影响。 该主题的相关性是因为目前德国与所有超国家协会一样,正在经历一场严重的能源危机,其原因之一是反俄罗斯制裁。 因此,了解俄罗斯加入世贸组织后俄罗斯能源资源对德国的出口情况如何变化非常重要。 文章还评估了向德国出口能源收入对俄罗斯 GDP 的影响。

关键词: 经济、世界经济、能源市场、能源政策、WTO、国际贸易、能源危机、出口、GDP。

Abstract. *The article evaluates the impact of the Russian Federation's membership in the World Trade Organization on the energy dialogue with the Federal Republic of Germany. The relevance of the topic is due to the fact that at the moment Germany, like all supranational associations, is experiencing a serious energy crisis, the causes of which are, among other things, anti-Russian sanctions. Accordingly, it is important to understand how the export of Russian energy resources to Germany changed after Russia's accession to the WTO. The article also assesses the impact of income from energy exports to Germany on Russia's GDP.*

Keywords: *economy, world economy, energy market, energy policy, WTO, international trade, energy crisis, exports, GDP.*

WTO (World Trade Organization) - an international organization that regulates the rules and regulations of trade between countries, was born on the idea of the WTO (International Trade Organization, which was never born after the Havana Charter and degenerated into GATT - General Agreement on Tariffs and Trade). It was a fairer organization, the WTO itself, that was conceived and established on December 8, 1994, starting its activities on January 1, 1995. In accordance with the Agreement on the Establishment of the WTO by the founding countries, all its participants became contracting parties-followers of the GATT, which provided lists of obligations on goods and services and ratified the Uruguay Round package.

The ideological foundation of the WTO is the idea of foreign trade liberalization. The main purpose of the WTO is to promote the smooth, free, fair and predictable development of trade. It is also tasked with developing an integrated, more viable and sustainable multilateral trading system. The implementation of this goal and objectives is carried out through the performance of certain functions, namely: promoting the implementation of the Agreement Establishing the WTO and the multilateral trade agreements of the WTO system; ensuring multilateral trade relations; cooperation with the IMF and IBRD.

Energy dialogue is the cooperation of countries in the field of energy at the political and economic levels within the framework of energy policy.

Cooperation with Germany has always been for Russia one of the key moments in the system of international economic relations. After the collapse of the Soviet Union, a course was taken to develop economic relations with European countries, and Germany began to be presented as a key potential trading partner. Relations between the two countries began to develop rapidly in the framework of the generally accepted policy of globalization and cooperation with Western states. Along with the increase in trade turnover, Russian export of energy resources to Germany has become an important aspect in the trade policy of both countries. Even with increased sanctions pressure on the Russian economy, energy exports continued to gain momentum. The result was, according to most German experts, the increasing dependence of Germany on Russia in the energy sector, which Germany is currently trying to reduce.

That is, until recently, Germany was the main partner of the Russian Federation in the energy market. However, recent events suggest that Germany will pursue a policy of energy substitution in order to stop being energy dependent on Russia.

Trade between Germany and the Russian Federation is focused mainly on raw materials, vehicles and equipment. Germany is the largest buyer of Russian natural gas. In 2021, Germany imported, in particular, crude oil and natural gas in the amount of 19.4 billion euros (up 49.5% compared to 2020). This amounted to 59% of all imports from Russia. In addition, in 2021, Russia supplied Germany with metals (4.5 billion euros, which is 72.1% more than in 2020), oil products

(2.8 billion euros, which is 23% more than in 2020) and coal (€2.2 billion, 153% more than in 2020).

In total, since the start of deliveries in 1973, more than 1.2 trillion cubic meters have been supplied to German partners. m of gas. In January 2022, the share of the Russian Federation in oil and gas supplies to Germany amounted to 24.1 percent. In the field of coal supplies, Russia's share reached 49.1%, metals - 6.7%. The cost of oil and gas supplies from Russia in January amounted to 2.6 billion euros. Germany also imported metals from the Russian Federation for 452 million euros, coal - for 330 million euros. The year-on-year value of Russian imports increased significantly - by almost 58 percent - and reached 4 billion euros.

The export of energy resources is one of the main sources of income for the state. In January-December 2021, federal budget revenues grew by 35.1% year-on-year and reached RUB 25.3 trillion. Thus, revenues exceeded expenses, creating a budget surplus in the amount of 514.8 billion rubles. In the structure of federal budget revenues, the share of oil and gas revenues in 2021 amounted to 35.8%. Oil and gas revenues grew 1.7 times and amounted to 9.1 trillion rubles. This is due to an increase in tax revenues on additional income from hydrocarbon production, export customs duties on oil, MET in the form of hydrocarbons.

With accession to the WTO, the country, within the framework of the most favored nation treatment, receives certain preferences, primarily related to the removal of trade barriers. Also, in accordance with the ideological foundation of the WTO, there should be an intensification of trade. Accordingly, a hypothesis is put forward that the volume of energy supplies to Germany should have increased after Russia's accession to the WTO.

To confirm or refute this hypothesis, an econometric study was conducted on the subject of structural heterogeneity of data on German imports of Russian energy resources.



Figure 1. Volumes of deliveries of Russian energy resources to Germany
Source: built by the author according to Rosstat

Using the graphical method (Fig. 1), it is already possible to draw certain conclusions. To verify the assumptions, the author carried out the Guyarati (Fig. 2) and Chow (Fig. 3) tests for structural heterogeneity.

Вывод итогов									
Регрессионная статистика									
Множествен	0,771282687								
R-квадрат	0,594876984								
Нормирован	0,473340079								
Стандартная	5648609,231								
Наблюдени	14								
Дисперсионный анализ									
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Значимость F</i>				
Регрессия	3	4,69E+14	1,56172E+14	4,89462015	0,024021563				
Остаток	10	3,19E+14	3,19068E+13						
Итого	13	7,88E+14							
Коэффициенты									
	коэффициенты	артная о-статистик	Р-Значение	Нижние 95%	Верхние 95%	жние 95,срхние 95,с			
a	Y-пересече	-1613687257	1,47E+09	-1,09710251	0,298311776	-4890973778	1663599264	-4,9E+09	1,66E+09
b	Z	-278234117,2	3,88E+09	-0,07171053	0,944246225	-8923327995	8366859761	-8,9E+09	8,37E+09
c	t	844501,16	729232,3	1,158068754	0,273745919	-780329,6956	2469332,016	-780330	2469332
d	Z*t	135705,3	1929367	0,070336683	0,945312412	-4163193,066	4434603,666	-4163193	4434604

Figure 2. Guiarati test
Source: built by the author using Excel

During the study, it was found that the values of b and d are not significant. According to the Guyarati test, this means that there is no structural heterogeneity in the data.

RSS1	3,9051E+12			F =	0,44289272
RSS2	3,1516E+14			Fкр =	4,102821015
RSSO	3,4733E+14				
n	14				
p	1				
ЧСС1	2				
ЧСС2	10				

Figure 3. Chow Test
Source: built by the author using Excel

Also, during the study, it was found that F is less than Fkr. According to the Chow test, as well as according to the Guyarati test, this means that there is no structural heterogeneity of the data.

If, according to the hypothesis put forward, the volume of supplies of Russian energy resources to Germany increased significantly, then the study would have recorded structural heterogeneity, since significant growth would have been provided by an independent factor - Russia's accession to the WTO. However, the results of the study make it clear that there is no significant atypical growth in the volume of deliveries of Russian energy resources to Germany after Russia's accession to the WTO.

You can notice a slight increase in the volume of supplies in the period from 2014 to 2017, but this dynamic is not associated with the consequences of Russia's accession to the WTO, but with a decrease in the volume of its own production of energy resources in European countries, in particular in Germany, which, in turn, is associated with the adoption of the "green economy" course. For example, the trend towards the almost complete abandonment of the domestic coal industry during this period continued to gain momentum (Fig. 4).

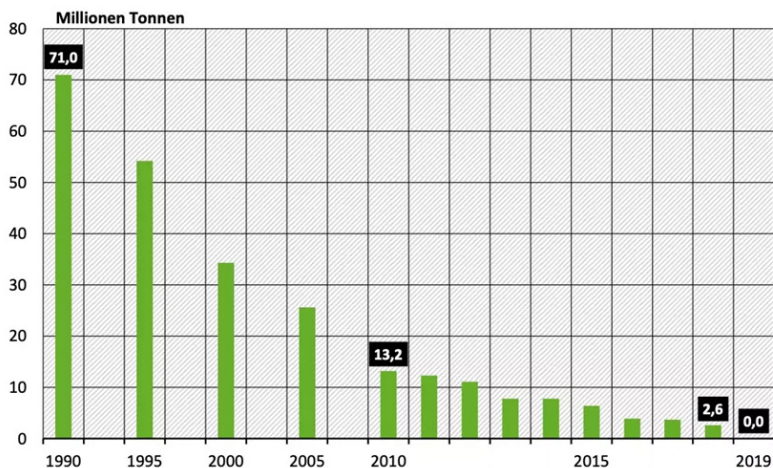


Figure 4. Coal mining in Germany, million tons
Source: German Federal Office of Statistics

At the same time, Russian supplies of hard coal to Germany increased significantly, and by 2017 Russia provided Germany with coal by 56.63% (Table 1).

Table 1
Supply of hard coal to FRG in 2017-2021, t and%

Country of import	2017	2018	2019	2020	2021	2021
	Tons					Percents
Total	40 101 830	37 985 304	35 157 745	25 861 416	32 387 227	
EU	3 309 552	1 598 496	2 322 292	454 990	370 880	1,15%
Great Britain	842	0,00%
Russia	16 323 103	17 640 868	15 795 233	12 554 604	18 339 774	56,63%
South Africa	1 047 503	.	.	.	497 821	1,54%
USA	7 099 802	8 088 163	6 873 195	4 838 359	5 020 342	15,50%
Canada	1 069 957	3,30%
Colombia	4 716 654	2 500 208	2 108 781	2 313 984	1 778 629	5,49%
Australia	.	5 183 864	4 810 234	3 931 393	5 215 430	16,10%
Other countries	1 166 867	987 678	1 407 762	.	93 552	0,29%

Source: German Federal Office of Statistics

In addition, a slight increase in the volume of deliveries of Russian energy resources to Germany is due to the fact that the demand has increased, that is, demand. Between 2014 and 2017 In Germany, the number of migrants has increased dramatically. It was during that period that German Chancellor Angela Merkel announced that her country was ready to accept Syrian refugees, regardless of which EU country they ended up in first. Thus, Germany became the first member of the European Union to violate the 1990 Dublin Convention, according to which refugees could seek asylum only in the EU country whose border they crossed first.

After establishing the fact that Russia's accession to the WTO had no effect on the energy dialogue with Germany, the question arises to what extent the export of energy resources to this country directly affects the change in GDP.

GDP is the market value of all final goods and services produced in a country during a year. The study of changes in this indicator is one of the main areas of economic research and therefore always remains relevant.

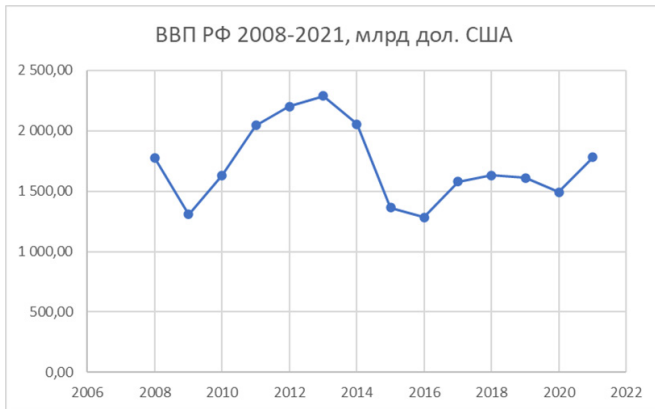


Figure 5. Russia's GDP in 2008–2021, billion US dollars
Source: built by the author according to Rosstat

Figure 5 shows the dynamics of Russia's GDP in the period from 2008 to 2021. On Fig. Figure 6 shows the dynamics of Russia's income from energy exports to Germany for the same period.



Figure 6. Revenues of the Russian Federation from the export of energy resources to Germany in 2008–2021, billion US dollars
Source: built by the author according to Rosstat

To identify the dependence of the GDP of the Russian Federation on the export of energy resources to Germany, an econometric model was built, shown in Fig. 7.

Модель 1: МНК, использованы наблюдения 2008-2021 (Т = 14)
 Зависимая переменная: Y

	коэффициент	ст. ошибка	t-статистика	p-значение
const	736,296	175,637	4,192	0,0012 ***
X1	28,2051	4,86780	5,794	8,55e-05 ***
Среднее завис. перемен	1717,934	Ст. откл. завис. перемен	324,5536	
Сумма кв. остатков	360570,3	Ст. ошибка модели	173,3422	
R-квадрат	0,736686	Исправ. R-квадрат	0,714743	
F(1, 12)	33,57299	F-значение (F)	0,000086	
Лог. правдоподобие	-90,95983	Крит. Акаике	185,9197	
Крит. Шварца	187,1978	Крит. Хеннана-Куинна	185,8014	
параметр rho	0,625317	Стат. Дарбина-Вотсона	0,608422	

обратите внимание на сокращенные обозначения статистики

Figure 7. OLS model

Source: built by the author using Gretl

According to the calculations, the model looks like this:

$$Y = 736.296 + 28.2051 \cdot X,$$

where Y is Russia's GDP, USD billion

X is the income of the Russian Federation from the export of energy resources to Germany, billion US dollars.

Based on the regression analysis, we can conclude that the model is adequate:

- normalized R-square is 0.737; it shows that 73.7% of the variation in GDP values is due to the variation in export earnings, while 26.3% is due to other factors.

- significance F = 8.55019E-05, that is, the equation as a whole is statistically significant.

- parameter a = 28.2051 - statistically significant, since its p-value = 8.55019E-05.

The Breusch-Pagan test, indicating the presence of heteroscedasticity, showed its absence - p-value - 0.7422.

The Ramsey test indicates that the model is correctly specified (squares and cubes - p-value = 0.387; squares only - p-value = 0.158; cubes only - p-value = 0.159).

According to this model, we can conclude that the change in the GDP of the Russian Federation by 73.7% is explained by the change in income from the export of energy resources to Germany. The result of this study once again confirms the fact that income from energy exports is one of the main components of the state budget of Russia, which underlines the importance of further development of trade in the energy sector.

The data on the energy package will continue to speak of the need to find cheaper and more widely available energy sources that will support the trade turn-

over between Europe and China at the level of 2 billion euros per day, will make it possible to de-industrialize less painfully according to the Marshall Plan and maintain high “hi-tech” and ICT -leadership of “hidden champions” in alliance with Chinese “unicorns” and Vietnamese, Indian TNCs, ready to help maintain dominance priorities in the high-tech global markets of Industry 4.0.

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基于流程标准化的物流链概率转化

TRANSFORMATION OF LOGISTICS CHAINS OF PROBABILITY BASED ON THE STANDARDIZATION OF PROCESSES

Pechenko Natalya Sergeevna

*Candidate of Economic Sciences, Senior Lecturer
Saint-Petersburg State University of Economics, Russia*

Chen Xintong

*Postgraduate
Saint-Petersburg State University of Economics, Russia*

Liu Lin

*Master's degree Student
Saint-Petersburg State University of Economics, Russia*

抽象的。在供应链中货物的流动过程中，物流过程中的参与者需要解决从生产原材料的采购到成品销售给消费者的诸多问题。为了创建统一的物流操作实施方法，有必要组织流程标准化。物流活动流程标准化的形成将降低成本，提高物流服务质量，更积极地引入数字技术并提高供应链中货物流动的安全性。

关键词：供应链，物流过程，标准化，标准，质量管理，质量管理。

Abstract. *In the process of movement of goods in the supply chain, participants in the logistics process need to solve many problems from the purchase of raw materials for production to the sale of finished goods to the consumer. In order to create a uniform approach to the implementation of logistics operations, it becomes necessary to organize the standardization of processes. The formation of standardization of processes in logistics activities will reduce costs, improve the quality of logistics services, more actively introduce digital technologies and improve the safety of the movement of goods in the supply chain.*

Keywords: *supply chain, logistics process, standardization, standard, quality management, quality management.*

Introduction. The current state and development of logistics in the Russian Federation is determined by the conceptual provisions of the Transport Strategy until 2030, as well as the residual effects of the spread of the COVID-2019 pandemic and the sanctions imposed by “unfriendly” countries. In this regard, the main trends in the development of logistics are the strengthening of transport and

logistics cooperation within the framework of the Eurasian Economic Union and the reorientation of import and export operations to the markets of East Asian countries. Russian companies are faced with the task of not only reorienting supply chains and increasing freight traffic, but also improving the quality-of-service provision and reducing costs. All of the above determines the relevance of studying the transformation of logistics supply chains based on the standardization of logistics processes in terms of providing additional competitive advantages for Russian companies over foreign operators.

Participants in logistics supply chains in the process of distribution focus on meeting the needs of the consumer by implementing logistics processes in the optimal time, with the best quality and at the lowest cost. Standardization of logistics processes will allow participants in the logistics system to reduce costs, improve the quality of logistics services, ensure the introduction of digital technologies, improve the safety of movement of goods in the supply chain, which together will lead to an increase in the efficiency of companies.

The issues of standardization of logistics processes in the scientific community have not been studied widely enough. Litvinova O.I. speaks in support of improving the interaction between participants in logistics supply chains through the application of company performance standards, which in her research points to the need to “create standards that contribute to the coordination and harmonization of logistics operations at all stages of the chain, more active implementation of the latest technologies, and increase the security of supply processes, while the willingness of participants to cooperate and understanding their role in the logistics system is a necessary condition for effective interaction” [4].

Borisova V.V. and Pechenko N.S. indicate that state organizations, business communities, various associations and directly consumers are interested in the development and implementation of standards in logistics activities, which “can act as initiators of standardization and certification, which in turn determines the parameters and goals - regulation of the industry (self-regulation) , increasing efficiency, mandatory performance” [2].

Levina T.V. proposes to use diagnostics within the framework of the SCOR model in order to standardize logistics processes. The use of the SCOR model allows the use of uniform, comparable and assessable processes within the supply chain. Their use will allow in a single complex to assess the process of passing logistics flows throughout the supply chain and show “bottlenecks”, as well as alternative options for building a supply chain [3].

Research methodology. In order to study the problems of transformation of logistics supply chains based on the standardization of processes, the authors conducted a study from a scientific and applied point of view, which, in general, made it possible to support the hypothesis put forward. Various scientific concepts,

methods and theories of logistics, management and standardization have been applied. The practical part of the study is based on the study of international, national and state standards in the field of quality management and lean manufacturing.

Research results. In order to identify trends in the transformation of logistics supply chains based on the standardization of processes, an analysis of international experience in organizing this activity was carried out. It has been established that the standardization of logistics processes in foreign practice is aimed at reproducing the best ways to perform logistics functions and operations by formalizing them. Priority is given to methods of standardizing work in processes that limit value creation and are characterized as a “weak link” or “bottleneck”.

These are logistics management methods that have proven themselves in practice: TQC - Total Quality Control (comprehensive quality management systems); JIT - Just-in-time (“just in time”); LP - Lean Production (“economical production”); Value added logistics (“value added logistics”); Time-based logistics (reduction of the logistics cycle); SCM - Supply chain management (supply chain management); “six sigma” - quality management.

For our study, the concept of TQM plays a special role - quality management at all stages of the movement of the logistics flow (in the full logistics cycle). In today’s rapidly changing world, the time factor is of key importance at all stages of the full logistics cycle. It is important to focus on optimizing the time parameters of the “leading”, critical time. In this context, the approach called “Tim-based logistics” is of interest.

The above concepts of logistics in one way or another contribute to the integration of partners at the micro, meso and macro levels of the logistics system. Integration of partners at the macro level - world trade points, is considered as an association of participants in the movement of goods in a logistics flow to better meet customer needs and achieve business goals [1].

Practice has confirmed the effectiveness of TQM and LP concepts in the management of integrated logistics processes [9]. For example, the logistics system ISCIS is an integrated system that serves logistics processes with the support of information and communication technologies. This system brings together participants in logistics processes at the micro and macro levels, ensuring their connection to the unified international standards EDIFACT and involvement in global economic relations within, for example, UNCTAD (world trade body).

Today, the concept of “Lean Production” - LP - has become widespread not only in production management, but also in the service sector. Let’s consider how this is done in the context of GOST R 56404 “Lean production. Requirements for management systems. Thus, the guidelines for the application of the Requirements in the supply chain are aimed at the overall reduction of losses, the transformability of the system, the rhythm and continuity of the flow of orders, as well as reducing the time of execution of orders [7].

This approach covers both logistics processes and the entire value creation life cycle: research and development, development, service, etc. [5].

The value, utility of logistics processes in this case is considered from the point of view of the consumer (market demand) and taking into account the assessment of the utility that is created as a result of internal interactions (cross-functional) for the smooth and high-quality operation of the company [6].

It is important to identify actions that create value (utility) - actions that form the consumer value of products and the value stream itself - all actions that create (do not create) value, allowing products to go through the entire life cycle of production and delivery to the end consumer (up to the subsequent disposal of the goods) . Activities in the value cycle that consume resources but do not create value are defined as waste. Elimination of losses is aimed at minimizing costs.

In total, more than 50 standardized tools for streamlining processes are identified in the Lean Production concept. These and other standardized process rationalization tools are used, for example, in MRP, OPT, KANBAN, etc. The qualitative characteristics of processes in the context of this concept are:

- quality control of service;
- 100% customer satisfaction with the quality characteristics of the goods and services (consumers are involved in quality control);
- overall quality control;
- Emphasis on obtaining the best benefit from the purchase of goods and services by the consumer.

So, the standardization of logistics processes is the key to the successful implementation of a quality management system in a company.

In the operational management of foreign companies, the processes taking place in the logistics supply chain are regulated by standards developed by ISO - the International Organization for Standardization - and certificates issued on their basis [10].

Note that ISO standardization (a series of standards) and the ideology of quality management TQM (management philosophy) are different approaches to the standardization of logistics processes, although they are not mutually exclusive. The standardization of processes is aimed at maximizing customer satisfaction through the quality of processes in the full life cycle of the product and the logistics cycle.

The concept of “quality” correlates with the best satisfaction of the requirements and expectations of the consumer.

It is advisable to consider the organization of standardization of logistics processes in the context of the ISO standardization interface and the TQM ideology in the context of each logistics function; in relation to the quality of finished (manufactured) products; in relation to the quality of logistics services.

Based on this, the management of standardization of logistics processes based on standards is implemented in conjunction with the chosen logistics strategy and is aimed at fulfilling the specified parameters (standards) of logistics processes.

The company's management approves the regulation (procedure) for managing the process of standardization of logistics processes and the procedure for controlling their quality, depending on the given strategy. The entire staff of the company is involved in the implementation of this regulation. A separate block of the procedure for managing the process of standardization of logistics processes is the task of determining and justifying consumer requirements for process characteristics. These consumer requirements can be addressed both to individual functional divisions (services) of the company, and from one service to another (production, supply, etc.), and to end consumers indirectly to the quality of goods and services.

The current control of logistics processes is implemented using methodological tools for measuring deviations in the actual implementation of the logistics process from the declared (established) level of its quality characteristics. For these purposes, various methods of qualitative and quantitative analysis of the logistics process are used: selective and continuous control; control cards; diagrams; pareto analysis; Gap - analysis; ESG methods; network modeling, etc.

Large global companies use the above tools for analyzing the logistics process in a comprehensive manner (they determine the level below which the process cannot be performed) in the format of digital support for key logistics functions and operations: transportation, warehousing, cargo handling, forwarding, packaging, information support. Thus, Western European companies, in order to maintain a competitive position in the market, strive to continuously improve the quality standards of business processes, including logistics processes. To do this, apply the benchmarking procedure (set marks for the quality of the logistics process). American companies are actively using the QFD approach - the functional deployment of quality. It is based on a client-oriented approach to the implementation of business processes and forecasting the expectations of potential customers for their quality.

Experts draw attention to the complexity of implementing the requirements declared for the implementation of the logistics process, associated with a variety of quality characteristics and a variety of logistics functions, operations that are performed not only by company divisions, but also by outsourcers (third-party structures).

It is important for the company's clients and partners to have knowledge of the established quality standards of the logistics process. This position is reflected in the corporate process standardization system. The reference point in this regard for most companies is the ISO series of standards - guiding rules for the selection and use of standards. So, ISO 9004:2019 "Quality management. The quality of

the organization. Guidance for achieving sustainable success of the organization “contains guidance for achieving sustainable success for any organization in a complex, demanding and constantly changing environment, by using a quality management approach [8].

The implementation of ISO standards is useful for improving the logistics process, but there are also disadvantages:

- Basically, ISO standards are focused on material positions, and not on process quality characteristics;
- to a greater extent stimulate a conservative rather than an innovative approach in the management system;
- procedures for assessing the quality of administrative and management processes, service and logistics services have not been fully developed.

ISO standards play an important role in supply chain management, especially in terms of technical requirements for the execution of logistics operations.

So, the TQM quality management ideology provides, in relation to the basic quality standards, a vertical assessment of their qualitative characteristics in the logistics process (defines competitive quality without limiting the limits of its improvement; does not provide for quality improvement limitations, since there are no recommendatory specifications or levels; dynamic in time), and ISO standards focus on the formalization of procedures; instructions that must be strictly followed; significant attention is paid to the technical side of control and management of the quality characteristics of the logistics process) - a horizontal dimension of the logistics process.

TQM quality management, in contrast to ISO standards, stimulates the participation of all levels of the company’s personnel in improving the logistics process, is aimed at eliminating losses, duplicating functions and operations, introducing innovations, cooperating in this with all participants in the value chain.

Thus, the requirements for the quality of the logistics process are increasing in terms of compliance with environmental parameters, resource saving, social security, etc. [2]. The transformation of logistics supply chains based on the standardization of processes and the establishment of a quality management system for the logistics process go through the following stages: selection of the ISO documentation standard and preparation of guidelines for its application; designing an updated quality management system for the logistics process that meets the requirements of international standards of the ISO series; detailed documentation of the updated quality management system of the logistics process, including a set of logistics processes, key procedures for their control, operational instructions for personnel and forms (forms) for quantitative control of quality parameters.

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平菇的生产

PRODUCTION OF OYSTER MUSHROOMS

Smirnova Anna Sergeevna

*Candidate of Pedagogical Sciences, Associate Professor
Sholem Aleichem Amur State University, Birobidzhan c.*

Martynova Natalia Nikolaevna

Student

Sholem Aleichem Amur State University, Birobidzhan c.

抽象的。本文介绍了平菇生产企业商业计划的主要部分。计算是在 Project Expert 程序中进行的。不仅描述了该地区的气候条件和蘑菇的有益特性，还描述了主要的财务指标。

关键词：蘑菇，生产，盈利能力，利润。

Abstract. *The article presents the main sections of the business plan for an enterprise for the production of oyster mushrooms. The calculations were made in the Project Expert program. Not only the climatic conditions of the region and the beneficial properties of mushrooms are described, but also the main financial indicators.*

Keywords: *mushrooms, production, profitability, profit.*

One of the most important roles in the production of oyster mushrooms is played by climatic conditions. The Jewish Autonomous Region (JAR) is located in the temperate monsoon climate zone, with very cold and dry winters and hot and humid summers. The average annual air temperature is 1.9 °C, relative air humidity is 71.1%, and the average wind speed is 1.7 m/s.

Oyster mushrooms are recommended to be grown in underground premises: basements, cellars. It is important to provide all the optimal climatic conditions for their active reproduction and weight gain:

- circulation of fresh air in the room;
- good lighting;
- a normal indicator of air humidity from 80 to 95%;
- temperature regime from 15 to 20 °C above zero;
- absence of pests, mold.

Before planting planting material, it is necessary to determine under what conditions it will grow and develop normally, since it will not be possible to grow oyster mushrooms without preliminary preparation of the premises. To do this, it is important to know the conditions for the growth of mushrooms in the wild:

- Temperature. The optimal mode is 20-25 °C at the first stages of growth (capture stage). In the future, a decrease in temperature to 13 - 16 °C is allowed.

- Moisture. Humidity should be 70 - 80%.

- Light. Without enough light, mushroom growth will stop. Therefore, it is recommended to install special phytolamps - devices that give a special ultraviolet suspension for oyster mushrooms.

Thus, having studied the conditions for growing oyster mushrooms and climatic conditions in the JAR, we can conclude that the territory of the JAR is favorable for growing mushrooms, since the climate allows minimizing the cost of equipment (humidification system, ventilation, etc.).

The business plan for the production of oyster mushrooms is designed for a city with a population of 70 thousand people. The demand for artificially grown mushrooms is growing every year, this can be explained by the fact that farmers have learned to grow mushrooms all year round, and people have begun to carefully monitor what they eat.

In composition, these mushrooms are similar to meat, contain proteins, vitamins B, C, E and a rather rare vitamin D2, which helps the proper absorption of phosphorus and calcium in the intestines. Preparations with vitamin D2 are prescribed for patients with rickets and people suffering from calcium metabolism disorders. Oyster mushrooms help reduce the level of “bad” cholesterol, normalize blood pressure and even introduce radionuclides. Oyster mushrooms contain calcium, potassium, iodine and iron compounds. The nutritional value of mushrooms: calories - 33 kcal, proteins - 41%, fats - 11%, carbohydrates - 48% per 100 grams and are considered a dietary product.

The maximum mushroom dietary for a city with a population of 70 thousand people will be 70 tons per year. If we subtract seasonality and those who do not eat mushrooms - 50%, then the volume will be 35 tons.

For the organization of production, a basement is used, which consists of two rooms, the cost of rent is 15,000 rubles. The total area of the premises is 120 m², of which 20 m² is an incubation department, 20 m² is a production area, 20 m² is a warehouse and 60 m² is a mushroom growing area. The room is equipped with a ventilation system, a humidification system, an air conditioner and the necessary equipment for preparing cheese for production (Figure 1).

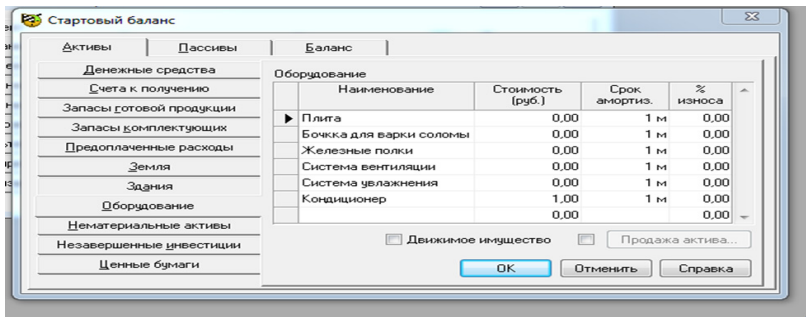


Figure 1. Equipment

Before the start of production, raw materials, materials and components were purchased to start production (Fig. 2).

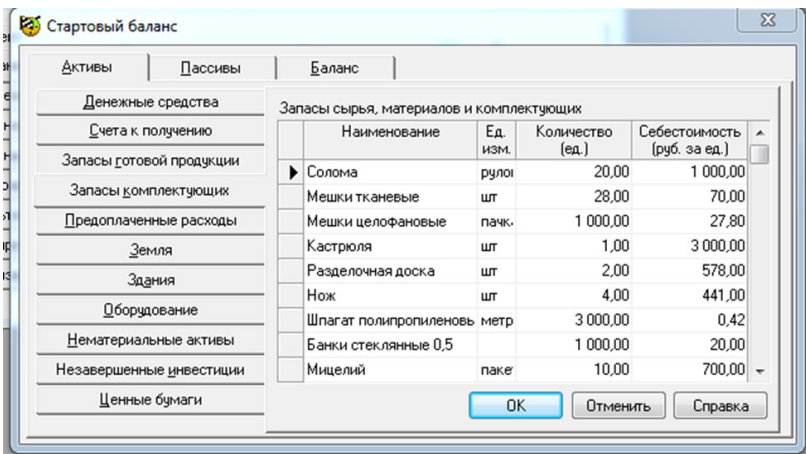


Figure 2. Stocks of raw materials, materials and components

The project considers three types of products:

1. Fresh oyster mushrooms, raw, in packs of 0.5 kg.
2. Pickled oyster mushrooms in glass jars of 1 liter.
3. Spent bags on which mushrooms grew (after being used for its intended purpose, it can be used as fertilizer).

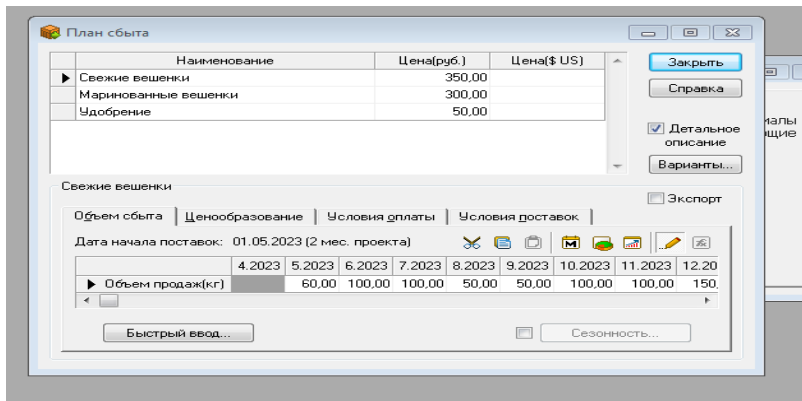


Figure 3. Sales Plan (Product)

The project stipulates that some products are seasonal. These are fertilizers and pickled oyster mushrooms. For example, the demand for pickled oyster mushrooms in the period from May to October will be lower than in the cold season, also with fertilizers. The highest demand for this product will be from April to June, the rest of the time this product will be stored.

In this project, it is planned to sell 960 kilograms of fresh mushrooms, 570 liters of pickled mushrooms and 1600 bags of fertilizers per year.

At the end of the year, the cash balance is 555,652 rubles, this includes investment investments, stock of finished products and gross profit. Calculations are performed in the Project Expert program [1].

The profitability of this enterprise is 35%, which indicates high profitability. Payback period: 10 months.

The high profitability of products can be explained by the fact that the cost of most products is several times higher than its final cost (fresh mushrooms, fertilizers). For example, fertilizers are a waste part of production - nothing is spent on their production.

Thus, the enterprise for the production of oyster mushrooms in the JAR is liquid. From the moment of the start of production, the enterprise goes into negative territory only 2 months from the start of sales, then production begins to work at a small but profitable level. Investments in the amount of 150,000 rubles pay off already for the 10th month of production; for a year of operation, the enterprise has a net profit in the amount of 220,249.86 rubles.

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在组织中使用社会心理学方法进行人事管理的问题和前景
**PROBLEMS AND PROSPECTS FOR THE USE OF SOCIO-
PSYCHOLOGICAL METHODS OF PERSONNEL MANAGEMENT
IN AN ORGANIZATION**

Persianov Dmitrii Vladimirovich

Postgraduate

Research Institute for Healthcare and Medical Management

抽象的。 本文致力于研究在组织中使用社会心理学方法进行人事管理的问题和前景。 确定在个性化管理的条件下, 需要实施以改变团队及其内部特征为重点的柔性管理。 这方面的主要工具是社会心理学管理方法。 确定了应用这些方法的问题和前景。 得出的结论是, 它们的应用需要发展管理人员的管理能力, 形成使用社会心理学方法的条件, 确定团队发展的共同目标, 形成企业文化和适当的心理气候等, 否则, 这些方法显示出大量的局限性。 并且不允许正确管理公司的潜力。

关键词: 团队管理, 社会心理学方法, 个性化管理, 人事管理, 经理。

Abstract. *The article is devoted to the study of problems and prospects for the use of socio-psychological methods of personnel management in an organization. It is determined that in the conditions of personality-oriented management, there is a need to implement flexible management with an emphasis on changing the team and its internal characteristics. The main tool in this vein is the socio-psychological methods of management. Problems and prospects for the application of these methods are identified. It is concluded that their application requires the development of managerial competencies of managers, the formation of conditions for the use of socio-psychological methods, the definition of a common goal for the development of the team, the formation of a corporate culture and an appropriate psychological climate, etc., since otherwise, these methods demonstrate a large number of limitations. and do not allow to properly manage the potential of the company.*

Keywords: *team management, socio-psychological methods, personality-oriented management, personnel management, manager.*

At the present stage, in the conditions of the formation and active development of the personality-oriented paradigm of personnel management, the issues

of finding optimal approaches and methods to management are of fundamental importance, due to the aspirations of a comprehensive improvement of the current management practice of the enterprise. Socio-psychological methods of personnel management of an organization represent such a category of methods of managerial influence, through the implementation of which management has the ability to influence the state of informal ties in the team, determine the cohesion of employees, the formation of ideology and the manifestation of personal initiative, coupled with the growth of personal responsibility and motivation. At the same time, the socio-psychological methods of personnel management of an organization are a relatively generalized and little-studied category, especially when it comes to specific circumstances or situations in which these methods are used, in which they demonstrate high or low efficiency. Thus, the study of the problems and prospects for the application of socio-psychological methods of personnel management of an organization acquires practical value.

The relevance of the research topic is also due to the fact that the identification of problems in the application of management methods is the basis for developing measures to eliminate these problems and, ultimately, improve management practices, taking into account the current guidelines for the functioning of the company. The correlation of problems and prospects in their comparative manner determines the real possibilities and conditions for the application of socio-psychological methods of management, clarifies the dependence of the results of management based on these methods, on certain both objective and subjective factors. Ultimately, the task of determining the problems and prospects for the application of socio-psychological methods of personnel management of an organization allows us to determine the need for a business entity to reproduce them in its own management practice.

The purpose of the study is to characterize the problems and prospects for the use of socio-psychological methods of personnel management in an organization.

The formation of a person-oriented approach in management, in which the subjects of management practice are guided by a person-oriented orientation, determines the prospects for the use of socio-psychological methods of personnel management. In the context of perspectives, socio-psychological methods become one of the primary tools for the reproduction of person-centered management.

We agree with the opinion of Yu.V. Sinyagin, who considers a student-centered approach to management as the main means of ensuring management efficiency and intra-organizational growth by creating conditions for the management machine to be focused on a person, meeting requests for the needs of the environment, organizing a single team (like-minded people), in which the values of the manager and employees correspond common aspirations in the development of the company [4]. Moreover, relying on personality-oriented management, we note

that it is aimed at the development of human resources, which are based on the human personality and its inherent social ties, psychophysiological traits, moral norms, values and principles. It is through the reproduction of socio-psychological methods of personnel management that it is possible to unleash human potential and set up the company's team for promising work with high performance indicators.

T.A. Dudnik and E.M. Dronchenko consider the issues of applying socio-psychological methods of personnel management through the prism of resolving such critical problems as: deterioration of intra-collective relations, employee uncertainty and dislike of the workspace, transition to purely formal relations, information hiding and separation of the team, inadequate reactions to environmental changes, low degree integration and communicative coherence of management and staff [3]. At the same time, these problems are rather the result of the company's management's complete refusal to use socio-psychological methods of personnel management; Given this, it is important to optimally approach the ratio of administrative, economic and socio-psychological methods of management. P.V. Chaplygin, in this context, considers management practice associated with the ratio of the described methods as a special technology of personnel management. Under the latter, the author understands the response of the administrative apparatus to the conditions of the external and internal environment, taking into account the effective organization of human resources and their transfer to the intensive work mode; the most important role in the structure of effective management, the author determines the style characteristics of the leader, the use of socio-psychological methods, the allocation of personal achievements of employees and their contribution, the need to work with the team and the goals of its presence in the company's environment [5].

M.A. Vikhrenko believes that primarily socio-psychological management is revealed through such features as the creation of safe labor and technical safety, stimulating the motivation of employees and their informal relations, effective conflict management, taking into account organizational positions. The key prospects for the application of socio-psychological management methods are considered in the possibility of adapting management practices to the current conditions of the internal environment of the company, the use of special tools for researching the team to develop optimal management strategies, as well as the variability of management and compatibility with other methods [2]. Thus, the methods of socio-psychological personnel management from the standpoint of perspectives are considered in their flexibility and practical invariance of application, which determines the breadth of situations in which these methods can be effectively applied. At the same time, this fact determines all the existing limitations of socio-psychological methods of management, since it requires a systematic approach to

the organization of management practice, a comprehensive study of the team and its characteristics, personification and adaptive application of individual methods and management tools. In other words, the use of socio-psychological methods of personnel management rests largely on the skill of the manager who reproduces these methods, which creates separate problems of their reproduction [1].

In the structure of the problems of applying socio-psychological methods of personnel management in an organization, the following problem areas can be distinguished:

1. Problems of competence of managers. The unpreparedness of the company's management to effectively apply socio-psychological methods of management. This problem area determines the complexity of the reproduction of socio-psychological methods of management at the level of practice and, in general, causes the inefficiency of the management paradigm based on such methods. In this case, management is not able to apply management methods, organize personnel research and make decisions based on current needs and objective conditions. There is a critical threat of instability due to ineffective management.
2. Incompatibility with the leader's totalitarian management style. The administrative head does not meet the needs of a person-oriented paradigm, which determines the impossibility of reproducing socio-psychological methods of personnel management. However, this problem can be overcome if the general concept of building relationships with company employees is revised.
3. Risks of inefficiency of personality-oriented management. In some cases and situations, personality-oriented management and the socio-psychological methods of personnel management included in its structure may demonstrate a lack of effectiveness; a competent leader needs to optionally identify such conditions and act in accordance with the internal situation.
4. Limited scope. It is a consequence of the impossibility of building a universal management system in accordance with socio-psychological methods, which are situationally limited. So, not every team and type of personality can properly respond to socio-psychological methods, act in accordance with the idea of management and the company, move in a joint target direction.
5. Indirect nature of the impact on the company's employees. Socio-psychological methods involve, to a greater extent, the creation of conditions, rather than a direct impact on employees. In this regard, socio-psychological methods are an addition to the manager's toolbox, rather than the main way to build management practice.
6. Difficulty in measuring the effect in the short term. The effectiveness of the application of socio-psychological methods cannot be tracked in the

shortest possible time, since activities with the team are carried out gradually, systematically, taking into account general changes and movement towards an idealized result. This makes these methods ineffective in the context of the need for a quick change in the situation.

Considering the described problems of applying socio-psychological methods of personnel management of an organization, we note that overcoming them is based on a privately targeted (situational) application of methods, their combination with other management practices, adherence to the overall strategy and goals of management practice. In general, the use of socio-psychological management methods can have an effect that contributes to the current management, determining the greater motivation of employees, their interest in achieving organizational development goals and the desire to achieve results in joint activities.

Thus, the results of the study of the problems and prospects for the use of socio-psychological methods of personnel management in an organization demonstrate the vast possibilities for building management practices based on these methods. At the same time, such a circumstance requires the development of managerial competencies of managers, the formation of conditions for the application of socio-psychological methods, the definition of a common goal for the development of the team, the formation of a corporate culture and an appropriate psychological climate, etc. Otherwise, these methods demonstrate a large number of limitations and do not allow for properly manage the potential of the company.

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2010-2019年中小企业挑战概览

OVERVIEW OF THE CHALLENGES OF SMALL AND MEDIUM-SIZED ENTERPRISE IN 2010-2019

Kheyfets Mikhail Igorevitch

Postgraduate

Research Institute for Healthcare Development and Medical Management, Moscow, Russia

Sales Director

'Food Specialist' LLC, Moscow, Russia

抽象的。介绍。这项研究的相关性是由于俄罗斯中小企业部门的发展与发达经济体相比显著滞后，以及该国领导层设定的任务是增加中小企业在该国经济中的份额。同时，在2020-2022年新危机现象背景下，分析中小企业发展前景，制定该板块企业的危机管理相关措施。如果不分析早期形成的细分市场的问题和细节，这是不可能的。

这项研究的目的是回顾 2010 年至 2019 年期间中小企业的发展，并确定中小企业特有的关键因素和问题，并在 2020 年前夕影响其发展前景。2020 年是一个转折点和 决定了中小企业发展的新阶段的开始，其特征是新的严重危机现象。同时，在 2020-2022 年现代危机现象的背景下制定新的反危机管理相关方法和措施需要了解该细分市场的历史问题及其发展前景。

结果和结论。这项工作的结果表明，尽管国家领导层设定了在 2010-2019 年期间增加中小企业在俄罗斯经济中的份额的目标，并积极制定和实施针对这一领域的广泛的国家支持措施，中小企业的份额在审查期间没有增加，但俄罗斯联邦中小企业固有的关键系统问题和具体方面限制其发展潜力的问题尚未得到充分解决。因此，为了在 2020-2022 年当前危机现象的背景下进一步制定反危机管理措施。明智的做法是考虑该部分形成的历史局限性，不要期望这些因素在中期发生重大积极变化。

关键词：中小企业，创业； 国家支持措施； 中小企业问题。

Abstract. *Introduction. The relevance of this study is due to the significant lag in the development of the SME segment in Russia compared to developed economies and the tasks set by the country's leadership to multiply the share of SMEs in the country's economy. At the same time, the analysis of the prospects for the development of SMEs and the development of relevant measures for anti-crisis management of companies in this segment in the context of new crisis phenomena*

in 2020-2022. is impossible without an analysis of the problems and specifics of the segment that was formed earlier.

Purpose of the study. The purpose of this study is to review the development of the SME segment in the period from 2010 to 2019 and identify the key factors and issues specific to SMEs and influencing the prospects for its development on the eve of 2020. 2020 was a turning point and determined the beginning of a new stage in the development of SMEs, characterized by new acute crisis phenomena. At the same time, the development of new relevant approaches and measures for anti-crisis management in the context of modern crisis phenomena in the period 2020-2022 requires an understanding of the historical issues of the segment and the prospects for its development.

Results and conclusion. The results of this work demonstrate that despite the goals set by the country's leadership to multiply the share of SMEs in the Russian economy over the horizon of 2010-2019 and the active development and implementation of a wide range of state support measures for this segment, the share of SMEs did not increase over the period under review, but key systemic problems and specific aspects inherent in SMEs in the Russian Federation and limiting the potential for its development have not been fully resolved. Thus, for the further development of measures for anti-crisis management in the context of the current crisis phenomena of 2020-2022. it is advisable to take into account the formed historical limitations of the segment, without expecting significant positive changes in these factors in the medium term.

Keywords: *small and medium entrepreneurship, entrepreneurship; state support measures; SME problems.*

Introduction

In the period 2010 - 2019 In Russia, small and medium entrepreneurship (SMEs) have received special attention from the state as one of the key sectors of the economy and a potential source of growth and innovation. In this regard, the state introduced various measures to support SMEs in the form of benefits, grants, loans and other instruments. However, despite the support provided and government programs, the share of the SME segment in Russia remained at a low level of about 20%, while the level of 35-65% in the developed economies of the world [1; 2], which indicates the presence of systemic problems and restrictions for the development of this segment in the Russian Federation.

The purpose of this article is to analyze the history of the development of SMEs in Russia for the period 2010-2019. and identifying key issues. Assessment of the history of the segment development in the period up to 2020 will help to assess the state in which this segment of the economy met the beginning of the most serious crisis in the history of the development of modern SMEs - the begin-

ning of the COVID19 epidemic in 2020, and then the gradual introduction of an unprecedented regime of economic restrictions (sanctions) imposed by unfriendly countries against the Russian Federation, which had a dramatic effect on negative impact on the development of this segment and actually defining new rules for conducting small and medium-sized businesses in the Russian Federation.

Materials and methods

The research method is the analysis of scientific literature on a given topic in the analyzed period of time from 2010 to 2019, as well as the analysis of data from the Federal State Statistics Service and state and regional agencies that provide support measures for SMEs.

Research results

The historically low share of SMEs in the country's economy is one of the recognized problems of the development of the Russian Federation. The President of the Russian Federation and government agencies regularly state that the accelerated development of this segment and a multiple increase in its contribution to the country's GDP to international levels (up to estimates of 40-60%) are priority strategic tasks of the Russian Federation [3; 4].

So far, the share of SMEs has remained extremely low - at the level of 20%, with a spread of probably 3-5% in different directions. Unfortunately, there are no exact estimates of what share SMEs occupied in the country's GDP over the horizon of the period under consideration of 2010–2019 [4; 5]. The Federal State Statistics Service in different periods published data that could be updated and have a significant scatter (some data subsequently became unavailable for viewing), for some years the data was not published at all.

Currently, official statistics are available on the website of the Federal State Statistics Service in a unified methodology only starting from 2017 [6]. There are no estimates of the share of SMEs in GDP for 2010-2011, various expert estimates have a wide spread and do not carry significant reliability [4; 7]. From 2012 to 2016 inclusive, the data of the Federal State Statistics Service were published, which probably had a significant error due to the complexity of the calculation, but generally reflect market trends.

Figure 1 below provides summary information on the share of SMEs in GDP for 2012-2019 [4; 6].

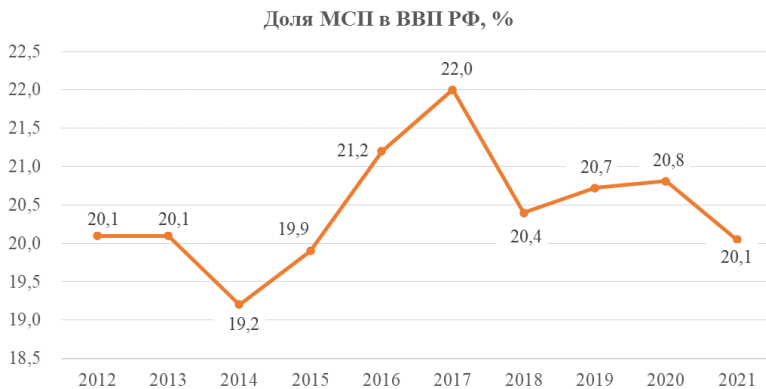


Figure 1. The share of SMEs in the GDP of the Russian Federation for the period from 2012 to 2019.

As can be seen in Figure 1, the share of SMEs in GDP for the entire period from 2010 to 2019 ranged from 19 to 22%. The minimum value was 19.2% at the end of 2014, which is associated with a slowdown in the economy due to the crisis, as well as the introduction of certain sanctions restrictions against the Russian Federation. Further, SMEs showed significant growth to 22% in 2017, but no further growth is observed. Then there was a decline and the indicators stabilized in the range of 20 - 21%. Thus, we can conclude that on the considered horizon, the SME segment stagnates at the level of 20% without any significant deviation in one direction or another.

Key Issues

The low level of SME development in Russia is due to both the legacy of the post-Soviet period and the prevailing specifics of doing business in the Russian Federation and a number of systemic problems and features that have been formed that are inherent in the SME segment in Russia.

Among the key specific features and restrictions for the development of small and medium-sized businesses in the Russian Federation, the following aspects can be distinguished in the economic, political, legal and social spheres [6; 9; 10; eleven].

Lack of available funding.

Difficult access and lack of funding is one of the key challenges for the development of SMEs. Companies in this segment have difficulty accessing financial resources. Obtaining loans for business development is difficult due to high interest rates, stringent requirements from banks, lack of credit history and practice in attracting loans and borrowing from companies, lack of tangible assets to secure

collateral, early stage of business and lack of a proven business model as a result and/or its lack of transparency, which negatively affects the assessment of the borrower's credit risks by banks.

In addition, in Russia there is a problem of a low degree of development of the venture capital and private investment market, which limits the access of small and medium-sized enterprises to alternative sources of financing. According to independent studies, only 30% of SMEs in need of loans can get them.

In the absence of sufficient funding, companies are either forced to abandon business development or turn to untested sources of funding, such as loans from non-bank organizations, which increases the risks of their activities.

Competition from the public sector and major corporations.

The competition of small and medium enterprises with the public sector and the largest corporations is one of the main problems faced by entrepreneurs in Russia. State-owned companies and large private corporations have significant advantages over small and medium-sized businesses, such as the ability to attract inexpensive and affordable financing (bank loans or budget funds), a wide resource base, a stable business model, the attractiveness of companies for professional specialists and highly qualified personnel, access to government orders and subsidies, high financial stability and material base, etc.

And given the historically high share of state-owned companies and major corporations in the Russian economy, all this creates an unequal environment for doing business, leads to a significant decrease in competitiveness and limits the potential for the development of SMEs in Russia.

Low qualification of personnel and low technological level.

The problem of low qualification of owners and employees of small and medium-sized businesses in the Russian Federation is a serious challenge for the development of the SME segment in Russia.

Insufficient economic and legal literacy, lack of experience, knowledge and culture of market relations against the backdrop of complex market realities and external requirements for doing business leads to inefficient business processes, low productivity and labor efficiency, lack of competitiveness, limited opportunities for growth and development.

All this, together with a lack of funding, leads to difficulties in the development and implementation of new products and services and a low level of innovation and technological support for SMEs.

Bureaucratic obstacles and tax burden.

SMEs face challenges due to high levels of government regulation and inefficiency, long periods of obtaining permits and licenses, legal challenges, and frequent changes in laws and regulations.

It is also necessary to note the rather high tax burden, which also reduces the pace of development of the SME segment.

Industry specific.

The low level of development of SMEs and the limited potential for its development are also associated with industry specifics. In Russia, SMEs are mainly created in trade and services, and not in industry, as in most developed countries, due to the lack of sufficient financial resources, high barriers to entry, and the low competitiveness of Russian industry.

Market instability.

Another specific feature of doing small and medium-sized businesses in the Russian Federation is the high instability of the economic and political situation and the lack of accumulated long-term experience and knowledge on business development among the population. Also historically there is a high share of the «shadow» economy and the lack of transparency of the SME segment, which is associated with the lack of full market regulation, corruption and insufficient efficiency of the tax system.

All of these factors together quite significantly limit the potential for the development of SMEs and require a systematic approach to regulating the market and stimulating the growth of the segment.

State support measures

During 2010 - 2019, as part of the implementation of the tasks set by the country's leadership to increase the share of SMEs in the country's economy, against the backdrop of the emerging market conditions and a number of these restrictions on the development of the segment, the state and municipal authorities announced and initiated many different measures SME support. They were aimed at improving the attractiveness of the segment and leveling key constraints, and included, among other things, increasing the availability of credit, reducing tax and administrative barriers, supporting exports, innovation and scientific and technical activities, as well as developing infrastructure for SMEs.

The list of such initiatives is quite extensive and varied, affecting various problematic areas of SME activity, and includes the following main support measures [8; 9; eleven; 12; 13; 14].

Increasing the availability of financing.

A fairly large number of programs have been implemented to increase the availability of financing and reduce its cost for SMEs.

First of all, it is necessary to note the creation in 2015 of the SME Corporation (JSC Federal Corporation for the Development of SMEs), the purpose of which, first of all, is to provide guarantees and guarantees for loans to small and medium-sized businesses in order to increase the availability and reduce the cost of financing. Also, the SME Corporation is engaged in the provision of financial, consulting, information, property, tax and other support measures.

As part of a broad and systematic activity, state programs to support SMEs include a significant list of various measures, such as, for example, concessional

financing of both fairly large investment projects and the provision of state guarantees, as well as the issuance of microloans for newly created companies. Separate regional and sectoral centers and programs for the financial support of SMEs have been established. Support programs include various instruments, benefits, subsidies and grants. Tools to improve access to finance are being modernized and updated to reflect changing market conditions and depending on industry and regional specifics.

Increasing competitiveness

On the part of state bodies, measures have been implemented aimed at increasing the competitiveness of small and medium-sized businesses in comparison with public sector companies and large corporations. For example, a system was created to facilitate SME access to public procurement, and the minimum share of public procurement from SME companies was increased.

A national export support system for SMEs has been set up to help companies find and sell goods and services in new foreign markets.

In addition, a register of reliable partners was created, which includes companies that cooperate with government customers and do not have tax and duty debts, which helps SMEs improve their reputation and attract new customers. And also infrastructure centers for supporting SMEs have been opened in all regions of the Russian Federation.

Raising the qualifications of personnel and technological level

Various programs and activities have been implemented to improve the skills and awareness of managers and employees of SMEs, as well as to improve the level of technological support and education.

For example, the Digital Economy project was adopted, aimed at promoting digital technologies and infrastructure, which contributes to the development of SMEs in the field of information technology, as well as the Smart Cities program, aimed at developing innovative technologies in cities, which creates new opportunities for SMEs in the field of IT and Digital.

A number of specialized educational programs have been launched, such as the «Start Your Own Business» program, which provides free training and advice on starting and running a business, the «Young Professionals» program, aimed at supporting young professionals who want to start their own business; the Beginner Exporters program, which provides educational support to people who want to start exporting goods; implemented access to the training system for entrepreneurs, providing free online courses and trainings on starting and developing a business; and business incubators have been established to provide business plan development and financial advice to small and medium-sized businesses.

Reduced bureaucratic hurdles and tax burden

Between 2010 and 2019, initiatives were implemented for SMEs, leading to a reduction in the tax burden and facilitating various bureaucratic procedures. For

example, some tax preferences have been introduced for SMEs. An opportunity was provided for SMEs to receive benefits on insurance premiums depending on the number of employees of the enterprise and the amount of wages.

In addition, a number of measures have been implemented to simplify various bureaucratic procedures. For example, business registration and licensing procedures have been simplified. It is also necessary to note the development and simplification of obtaining various digital services for SMEs by government agencies, banks and other financial and service organizations.

Conclusions

This article discusses the key specific features and limitations for the development of small and medium-sized businesses observed on the horizon of 2010 - 2019. The list of initiatives aimed at providing state support and stimulating the development of the SME segment in Russia in the period 2010-2019 to overcome the difficulties and limitations indicated in this article looks quite voluminous, diverse and relevant, affecting almost all problem areas of the segment. However, in practice, these measures did not have the proper impact and did not lead to any significant increase in the share of SMEs in the Russian economy in the period up to 2020. The share of SMEs in Russia's GDP at the end of 2019 was 20.7%, only slightly exceeding the 20% level around which the SME segment has been stagnating for more than a decade.

The next 2020 was indeed a turning point in the history of SME development and marked the beginning of a new period of development in the Russian economy and SMEs in particular. This period is characterized by completely new acute crisis phenomena, primarily related to the COVID19 pandemic and the subsequent change in the geopolitical situation, and the introduction of unprecedented economic restrictions on the Russian Federation.

Small and medium-sized businesses in the Russian Federation met this difficult period with all the unresolved problems and specific features of their activities, such as low availability of financing, unequal competition with public sector companies and largest private corporations, low competence of owners and employees of SME companies and a low level of technological preparedness and use of innovative solutions.

Considering that these systemic problems of SMEs in the Russian Federation could not be significantly leveled in the period from 2010 to 2019, despite the active attention from the state and relatively stable market conditions, when developing anti-crisis response measures in the modern period of new economic challenges, it seems appropriate to proceed from the prerequisites about the lack of prospects for an early resolution of the above problems in the segment.

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国际业务的创新。一种在后市场经济中对新业务流程进行建模的方法
**INNOVATIONS IN INTERNATIONAL BUSINESS. AN APPROACH
TO MODELING NEW BUSINESS PROCESSES IN A POST-
MARKET ECONOMY**

Sokratov Maxim Nikolaevich

Master's degree Student

*Diplomatic Academy of the Ministry of Foreign Affairs of Russia,
Moscow c.*

Kharlanov Alexey Sergeevitch

*Doctor of Economic Sciences, Candidate of Technical Sciences, Full
Professor*

*Diplomatic Academy of the Ministry of Foreign Affairs of Russia,
Moscow c.*

抽象的。正在进行的全球数字化转型是基于降低成本和增加资本周转率，这可以通过人工智能和大数据的发展来实现，这迫使人类越来越多地使用神经网络中的算法和分析数据，并根据经验提出最佳解决方案。以前的技术周期和各种技术结构允许供应/需求类别通过非理性挑战和几乎不间断的创造性创造力和所有人类经验的普及过程进入行为经济学领域。与此同时，创意产业本身被用作亚伯拉罕·马斯洛金字塔要求演变的非标准解决方案的元素，以及他们在迈克尔·波特、彼得·德鲁克和西蒙·金诺斯的概念应用中不断增加的可变性。生态系统和元宇宙正在出现的共生关系的未来预测的城市一体化模型将人类潜能的后 COVID 趋势的日益主权化置于劳动生产率提高的增长领域和材料科学偏好在定量增长方面的深化革命中。和 NBICS 技术飞跃的质变。

关键词：人工智能、工业 4.0、物联网、增强现实和虚拟现实、全球经济、迈克尔·波特、亚伯拉罕·马斯洛、神经网络、大数据、新保守派、公司统治、银行家、网民。

Abstract. *The ongoing global digital transformation is based on reducing costs and increasing capital turnover, which can be achieved with the development of AI and Big Data, which force humanity to increasingly use its algorithms and analytical data in neural networks and issue optimal solutions based on the experience of previous technological cycles and various technological structures that allowed the categories of supply / demand to enter the field of behavioral economics through irrational challenges and practically uninterrupted processes*

of creative creativity and popularization of all human experience. At the same time, the creative industries themselves are used as elements of non-standard solutions for the evolution of Abraham Maslow's pyramid requests, and the growing variability of their incarnations in the application of the concepts of Michael Porter, Peter Drucker and Simon Kingsnorth in urban models of integration unions of futuristic forecasts of the emerging symbiosis of ecosystems and metauniverses puts the growing sovereignization of post-COVID trends of human potential in the area of growth of increasing labor productivity and a deepening revolution in materials science preferences in the growth of quantitative and qualitative changes in the NBICS technological leap.

Keywords: *AI, Industry 4.0., Internet of Things, augmented and virtual reality, global economy, Michael Porter, Abraham Maslow, neural networks, Big Data, neocons, corporatocracy, bankers, netocrats.*

Modeling business processes of the future, based on the use of AI algorithms from the standpoint of machine learning, is becoming more and more difficult and is being used in more and more new sectors of the world economy and requires more substantive study for all global actors [1].

Therefore, the existing institutions of global governance will more and more often continue to instill the ideology of “doomsday” through its antithesis - “we live one day”, so that the burden of humanity's worries does not destroy the economy of gadgets and marketplaces, giving it the illusion of involvement and involvement in the evolutionary tasks of saving the Earth from humanity that has lost faith in itself and wants to move away from processes that it does not understand and does not accept [2].

In the first case, we will have continuous training and self-awareness growth of human resources, honing their acquired competencies in the growing competition between machine and human, which should give the blue-collar workers a chance to somehow get crumbs from the table of the white-collar workers who are leaving everything further into the metaverses of drawable creative industries (from the planning stage to prototyping the resulting Internet of Things, the leader here is Meta (banned in Russia) and conserving its digital twins and avatars (Disney gaming universe) [3]. Each of these virtual spaces that create their own digital the wealth of the «new money» is mentally spent on lobbying for the sharpness and steepness of new shocks, giving endorphin cocktails of an unattainable degree of bliss and oblivion. At the same time, the «old money» of the empires of Louis Vuitton and similar aristocratic monopolists will increasingly lose even in the traditional sectors of fashion, food and entertainment to the virtual and space trends of this rampant «new money» [4] - bitcoins and flights through the solar system of Elon Musk, Joe Bezos and Richard Branson (the latter just flew out of extraterres-

trial competition in space tourism and catching expensive asteroids and comets) [5]. And the point here is not only in historically established pedigrees that do not allow aristocrats not to achieve unlimited and enduring leadership, but in the ability to clearly multiply the factors of «explosive growth» through neural networks and AI algorithms that serve as passes to the worlds of accumulative effects of constantly multiplying synergies that divide the sovereignties of states with technological infrastructures of global corporatocracies, building a new configuration of Bankster-netocratic dominance of a handful of “wise men” over an ignorant majority [6]. This was the whole point of the information society, which rested not only on the American-Chinese technological dicoupling, but also managed to create national security ecosystems on the ruins of the institutions of international law of the classical views of Thomas Hobbes and the technological autarkies of the new industrial countries (the spectrum is wide from George Orwell, Eugene Zamyatin, Ivan Efremov, Aldous Huxley, HG Wells), suffocated by hunger, poverty and the inability to adapt to the ever-changing trends of the global scientific and technological revolution, with each turn cutting off the inept and losers from the benefits of civilization [7].

In its development, mankind has rested in the class of intellectual tasks, accompanied by the philosophy of determinism and a sharp delimitation in the creation of costs that fall with the growth in the production of goods and services, as well as replacing the resource bases of their effectiveness with technologies of the required innovative competitiveness, new business processes of continuous modeling [8]. At the same time, each multifactorial model, dynamic system is too complex and not agile in the constant self-correction of the required daily changes based on feedback and a growing set of received data on the physical embodiment of theoretical calculations through Big Data [9].

In particular, we have not fully resolved the issues of image recognition with AI, we have not succeeded in everything in finding solutions of various levels of complexity, we have not given exhaustive installation data on the processes of building models of surrounding objects and processes, we have not recorded the feedback of the impact of mankind on the environment of the world around us, missed the accuracy of the gradation of autonomous movement and positioning in space and in relation to time, did not complete the complex of interdependence of social communications from the monetary and loyally accessible entrance to the platform of equal opportunities for a citizen and a new type of state, which first draws its own survival and only then the process itself multiplication of efforts for equal opportunities for access to the benefits of each worthy and parallel process of the destruction of everything superfluous that accidentally appeared in the process of informational social transformation [10]. Evolution has always been a cruel thing, and therefore some temptations in genetics and eugenics dragged us

towards humanism and enlightenment, while the era of finite resources in an era of unbridled and irrational consumption leads us to models of ignorance and the fall of education, the decline of science and the throwing of entertainment by various vicious passions, transhumanism and LGBT degradation, which is perfectly organized by creative industries, growing annually by 15-20 percent in the service sector, gaming, multi-industries, which have not yet given a total gain (Disney closes its creative technolabs, because gamers play too little and too rarely they enter the worlds of gnomes and snow-whites created for them - avatars of humanity tired of itself) [11].

Therefore, the world economy poses to the technocratic global elite the intellectual tasks of better recognition of objects (in particular, decoding of remote sensing data, species reconnaissance, competition through clearer remote sensing (remote sensing of the Earth) solutions, Ministry of Emergency Situations - monitoring; decoding of images obtained by subsurface sensing technical vision (detection of targets, security video surveillance), recognition of signs of mixed modality (recognition of cyber attacks and other network-centric failures and cascading distortions), disinformation in the media (actions of netocrats to destabilize the information field), etc. [12] And this is business modeling -processes require not only technical specifications, but also scaling for a specific brain of an individual

The leaders of these processes are still the Chinese, but America, nurturing entire pleiades of Asian techies in its universities and stealing technology through AUKUS and KUAD, involving new members, such as Japan, South Korea and Israel, does not get tired of taking care of its national security, supporting the Great American ICT top five and involving the APEC countries in a new arms race. In parallel with the Middle East and Pacific expansion plans of NATO, the world economy is preparing for further digitalization of the processes of technological involvement in Industry 4.0, which will be able to provide new solutions for polycentricity and the dominance of «new money» on Earth and in space, and in the virtual space, and in individual industries, where already today IER (international economic relations) are reduced mainly to «capital flight» and «brain drain» involved in the geo-economic zoning of zones of stable development and deindustrializing somalization, territories that are meaningless in the institutions of development of the world economy and trade relations between states [13].

The task of Russia is to take an active and sovereign part in the processes of creating Industry 4.0., to solve the tasks we face of victory in the NWO and become part of the digital global infrastructure, which should be solved by us through AI neural networks and Big Data [14].

Our ideological awakening and search for inputs for the processes of modeling business processes of those integration unions and zones that become a continuation of the ideas of common spaces and global convergence throughout critical

infrastructures, each of which must have an autonomous management model and a set of business iterations capable of correcting tomorrow in time, given its imperfection today.

The solution to these problems and the response to the challenges of global digitalization can be the involvement of digital nomads and state monopolies in the ICT sector and the standardization of protocols and unification when creating common AI standards, which will help reach the leadership in Industry 4.0. in the upcoming 7th scientific and technological robotic-humanoid order [15].

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基于高信息技术中心的 ICT 领域附加教育系统各组成部分之间的组织原则的制定和互动的实施

DEVELOPMENT OF ORGANIZATIONAL PRINCIPLES AND IMPLEMENTATION OF INTERACTION BETWEEN THE COMPONENTS OF THE SYSTEM OF ADDITIONAL EDUCATION IN THE FIELD OF ICT BASED ON HIGH INFORMATION TECHNOLOGY CENTERS

Kostyukova Anastasia Petrovna

*Candidate of Technical Sciences, Associate Professor
Ufa University of Science and Technology*

抽象的。这篇文章揭示了实施额外的教育过程以提高年轻一代中工程学声望的尝试。介绍了在专业大学实验室为五年级和高年级学童组织课程的经验。显示了在学校项目中成功实施附加专业教育所必需的问题和任务。

关键词：工程、网络学校、附加教育、教育计划、3D 建模、机器人技术。

Abstract. *The article reveals an attempt to implement an additional educational process to increase the prestige of engineering among the younger generation. The experience of organizing classes for schoolchildren of the 5th and senior grades in a specialized university laboratory is presented. The problem and tasks necessary for the successful implementation of additional professional education in school programs are shown.*

Keywords: *engineering, Cyber school, additional education, educational plan, 3D modeling, robotics.*

Recently, in the Russian Federation, there has been:

- a persistently low level or even a complete lack of motivation among the younger generation to engage in engineering and working specialties, including modern specialties of an operator, adjuster and adjuster of complex equipment: unmanned aerial vehicles, multifunctional machine tools;
- low level of technical literacy and lack of motivation to master and implement new technologies;
- low rates of modernization of production in the field of introduction of new materials and technologies for their processing, including in the aerospace industry.

To overcome these shortcomings and in accordance with the National Project “Education”, the Federal Project “Success of every child” [1] and the development program of the Ufa University of Science and Technology (hereinafter UUSaT) “Priority 2030” [2] provides for the creation of a sustainable interest in the study of engineering disciplines, which requires a systematic approach to educating the younger generation, starting from the age of 12-13 years. Due to the peculiarities of children’s perception, the use of modern educational technologies, including project-based learning, should be accompanied by a demonstration of the efficiency of the decisions made on material objects. Lack of the ability to feel and see robs the child of confidence and leads to disappointment.



Figure 1. Laboratory concept



Figure 2. Explanation of the article “Special equipment for scientific (experimental) work

Thus, the answer to the questions: “Who? Why? When? Where? will be the following (Fig. 3):

- pupils of the 5th, 6th and senior classes of gymnasiums, lyceums and schools (Leninsky, Kirovsky and Sovetsky districts of Ufa) that are territorially close to UUSaT are interested in implementing an additional education program on a unique material and technical basis during class hours or electives;
- graduate students and undergraduates of UUSaT are interested in conducting and implementing R&D on the basis of a laboratory equipped with a unique technological base. Advertising is planned to be carried out using direct marketing methods;
- students of all courses and undergraduates during training, industrial and undergraduate practice;
- teachers of related disciplines when conducting courses on modern equipment and subject to replication of programs (advertising on the Internet, on the UUSaT site and on television);
- suppliers of modern element base and equipment (Promobot LLC, Edcom, Kopter Express Technologies) as part of the procurement (direct marketing, phone calls, correspondence);
- developers of modern element base and technology at the stage of approbation and testing (direct marketing, phone calls, correspondence).



Figure 3. Relationship between the UUSaT development program and program beneficiaries

The goal of the educational program for training an engineer from school within the framework of a continuous assembly line of smart things is to create a joint laboratory with industrial partners (market leaders) and implement on its basis the Cyber-School program of additional education that supports the concept of LLL (in English - Life Long Learning) and personalized education.

To achieve this goal, the following tasks were set and solved:

1. Creation of an advanced center for approbation and development of new technologies with a modern technical base.
2. Development and implementation of an applied solution in the field of LLL and personalized education based on the created laboratory.
3. Development and implementation of a platform solution for the development of the Olympiad movement, hackathons based on the created laboratory.
4. Performing R&D in the field of application of new technologies for processing modern technologies, including in the aerospace sector.

The implementation of this goal was carried out in UUSaT for students in grades 5-6 of Lyceum No. 96 in Ufa as part of the additional education program “Cyber school. Robotics. Programming, technical creativity» in accordance with the calendar plan (Fig. 4), which includes the author’s educational and educational-methodical plans.



Figure 4. Schedule of program implementation

The above plans include the following sections:

1. Acquaintance with the laboratory: demonstration of a 3D printer, Arduino Uno, Arduino Mega, Arduino Nano, Arduino Breadbord, STM Discovery, Raspberry Pi platforms.
2. Bread board: the concept of interface, constructive and electrical compatibility of devices, signal transmission. Power supply, grounding. Development of an electronic circuit layout.
3. Radio Control: Get to know the Phoenix RC simulator and FlySky i6 radio control kit in a playful way. Quadcopter control.

4. Optics: demonstration of the operation of various sensors, half-duplex communication based on an IR receiver and transmitter. IR rangefinder.
5. Sound: ultrasonic rangefinder, soundtrack.
6. Synchronization of actuators as part of conveyor lines: cyclograms of time intervals of the working elements of the actuators, ensuring synchronization of the movement of the working elements of the installation, development of algorithms for controlling the processes of movement and rotation.
7. 3D modeling (Fig. 5): development of a 3D model in the T-Flex CAD system. Printing of the developed 3D model on the Anet A8 3D printer.

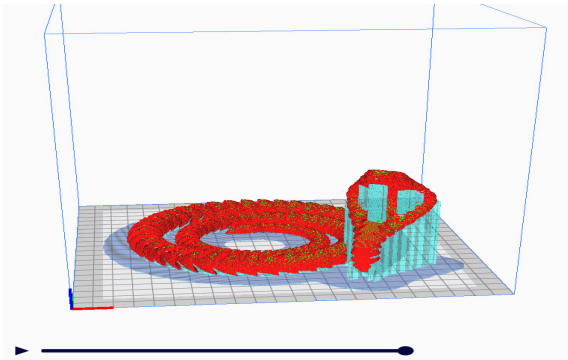


Figure 5. Implementation of one of the task options

8. Robotics: races of robots equipped with optical and ultrasonic sensors around the training ground in a playful way, the path through the maze is a game.

The educational process is organized taking into account the characteristics of teenage students and is based on the following principles:

1. The principle of joint activity of the student and teacher, as well as teams studying to organize, plan and adjust the conduct of training sessions.
2. Individualization of education, which provides orientation to specific cognitive characteristics of fifth-graders.
3. Systematic training, ensuring compliance with all the goals and objectives of the program and their compliance with the methods and means of training.
4. Awareness and contextuality of the learning process, which means an orientation towards the observance of social roles of students in «engineering» classes.
5. Actualization of learning outcomes, providing reliability, visibility to everything that he “somewhere” and “from someone” heard about modern digitalization objects.

The educational trajectory is built in the form of practical classes with close interaction between university teachers and schoolchildren on a modern material and technical basis. Approximately half of the classes were conducted variably. Methodically, the trajectory was provided by the author's methodological developments.

In our opinion, the educational process was successfully implemented (Fig. 6): technical passports for the equipment of a specialized laboratory were developed, an application was submitted to participate in the battle of robots, android assembly based on the Open-Source model was started.

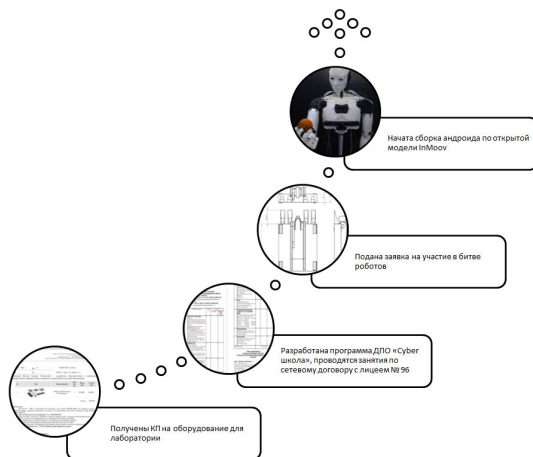


Figure 6. Experience of successful implementation

The main results can be presented as follows:

- at the country level - this is the creation of an advanced center for approbation and development of new technologies with a modern technical base (with industrial partners (market leaders) of joint laboratories);
- at the regional level - this is the creation of a favorable and comfortable environment for scientific and educational activities, leisure and creativity on the basis of the created laboratory;
- at the industry level - this is the development and implementation of an applied solution in the field of LLL and personalized education, platform solutions for the development of the Olympiad movement, hackathons;
- at the local level - this is the development and implementation of technologies for the formation and development of scientific and professional communities under the auspices of UUSaT.

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中国的家庭教育: 传统与现代

FAMILY EDUCATION IN CHINA: TRADITION AND MODERNITY

Chen Shuang

*Canidadate of Philological Sciences, Full Professor
Shandong Women's University, Jinan, China*

Popkova Tatyana Dmitrievna

*Doctor of of Culturology, Candidate of Philosophical Sciences, Full
Professor*

Perm State National Research University, Perm, Russia.

ORCID ID: 0000-0003-0267-217X

抽象的。中国传统家庭教育已有千年历史,体现了中华文化的精神基础。儒家思想对社会结构和秩序赋予了深刻的内涵,成为中国家庭教育最重要的指导方针,与社会教育、学校教育一起发挥重要的引领作用,缓和矛盾。在这个过程中产生的。本文的目的是确定在现代现实条件下,家庭教育传统元素的延续对于个人、社会和国家发展的意义。文章作者对经典儒家著作的诉求,让我们看到了家庭教育传统的延续性,是承前启后的纽带。

关键词: 中国, 家庭教育, 传统, 现代性, 儒家思想, 连续性, 个人发展, 公民身份, 社会责任。

Abstract. *Traditional family education in China has a thousand-year history, reflecting the spiritual basis of Chinese culture. Confucianism, having given a deep meaning to the social structure and order, has become the most important guideline for family education in China, which, along with social and school education, is called upon to play an important role as a leader, softening the contradictions that arise in this process. The purpose of the article is to identify the significance of the continuity of traditional elements of family education for the development of the individual, society and country in the conditions of modern reality. The appeal of the authors of the article to the classical Confucian works allows us to show the continuity of traditions in family education, which are the link between the past and the present.*

Keywords: *China, family education, traditions, modernity, Confucianism, continuity, personal development, citizenship, social responsibility.*

From time immemorial, the Chinese people have attached great importance to family education. For the first time, the term “family education” was used in the

“Historical Records” (in the chapter “Biography of Confucians”) [7]. This concept can be interpreted in two ways: both the improvement and education of a person, and “education of students at home.” In ancient China, the phrase “Tin Xun” was synonymous with family education. The key goal of traditional Chinese family education is the observance of ethical rules of behavior - Confucian ethics (wisdom of experience), focused on the humanitarian context, which implies a view of education and training as the development and improvement of virtues in a person. From generation to generation in each family, not so much moralizing is broadcast as a way of behavior that serves as a guide for children. Family education is rightfully considered a unique cultural phenomenon of the Chinese nation and has undeniable significance for each family member, for society and for the nation as a whole. This idea was figuratively formulated by the famous Chinese philosopher Meng Zi: “The foundation of the Celestial Empire is rooted in possessions, the foundations of possessions are rooted in families, and the foundations of families are in ourselves” [5, p. 105].

In ancient China, the family not only performed the function of production and life, but also realized the important social task of preparing the child for life in society, carrying out family education through the example of highly moral behavior of parents and providing children with the opportunity to receive a quality education in private schools, in which the public type was a priority. education. The most important concept is the instruction “In a house where goodness accumulates, there will certainly be a lot of happiness. In a house where evil accumulates, there will definitely be a lot of misfortune” (“Zhou Yi”, “Kungua, wen yan” - “Hexagram Kun [Tradition] of elegant words” [2, p. 67]. The foundation for managing the world, the state and the family is the upbringing and improvement of high personal qualities in each person. In turn, this initiates conscious self-development so that each person chooses his own path in life and adheres to certain norms and rules of social behavior. In traditional Chinese culture, the family is a cell of society, social relationships are built in the family, therefore, if the family lives in prosperity, harmony, then society will also flourish, if moral principles are observed in the family, then public morality will be at a high level.

The Chinese sages believed that the environment brings up children without words. In this regard, the exemplary behavior of family members, especially parents, serves as a source for imitation. According to Confucian teachings, a person is naturally endowed with the ability to humanize himself through understanding his life, self-improvement, the right to judge himself, which can be realized under the condition of unceasing and hard efforts, and only then will the natural and cultivated, knowledge and action be harmoniously combined in a person. In ancient China, the pedagogical ideal of education in the family assumed, first of all, the socially oriented development of the child, in which such qualities as erudition,

politeness, the ability to behave in society, and the ability to maintain harmony in one's inner world were manifested. Family education and family ethics played an indispensable role in maintaining social harmony, value systems, shaping the worldview and raising collective self-awareness. The family is a place where a person receives education throughout his life, which largely determines the quality of his personal life and contributes to the correct choice of the trajectory of the future. The value qualities that a child needs to master are independence, hard work, honesty, courage, conflict-freeness, curiosity, love and respect for parents and relatives, courtesy, loyalty to their homeland.

The Chinese concept of family education has evolved over thousands of years, improving in line with reality. From generation to generation, the family has adapted to the current time and social processes, and at the same time retained the ability to withstand various circumstances. As the primary element of education, the family had a significant impact on the development of the national ethnos. The Book of Ordinances: The Great Teaching (大學 “Da xue”) states: “He who governs his country must first govern his family [3], this principle has been the basis of China's state administration from antiquity to the present day. The family spirit is a microcosm of the Chinese nation. The social and ethical content of the teachings of Confucius formed the basis of the theoretical justification of state and “heavenly” power in family-related concepts: “the state is one family”, “the sovereign is the Son of Heaven and at the same time” the father and mother of the people “. In this context, the state correlated with society, social relations - with interpersonal ones, and their basis was reflected in the family structure: “From the point of view of Confucianism, the father was considered “Heaven” (tian 天) to the same extent as Heaven was the father. Therefore, “filial piety” of Xiao in the canonical treatise specially dedicated to her “Xiao jing (孝敬) was elevated to the rank of “root of grace / virtue (de 德)”” [4, p. 289].

Today, China is building a “harmonious society”. All this is done not without connection with the teachings of Confucius about “li” - a ritual that the philosopher turned into “a general characteristic of the right society, as well as the structure of a person, as well as the principles of his behavior and attitude towards others and himself” [1, p. 8]. Until now, the basic Confucian principles have been observed in family education: raising a child is the responsibility of parents; home education is valuable not only for the family, but also for the development of society and the country; worthy behavior of the child in society, mastering the qualities of “jen” (humanity, honesty, justice, loyalty, sincerity); diligence; personal example of parents; sons deference “xiao”.

The rapid development of mankind over the past century has led to the cultural and ideological interaction of societies and peoples of all countries of the world, which has had a direct impact on people's thinking, provoking a clash of national

and alien, in particular, for the Chinese people, concepts. On the one hand, the penetration of European ideology and worldview values into everyday life has an impact on the daily life of the Chinese, on the other hand, a number of social restrictions that exist in the country's domestic policy have begun to put significant pressure on family life. Consider some of the problems that have had a significant impact on the institution of the family.

The structure of the Chinese family, following social changes in society, has undergone significant transformation as a result of the implementation of the policy of "planned childbearing", which led to the violation of the thousand-year tradition of large families and birth control, which led to the fact that families preferred to have a boy (one child), on which subsequently lay down the duty of maintenance and care for parents in their old age. After decades of implementing this policy, Chinese society began to experience serious demographic, social and gender problems. Realizing the futility of this restriction, government agencies changed their attitude to this problem and at the beginning of the 21st century began to implement restorative measures to equalize the demographic imbalance.

In modern China, in the context of modernization, there is a process of changes in the organization of the family's personal life (the problems of family relations have become related to the sphere of private life): the criteria for choosing a life partner have changed, the concept of equality of spouses in the family has appeared (including equality in property ownership), etc. All this indicates that Chinese society is currently going through a difficult period of civic consciousness, which opens up new ways of developing the institution of the family. At the same time, it should be emphasized that modern models of family education invariably retain the roots of spiritual traditions at their core. Highly moral methods and reference ideals of family education are preserved today, and in combination with modern pedagogical methods they play a key role in family education. The main methods of raising children, which reflect the continuity of traditional and modern family pedagogy, are as follows: "teach a child by example", "strictness and kindness in family education", "education of children in accordance with individual abilities". This approach gives its positive results: the authority of parents today is a priority in the family atmosphere.

In modern China, family education occupies a dominant place in the general education system. On October 23, 2021, the "Family Education Promotion Law" (家庭教育促进法) was published, which was adopted by the 31st session of the Standing Committee of the 13th National People's Congress [6]. Based on the text of this document, the Chinese people were urged to urgently turn to the experience of their ancestors and take the best from it, while eliminating the worst (destroying family traditions). The attention of state bodies to this most important social task was reflected, in particular, in the fact that in 2023 the specialty "Family Educa-

tion” was introduced at the Faculty of Education of Beijing Women’s University, which in the future will expand and deepen the knowledge of future specialists about the basics of the national tradition of education , as well as get acquainted with the most significant theories and practices of world pedagogical thought.

The 21st century has made its own adjustments to the demographic, social, and economic spheres. Following this, the education system itself is changing. Being the most conservative, it, unlike other spheres of life of Chinese society, does not strive for rapid transformations, since this can lead to unpredictable results remote in time. In this situation, from the point of view of setting educational goals, content and methods, the preservation of the foundation of traditional family education in China continues to have a great positive impact on the state and formation of modern approaches to education. Understanding devotion to the Motherland as the ability to maintain peace and dignity in the family, citizenship and patriotism, a sense of justice and duty, the need to be necessary and useful to one’s people and country for the benefit of its development and prosperity are harmoniously formed in the child’s mind.

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哈萨克斯坦共和国更新“体育”学科教育内容存在的主要问题及解决途径
**THE DOMINANT PROBLEMS OF THE INTRODUCTION OF THE
UPDATED CONTENT OF EDUCATION ON THE SUBJECT OF
“PHYSICAL CULTURE” IN THE REPUBLIC OF KAZAKHSTAN
AND WAYS TO SOLVE THEM¹**

Botagariev Tulegen Amirzhanovich

*Doctor of Pedagogical Sciences, Full Professor
Aktobe Regional University named after K. Zhubanov, Aktobe c.,
Republic of Kazakhstan*

Mambetov Nurolla

*Candidate of Pedagogical Sciences, Acting Associate Professor
Atyrau University named after Kh.Dosmukhamedov, Atyrau c.,
Republic of Kazakhstan*

Kairgozhin Dulat

*Master of pedagogical sciences
Atyrau University named after Kh.Dosmukhamedov, Atyrau c.,
Republic of Kazakhstan*

抽象的。学生的身体条件是确定的。揭示了教师的能力水平。从长远来看，已经发现制定适当培训指南的不足之处。从中期来看，“语言文字教学的里程碑”是不够的。解决教育本质的科学和方法论支持概念的创建。

关键词：概念、问题、实施、更新的教育内容、哈萨克斯坦共和国、解决方案。

Abstract. *The physical conditions of students are determined. The degree of teachers' abilities is revealed. In the long term, the insufficiency of creating appropriate training guidelines has been identified. In the medium term, the “landmark of teaching a language character” is insufficient. Solutions in the created concept of scientific and methodological support of the essence of education.*

Keywords: *concept, problems, implementation, updated content of education, Republic of Kazakhstan, solutions.*

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Relevance. As you know, since 2017 in the Republic of Kazakhstan in all secondary schools, the concept of the reconstructed essence of school education has been in effect. [6]. Analysis of the practice of physical education shows that teachers of physical culture do not adequately implement the requirements of this concept. In this regard, in our opinion, there is a need for a scientific and methodological justification for overcoming the barriers encountered on the way to the implementation of the proposed concept.

The purpose of the study is to create a concept of scientific and methodological support for the implementation of the reconstructed essence of school education in the discipline “physical education” in the middle school of the educational type of the Republic of Kazakhstan.

Research objectives. 1. To investigate the initial level of physical capacity and physical condition of middle-level students.

2. To study the initial level of development of the abilities of physical education teachers, the interest of middle-level students, the specifics of designing planning materials, evaluating a criteria-based nature in the discipline “physical education”.

3. Designate ways to solve the problems of implementing the reconstructed essence of education in the discipline “physical education” in the Republic of Kazakhstan.

Organization and research methods. The study was conducted during 2022-2023 in three periods. In the first period (from January to August 2022), the initial level of physical capacity and physical condition of students was determined. In this case, the following research methods were used. Technology for the study of physical capacity [5]; control tests [3]. In the next period (September 2022 - April 2023), the initial level of readiness of the abilities of physical education teachers was determined; students’ interests in physical activity lessons; designing planning materials by physical education teachers; criteria-based evaluation. The experiments were carried out by means of a questionnaire to identify the abilities of teachers [4]; technologies of N.G. Luskanova [2] to identify the interests of students; evaluation of documentary type materials [3]. The third period (May 2023) was devoted to preparing ways to solve the identified problems. A method of theoretical moderation was introduced [7]. In general, 30 physical education teachers participated in the experiments; 150 students from Russian and Kazakh schools in Aktobe and Orenburg.

Results of the study and their discussion.

In the initial degree of physical capacity and physical condition of middle-level students in the cities of Aktobe and Orenburg, the following results were revealed. Students involved in sports had relatively better achievements than those not involved. The dominant part of the males was assigned to the subgroup of the

lower average level of development, and the dominant proportion of the females were assigned to the lowered and averaged subgroups. An increased correlation was found between ski runs and 60m runs, distance running jumps and PWC 170.

According to the specifics of the development of the abilities of physical education teachers, the following was stated. A relatively low degree of abilities was noted in the blocks of teachers' activities in such areas as the designation of landmarks and missions; introduction of teaching methods; preparation of project blocks; student analysis; identification of mental inclinations.

The dominant barriers in the design of planning materials were as follows. In terms of a long-term nature, the dominant reason is the creation of training targets appropriate to the topic (future achievements).

In terms of the medium-term nature, the main difficulties were in the blocks "landmark of teaching a language orientation", "vocabulary and terms of a subject nature". In terms of the short term, the main barriers were as follows. "Landmarks of the lesson", "criteria of achievement".

Table 1 shows the results of a survey of middle-level students on their interests in physical activity.

Table 1
Distribution of middle school students regarding their interests in physical activity

Interest levels									
Negative attitude Below 10 points		Low interest 10-14 points		Positive interest 15-19 points		Good interest 20-24 points		The highest level of interest 25-30 points	
Number of students	%	Number of students	%	Number of students	%	Number of students	%	Number of students	%
25	16,6	55	36,6	37	24,6	18	12	15	10

It was revealed that most of the students have a reduced interest in physical activity lessons. Among the issues of evaluation of a criteria-based nature, the following was revealed. Teachers do not adequately coordinate designated teaching landmarks with appropriately prepared descriptors; with the structure of the selected exercises.

As a way to resolve the identified problems, we have prepared a concept of scientific and methodological support for the implementation of the reconstructed essence of education in the discipline "physical education" in the middle level of general education schools of the Republic of Kazakhstan.

By the mission of the concept, we mean the development of teachers' abilities on the implementation of the reconstructed structure of education; improvement of planning materials; developing the abilities of students capable of mastering the provisions of the modernized structure of education.

We have taken actions to develop the abilities of physical education teachers. To this end, we have carried out seminars with practical implementation on the following topics. Rational transformation of the topic of the lesson into a pedagogical mission. The optimal designation of the pedagogical landmark and missions.

Seminars on such topics have been implemented in order to reconstruct activities for adequate design of planning materials. Development of long-term plans (creation of forthcoming results relevant to the topic); medium-term nature (parts of the “language mission of teaching”). To modernize the interests of students in the lessons of physical education, the following has been carried out. Circumstances have been created for a critical rethinking of the studied material on the subject of “physical education”.

To activate the physical condition of students, the following has been implemented. Energetic training methods have been introduced (circular training method).

The implementation of this concept will allow reconstructing the academic discipline “Physical Education” in the circumstances of the modernized content and will help create processes for improving physical education in Kazakhstan.

Conclusions

Thus, based on the above, the following conclusion can be drawn.

1. In terms of physical capacity and physical condition, it was revealed that the dominant part of males is classified as low-average and medium-level development, and females are classified as low-average and low-average levels.

2. A reduced degree of abilities of physical education teachers is characterized by such components as the designation of a landmark and tasks; introduction of teaching methods.

3. Such barriers are identified in the design of planning materials. In terms of long-term nature: in the creation of relevant learning targets (future achievements) adequate to the topic

4. Most of the students showed a reduced interest in physical activity.

5. Regarding the assessment of the criteria-based nature, there was revealed a lack of coordination of teaching guidelines with the structure of the selected exercises.

6. As a way to overcome the identified barriers, a concept of scientific and methodological support for the implementation of the reconstructed essence of school education in the Republic of Kazakhstan has been prepared.

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美国大选辩论话语中的“美国例外论”
“AMERICAN EXCEPTIONALISM” IN THE DISCOURSE OF
ELECTION DEBATES OF THE USA

Voitov Denis Evgenievich
Senior Lecturer
Vyatka State University

抽象的。在本文中，我们以 2016 年的总统辩论为例，考察美国例外论概念在美国大选辩论的语言话语框架中的表现。该研究的目的是在选举前辩论的框架内描述“美国例外论”的形象。作为这项研究的结果，作者发现尽管没有直接提及美国例外论，但它在 2016 年大选辩论的话语中发挥了重要作用。

关键词：美国例外论、话语、总统选举、美国。

Abstract. *In this article, using the presidential debates in 2016 as an example, we examine the manifestations of the concept of American exceptionalism in the framework of the linguistic discourse of the US election debates. The aim of the study is to describe the image of “American exceptionalism” in the framework of the pre-election debate. As a result of the study, the author found that American exceptionalism, despite the lack of a direct mention, played a large role in the discourse of the 2016 election debates.*

Keywords: *American exceptionalism, discourse, presidential elections, USA.*

The concept of “American exceptionalism”: history and features

“American exceptionalism” refers to the concept of national identity inherent in the American state and society. This concept implies that the United States is an “exceptional” nation that unites all peoples and fights for the triumph of democratic and liberal values.

The history of this term has several variants of origin. According to one version, the author of the concept is Alexis de Tocqueville, Minister of Foreign Affairs of the French Republic. In his work “Democracy in America”, he points out that the formation of such thinking was influenced by the democratic structure of the country, unique in the 19th century, strict religious rules, preference for trade as the most promising direction for the development of the country. These features, together with the peculiarities of the historical development of the United States, have shaped the Americans’ outlook on themselves as a special nation,

which is responsible for the development of the world community. According to another version, the author of the expression is I.V. Stalin, who in 1929, in a dispute with the leader of the Communists in the United States, Jay Lovestone, about the need to establish socialism in the United States, stated that “it is necessary to discard the heresy of American exceptionalism”¹.

The concept of American exceptionalism suggests that American society has a special mission - to guide other peoples of the world for the successful development of the whole world. As a justification for the exceptionalism of the American nation, the authorities turn to religion. In a 1991 National Morning Prayer, George W. Bush called the United States “...a nation created by God, relying on the power of God in war and peace”². This concept cannot be called nationalistic, since the object of nationalism is one’s own people, while the concept of American exceptionalism puts forward claims to control the future of the whole world. This concept is the ideological basis for US domestic and foreign policy. In domestic policy, this is manifested in economics and jurisprudence; in foreign policy, this concept is manifested in the active role of American diplomacy in world processes.

“American exceptionalism” as a tool in the pre-election speeches of Republicans and Democrats

It is worth noting that the topic of the special role of Americans in the world is one of the main topics in the US election campaigns. At the same time, the concept of American exceptionalism was considered from different positions, based on the domestic and foreign policy agenda. A similar situation occurred during the 2016 US presidential race, but unlike previous campaigns, the 2016 debate was less about American exceptionalism. In this paper, the texts of the debates of presidential candidates Donald Trump (Republican Party) and Hillary Clinton (Democratic Party), as well as the debates of Vice Presidential candidates Michael Pence (Republican Party) and Tim Kaine (Democratic Party) are taken as material for the study.

At the presidential debate, D. Trump points out that the United States has lost its greatness as an exceptional nation - the country is losing its trade advantages due to the emigration of companies, it cannot fight terrorists in the Middle East and criminals inside the country. Trump addresses the topic of the loss of American exceptionalism for two purposes. First, it was due to the Republican presidential campaign “Make America Great Again”, thus creating the image of the Repub-

¹ Brendon O’Connor. ANTI-AMERICANISM AND AMERICAN EXCEPTIONALISM: Prejudice and Pride about the USA. New York, NY : Routledge, 2019, p.128

² Remarks at the National Prayer Breakfast(31 January 1991)// The American Presidency Project. URL: <https://www.presidency.ucsb.edu/documents/remarks-the-national-prayer-breakfast-1> (date of access: 11.06.2023)

lican Party as the only possible saviors of the country. Secondly, it gave Trump a reason to use this type of verbal aggression as an accusation. In the case of a presidential debate, he brings charges against Hillary Clinton - Trump accuses her of betraying the interests of the country for the interests of a group of people. Michael Pence followed a similar strategy in the debate - in his arguments he pointed out that the United States had weakened its position in the world, and accused the Clinton-Kane couple of an aggressive campaign against Trump. It is worth noting that, unlike the rhetoric of Donald Trump, Michael Pence paid more attention to the state of affairs in the United States from the standpoint of American exceptionalism.

The commitment to the concept of American exceptionalism in the discourse of representatives of the US Democratic Party is weak compared to the Republicans. In debate speeches, H. Clinton also points out that American exceptionalism is gradually being lost by the country and her goal as a promising president is to restore the greatness of the country, but she sees other reasons for this. In particular, she points to the failure of migration policy due to its tightening. Hillary Clinton emphasizes that all nationalities, with successful cooperation, can help restore the glory of the United States as an exceptional nation³. Tim Kaine, a candidate for US vice president, does not at all consider US politics and economics from the point of view of the idea of American exceptionalism.

Lexical means of expressing the concept of “American exceptionalism” in pre-election debates

Despite the fact that in the debate the topic of American exceptionalism was raised indirectly and in the context of the deplorable state of US domestic and foreign policy, there are peculiarities in the transfer of this concept in the form of lexical means. The most common means of conveying “American exceptionalism” are nouns. One of the most interesting cases is the use of the word country. On the one hand, this word has a wide context and was used in various cases in the pre-election debates. On the other hand, the word country meant the United States and indicated the exclusivity of the country. This meaning is most often found in various phrases and expressions: *the people of this country, our country, a threat to the country* and other expressions⁴. In Michael Pence’s speech, one can also note the frequent use of the phrase *American people* - during an hour and a half debate, the vice presidential candidate used this expression 14 times. It is also

³ Presidential Debate at the University of Nevada in Las Vegas//The American Presidency Project. URL: <https://www.presidency.ucsb.edu/documents/presidential-debate-the-university-nevada-las-vegas>(date of access: 11.06.2023)

⁴ Remarks at the National Prayer Breakfast(31 January 1991)// The American Presidency Project. URL: <https://www.presidency.ucsb.edu/documents/remarks-the-national-prayer-breakfast-1> (date of access: 11.06.2023)

important to note the use of proper names in pre-election speeches. In particular, the debates mentioned the names of famous political figures who made a significant contribution to the development of “American exceptionalism” - Abraham Lincoln, Ronald Reagan, George W. Bush, etc.

Conclusion

The concept of American exceptionalism plays an important role in the political life of the United States, including in presidential elections. The importance of this concept is also evident in political linguistics.

As a result of the analysis of the pre-election debates in the United States in 2016, the following features can be noted. First, compared to previous presidential debates, candidates have turned less to the idea of American exceptionalism. Secondly, despite the direct reference to this concept, American exceptionalism is more often referred to by representatives of the Republican Party. This has both patriotic and pragmatic meaning (the need to create grounds for accusing opponents of incompetence and betraying the interests of the country, as well as creating an image of a successful future). Thirdly, the idea of American exceptionalism is transmitted mainly through lexical means: words, phrases and personalities that have a positive context in American history and culture.

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作为现代俄罗斯军人职业概念的道德价值观
**ETHICAL VALUES AS PROFESSIONAL CONCEPTS FOR THE
MILITARY SERVANT IN MODERN RUSSIA**

Mirkitanova Natalia Nikolaevna

Postgraduate

Orenburg State University

*Head of the Department of the Office of the Legislative Assembly
of the Orenburg Oblast*

Mirkitanov Arkady Sergeevich

Graduate

Orenburg Cadet Boarding School named after I.I. Neptyuev

抽象的。在某些专业社区中,人类对现代世界中道德价值观的态度问题正在发生转变,并且通常具有新的含义,这使得可以确定由于调节社会关系的复杂性而日益增加的重要性。

以灵魂和良心的高贵为特征的荣誉概念与人的尊严、个人和社会方面的自尊密切相关。特别重要的是军队生活和服兵役中的荣誉和尊严意识,文章在对以前时代的俄罗斯和现代俄罗斯进行历史比较时考虑到了这一点。由于社会关系、专业群体中荣誉和尊严概念的演变,这项研究的意义正在增加。在这方面,本文旨在理解现代俄罗斯现实中军人的荣誉和尊严。文章认为,对学员的爱国主义教育建立在沙皇俄国规则形成的以荣誉和尊严观念为基础的学员团之上的。强调这一结论是该研究的新颖性。关于本文主题的进一步工作可以在将荣誉和尊严视为道德价值的方面进行,这是现代俄罗斯军队的专业概念,保留历史基础。

关键词: 伦理价值观、荣誉、尊严、专业社区、伦理、学员、军人、爱国主义教育。

Abstract. *The problem of humanity's attitude to ethical values in the modern world in certain professional communities is undergoing a transformation and, as a rule, acquires a new meaning, which makes it possible to determine their increasing importance due to the complexity of regulating social relationships.*

The concept of honor, characterized by the nobility of the soul and conscience, is in close connection with human dignity, self-esteem in the personal and social aspects. Particularly important is the awareness of honor and dignity in army life, in military service, which is considered in the article in a historical comparison of Russia of previous eras and modern Russia. The significance of this study is

increasing due to the evolutionary change in the concepts of honor and dignity in social relationships, professional groups. In this regard, this article aims to comprehend honor and dignity among the military in modern Russian reality. In this article, there is an argument that patriotic education of cadets is laid in the cadet corps, which is based on the concepts of honor and dignity, formed by the rules of tsarist Russia. The emphasis on this conclusion is the novelty of the study. Further work on the topic of the article can take place in the aspect of considering honor and dignity as ethical values, which are professional concepts for the military in modern Russia, preserving historical foundations.

Keywords: *ethical values, honor, dignity, professional communities, ethics, cadets, military servants, patriotic education.*

The article deals with the concepts of honor and dignity, as ethical values, with reference to historical scientific literature and, above all, to the explanatory dictionary of V. Dahl.

So, 200 years ago, in the explanatory dictionary, V. Dahl gives the following definitions of honor and dignity: “Honor is the inner, moral dignity of a person, valor, honesty, nobility of soul and a clear conscience (a Man of spotless honor); assurance, approval (Act incompatible with honor); high rank, rank, rank, position (And he is a temporary worker, but he stands high, in honor); external proof of difference; honor, honor, reverence, honor, expression of respect, recognition of whose superiority (There is no prophet without honor, only in his own country), Matf. [4, p.476-477].

In this definition, we see that the concept of honor is considered in two directions, such as:

- honesty, nobility of soul and a clear conscience, indicates moral self-esteem, which is certainly a human dignity;
- high rank, title, rank, position, as well as external evidence of distinction; honor, honor, reverence, recognition of whose superiority - this indicates that the concept of “honor” assumed class differences, social status, hierarchy in society, which is typical for that era.

In modern life, a strict rank structure also takes place in the hierarchy of official positions, for example, in state bodies and especially in army life.

The concept of “honor” has a subjective side, which manifests itself as a personal experience of one’s dignity, one’s honor, honesty, and an objective, external, i.e. how people evaluate a particular person, how they evaluate her behavior, actions according to honor and dignity.

“Dignity” is also a complex multi-level concept: a subjective sense of self-worth, an internal, experienced feeling from the awareness of oneself as a person, regardless of social status, and an objective one, expressed in the assessment and attitude of society.

For modern understanding, Dahl's thought is closer to us, where "honor and dignity are a person's strict observance of professional duty and moral standards of business communication; moral qualities worthy of respect and pride, the principles of a person" [4, p. 478]. The criterion of professionalism in any professional field of activity is the public recognition of achievements and the high appreciation that a person realizes his own importance. Giving value to a person by society can manifest itself in different ways, both at the level of words of approval, recognition, awards, etc. Recognition by society of the value of the individual contributes to his awareness of his own significance. It is important to note that A.P. Skripnik believes that it is precisely this relationship with society that determines the formation of such self-esteem, which "manifests itself in two main forms: in feelings of honor and dignity" [9, p.273].

Exploring the concepts of honor and dignity among the military, it is necessary to turn to the historical aspect of the development of these concepts, since it has historically developed that among the military servants they were a priority and endowed with extraordinary value, which were passed down through the centuries.

In the 18th and 19th centuries, the words "honor" and "dignity" were primarily associated with the military, for whom these are not just words, but values that have been passed down through the centuries.

The main rule of the Code of Honor of a Russian officer, the rule of a real man's life, compiled by captain Valentin Kulchinsky during the Russo-Japanese war of 1904-1905, is: "Soul to God, heart to a woman, duty to the Fatherland, honor to no one."

In the Russian Empire, the title of a Russian officer was associated with the concepts of honor and dignity, and it was dearer than life, so they fought and died in battles for honor. The advice that captain Kulchinsky gives is relevant for any modern man, and it does not matter whether he is connected with military service or not. The book of Captain Kulchinsky passed the test of time, was reprinted six times until 1917, and during the war in 1943 was quoted in the Red Army newspaper "Krasnaya Zvezda", and was also used in writing the Code of the Soviet Guard. After the Great Patriotic War, the text of the book was popular among cadets of military schools.

Earlier in 1717, by Peter I, the set of rules "An Honest Mirror of Youth", developed by the associates of Peter I, was reprinted three times during his lifetime, and many ethical requirements for Russian officers were included in various codes of honor of the officer corps. Peter I singled out honor as an obligatory moral quality, as a worthy service to the Fatherland.

The Russian army was based on spiritual principles, so the moral concepts of honor and dignity were included in the charters and codes.

A person, being the bearer of such moral values, himself becomes a value in his own self-consciousness, and is also recognized by society.

The concept of honor includes the attitude of a person towards himself and the attitude of other people towards him, which are evaluated by society according to his actions. According to the actions of each person, namely, whether he is honest or dishonest, public opinion is formed. A “man of honor” receives a high assessment of society and a respectful attitude.

In the analysis of modern scientific literature, the concepts of honor and dignity are separated, but moral values remain unchanged.

E.V. Zolotukhina-Abolina gives a definition, calling a person of honor “who has dignity and pride, who will never stoop to immoral, vile, treacherous behavior” [5, p.131]. A.V. Razin, sharing these concepts, writes: “the concept of honor prevails in cultures focused on social hierarchy, class division of society”, and “in cultures associated with the idea of individual autonomy, with the recognition of the equality of all people, especially where equality of opportunity is affirmed, and ensuring such equality is determined by one of the goals of the activities of state institutions, the focus on dignity becomes predominant” [8, p.442].

For our study, it is important to conclude that the concept of honor is a component of the modern concept of dignity. To confirm our conclusion, it is necessary to turn to the modern concept of human dignity, which in the work on the ethics of human dignity Yu.P. Voropaeva, G.G. Kolomiets consists of three areas: subjective-personal, social and anthropological, which are “interdependent and interconnected” [2, p.158].

According to A.P. Skrypnik that dignity as an internal value state of a person has the basis of his belonging to the human race and “elementary logic requires to recognize that the feeling of human dignity arises later than honor, since it is a superstructure over it” [9, p.279]. L.N. Tolstoy represented the dignity of a person in the form of a fractional number, in which the numerator is the objective dignity of a person, the denominator is the subjective assessment of a person himself. It is not in the power of man to increase the numerator, but each person can decrease the denominator and this path will lead him to perfection.

It is important for our study to highlight the directions in which a person is expressed as a value:

- in the ability to behave correctly in society, build communication with other people, demeanor;

- the ability to build relationships with people and a positive, respectful attitude of society towards him, which is expressed in the acceptance of information as true, reliable and valuable and the willingness to follow such a person. Respect for a person is to perceive him as a person as a value. In our study, we have reached an understanding of “honor” and “dignity” as an ethical value. Important is the ratio between objective and subjective assessment, which should ideally coincide. A marker of professionalism in any professional field of activity is public recognition of achievements and high marks.

Military historian D.A. Volkogonov gives the following definition of an officer's honor: "An officer's honor is an expression of his awareness of his dignity and readiness to perform military duty to society" [1, p. themselves and the state, as well as a sense of duty, devotion to their choice, the implementation of laws.

Having considered the concepts of "honor" and "dignity" of a person as ethical values, at the end of the study, we consider it possible to analyze the modern understanding and education of the honor and dignity of cadets of the Neplyuev Cadet Corps, which bears the name of the first Governor of the Orenburg Krai. It is important to note that Ivan Ivanovich Neplyuev, a Russian admiral, statesman, was a student of the great reformer of Russia, Peter I.

In Russia, the concepts of honor, dignity, nobility were a priority for officers. The officers carried that unique spiritual values characteristic only of them, a single worldview of officer principles, which were reflected in the Code of Honor of a Russian officer, which was developed over three centuries and was, in fact, a set of moral and ethical standards. Military honor in the Code was defined as inner dignity, loyalty, valor, nobility of soul, clear conscience, honor and respect, which is confirmed in each conclusion of our study.

A.V. Suvorov taught officers and soldiers "never despise your enemy, whatever he may be...", observe the laws of war, "strive only to defeat the enemy... to spare wives, children and townsfolk very much," [6, p.24], showing humanity towards the civilian population, which is especially important in the modern world in the aspect of recent military events.

Much depends on the person himself, namely on the ability to resist violence, injustice, humiliation. The ability to preserve and defend dignity and look for possible ways out of the current negative situation is characterized as a high-level morality.

Otherwise, as I. Kant wrote, "the one who turned himself into a worm should not complain later that he is trampled underfoot" [7, p.374]. It is important to note that a person who violates the dignity of another loses his dignity, turning himself into an "insect". A person who knows how to withstand difficulties, having qualities based on morality, spirituality, will be able to maintain his dignity.

Military writer M.S. Galkin wrote that "honor is the shrine of an officer, it is the highest good, which he is obliged to keep and keep clean. Honor is his reward in happiness and consolation in grief... Honor does not tolerate and cannot endure any stain" [3, p.147].

An officer is obliged to respect everyone of any rank and behave with dignity with everyone, in relation to people who are below him in education, he should not be likened to their rules and customs, but, on the contrary, try to raise them to his own level. Loyalty to the word, not only the oath, has always distinguished the officer, and his word cannot be a lie, since any form of it, even boasting, calls into question the moral principles of the entire military community.

Pleasing, cowardice, lies and denunciation are absolutely incompatible with the concept of honor. Starting with the cadet corps, the rule of “non-information” is preserved, despite the general punishment that the entire platoon bears, and the cadet who stumbled must himself realize his misconduct and report to the commander.

Especially relevant today are the “Commandments of camaraderie” of 1913, which are based on the ethical concepts of honor and dignity:

- good mutual relations of people living or working together, based on trust and self-sacrifice, are called partnerships;
- in the service, friendship is desirable, but camaraderie is obligatory;
- honor is adamant, dishonest in the name of fellowship remains dishonorable;
- an insult to one’s comrade is an insult to fellowship.

Currently, the moral and ethical standards of behavior of servicemen are enshrined in the current legislation: in Article 26 of the Federal Law “On the Status of Servicemen”, as well as in the general military regulations of the Armed Forces of the Russian Federation.

The Charter of the Internal Service of the Armed Forces of the Russian Federation establishes the duties of military personnel: selflessly serve their people; courageously, skillfully, not sparing their blood and life itself, to defend the Russian Federation; endure hardships of military service; be honest, brave; to cherish military camaraderie, not sparing one’s own life, to help comrades out of danger; respect the honor and dignity of everyone.

These rules are relevant in the cadet corps, cadets live and are brought up according to them: mutual assistance, mutual assistance, moral support have no conditions and “forced obligation”. For cadets who are in equal conditions, far from their relatives, the awareness of the “commandments”, in this way, in our opinion, a sense of kinship, unity, community, responsibility is instilled.

The uniform is of particular importance for a military man, as it emphasizes his state status and the sacred duty to protect the Fatherland. There can’t be a sloppily dressed cadet. The form requires attention and a dignified attitude.

The behavior of a cadet must be worthy in all aspects of life, he must remember that his actions are based on fundamental guidelines that are common to the entire army of the Russian Federation. The dignity of this army cannot be dropped, under any circumstances. The honor of the Cadet Corps is especially dear, like the honor of the military family to which it belongs.

The desire of young people to become officers, to become that armed force of the country, for which the words “honor and dignity of a Russian officer” are of particular value, does not stop.

In wartime, military service is a feat based on the principle of defending the Motherland, not sparing life, when the time comes and the fate of our people is

decided, and therefore, awareness of events of historical importance. Historically, our peace-loving people have been brought up in this way, in love for the Fatherland, and the military are the first to stand up to defend their homeland and the dignity of the people.

The timeliness of the study lies in revealing the essence and significance of the ethical categories of honor and dignity in the modern world, appealing to a responsible attitude to life, focusing attention and a holistic understanding of life values.

The axiological and historical approaches taken serve as an important basis for the authors to determine how the concepts of “dignity - honor” correlate in Russian reality. The message on the valuable patriotic education of the modern generation is emphasized, which is the relevance of the study.

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小学生那奈教育的现代方法
**MODERN METHODS OF NANAI EDUCATION OF PRIMARY
SCHOOL CHILDREN**

Belaya Evgenia Grigorievna

Candidate of Historical Sciences, Senior Researcher

*Institute of History, Archeology and Ethnography of the Peoples of the
Far East, Far-Eastern Branch of the Russian Academy of Sciences,
Vladivostok c., Russia*

抽象的。在 20 世纪最后几十年全俄罗斯社会秩序逐渐民主化的背景下，北方的土著和小民族明显希望在种族上捍卫自己的利益，恢复传统文化。

提请人们注意主要传统那奈社会机构的丧失，试图复兴这些机构的倡议在纳奈人口中得到了深刻的反响。国家与纳奈社会在实施旨在为年轻一代复兴那奈传统的计划这一主题上的密切联系证明了这一点。

关键词：那奈人，国民教育，那奈语，教育，文化。

Abstract. *In the context of the gradual democratization of the all-Russian social order during the last decades of the 20th century, there is a noticeable desire of the indigenous and small peoples of the North to ethnically defend their interests, to restore traditional culture.*

The initiative to draw attention to the loss of the main traditional Nanai institutions of society, an attempt to revive them finds its deep response among the Nanai population. This is evidenced by the close contact between the state and Nanai society on the topic of implementing programs aimed at reviving Nanai traditions to the younger generation.

Keywords: *Nanais, national education, Nanai language, education, culture.*

In Nanai society from Soviet times to the present day, there is a tendency to gradually weaken the role of the native language and switch to Russian. Today we can say with confidence that "only a small proportion of the elderly population still remembers and uses their native language." [1, p. 256]

Only in the 90s of the XX century, changes began to occur that relate to the theme of the revival and preservation of the Nanai language. This manifested itself in an attempt to rebuild the system of general school education by introducing lessons of the native language into it. But they faced such problems as: lack of

qualified personnel, communication in their native language at home. For these purposes, for the further development of the Nanai heritage in Russia, the “National Doctrine of Education in the Russian Federation” was approved.

Research conducted by H. Li confirms that at present 20% of the Nanais of Russia communicate in their native language (against 40% in the course of research in 1989). In the Khabarovsk Territory, the maintenance of the language environment is observed to a much greater extent than in other regions, which is explained by close contacts between members of the language community. [1, p.257]

In general education schools located in Nanai settlements, various options for teaching the native language are practiced. According to the standard training program, 1-2 hours of classes per week are assumed, starting from the first grade of training. In-depth study involves a large workload, up to 4-5 hours per week, starting from the first grade.

Teachers use various educational and methodological complexes for conducting lessons, which include: fiction, textbooks, audio and video materials.

According to the study, H. Lee notes the lack of a technological base, the absence of a specialized "Nanai" direction in modern domestic pedagogy, which in many ways does not allow creating a systematic training program for Nanai children in the current conditions. [1, p.257]

Teaching aids in the Nanai language today focus on the study of grammar, but not on the process of implementing learning, which plays a huge role when working with children of primary school age. What will ultimately affect the result of the assimilation of knowledge. The lack of aids for teaching oral speech and reading skills also do not allow for the comprehensive development of the necessary language skills. Another problem is the poor preparedness of teachers, for whom there are no conditions for advanced training in the language area.

On a regular annual basis, since 2004, an inter-district regional competition "The best teacher of the native language" has been organized. Here, teachers have the opportunity to exchange experience, improve the level in their professional field. Since 2005, once every few years, a regional Olympiad has been held for knowledge of the Nanai language, national culture among students of various ages.

In modern Nanai society, it is the elderly who are the main and in many families the only (if such relatives exist) stronghold of national cultural traditions and native speakers of the Nanai language who are able to share their knowledge accumulated over a long life about the features of the historical and cultural development of their people.

“Television programs in the city of Komsomolsk-on-Amur, local radio broadcasting for children and adults are broadcast in national languages, children's, fiction is published, containing recorded Nanai legends, epics, fairy tales, and monthly newspapers are published.” [2, p. 61.]

In the national Nanai villages of the Khabarovsk Territory, the main elements of the physical education of children of primary school age today remain national outdoor games and exercises, which are components of the northern all-around.

From a very early age, modern children are introduced to the national Nanai culture, familiarity with the peculiarity of the mentality through the organization and conduct of original exercises of the northern all-around. According to our 2021 ethnographic research, in the kindergarten "Beryozka" in the village of Kondon, "teachers organize sports games once a week in groups and for a walk." [3, c.161] Once a year, "sports holidays are held, once a month "Health Day" with elements of national sports and always in national costumes", as well as summer competitions in national sports. When choosing games and physical exercises by a teacher, a special role is played by the age characteristics of children of primary school age, the plot-role-playing orientation of the game in the context of initiation to the Nanai traditions, which is especially important, given that "crafts, as before, occupy an important place in the life support system of the Nanais » [4, p. 92]

We have collected ethnographic material about the training program and the study of the rules of national competitions by Nanai schoolchildren using national physical outdoor games, exercises and sports with a fishing focus. During the survey, the majority of respondents spoke positively about the existence of such educational practice, referring to the fact that "this allows you to get to know your culture, evaluate your own sports achievements and enrich your spiritual qualities" [3, p. 163]

In the village of Verkhnyaya Ekon, Khabarovsk Krai, we interviewed Lyubov Afanasievna Khaitanin, a teacher of the second sports referee category in northern all-around. She conducts her pedagogical, educational and coaching work at the local comprehensive school and in separate sections. Repeatedly she was the organizer and coach of the local team in the northern all-around, which took part in sports competitions at the all-Russian level. [3, c.166]

It is relevant today to conduct traditional Nanai outdoor games in kindergartens and schools. During the national holidays, children of different ages take part in the national competition "Khupi-gori, andana!", which includes creative, intellectual, sports and game tasks. Teachers and educators organize tasks in such a way that participants can get to know the traditional household and trade features of the Nanai people, as well as cultural and moral values. The game "Hoopy-burn, andana!" includes a whole complex of different games, which includes: "Pikachi" - a competition with a patchwork ball; "Toptodi" - a game with a rope; "Tomyan" - jumps.[3, p.161]

In Nanai kindergartens and schools, children are introduced to narrative folklore, which traditionally describes personality characteristics inherent in a physically strong and healthy person. "On the example of mergen heroes, the

child learns that physical strength, attentiveness, accuracy and endurance are inextricably linked with the improvement of moral qualities and the spiritual development of the individual.”

The museum today is a special place of initiation and education in the context of Nanai cultural traditions. In the ethnographic museums of the villages of Condon and Belgo, according to the results of our field expeditions, it was revealed that in these areas an active practice of the comprehensive development of children is carried out through various excursions, thematic competitions, as well as master classes “where they are told in an accessible form about the role in conservation cultural and historical values”. [5, p. 96.]

I pay attention to the development of skills and abilities in arts and crafts to the events held in museums. With the change in the social, economic and cultural patterns of society, the features of arts and crafts are changing: certain techniques are lost and disappear, others are preserved, supplemented and modified with a departure from traditional principles. [6, p. 81.]

Today, at master classes in museums, as well as at classes in kindergartens and schools, children from an early age master the technique of patchwork mosaic, which is popular in the Nanai environment. Local professional craftsmen are very happy to share their experience with the younger generation, introducing boys and girls to new ones with old and new techniques and patterns.

Thus, we see that in the national Nanai villages, conditions are created and maintained aimed at initiating and comprehending by children the features of the traditional, historical and cultural heritage of the Nanai ethnic group. The national revival, supported not only by the state authorities of the Russian Federation, but also by the local population, contributes to the preservation, cultivation and transmission of traditional Nanai institutions, such as the native language, narrative folklore, arts and crafts, physical education, as well as the history of the Far East region, certainly has a positive effect on the development of ethno-cultural self-identification of the personality of the younger generation.

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N. Ya 的想法。N. S. Trubetsky 对欧洲中心主义的批判中的 Danilevsky 和 K. N. Leontiev

THE IDEAS OF N. YA. DANILEVSKY AND K. N. LEONTIEV IN N. S. TRUBETSKOY'S CRITIQUE OF EUROCENTRISM

Kazakov Daniil Alekseevich

Postgraduate

Kaluga State University named after K.E.Tsiolkovski

抽象的。文章探讨了俄罗斯杰出哲学家特鲁别茨科伊的文化思想对欧洲中心主义的批判，他是原始民族文化的支持者，主张族群文化之间的和谐互动。文化的线性发展受到批评，这导致 19 至 20 世纪出现了高等、文明和落后或“野蛮”文化的分裂。还注意到 Trubetsky 的观点与保守派 N. Ya 的相似之处。Danilevsky 和 K. N. Leontiev 将欧洲思想破坏性地渗透到俄罗斯国家作为罗马日耳曼文明对原始文化的负面影响的一个例子。

关键词：欧洲中心主义，特鲁别茨科伊，文化发展，世界主义。

Abstract. *The article discusses the criticism of Eurocentrism in the cultural ideas of N. S. Trubetsky, an outstanding Russian philosopher, a supporter of an original national culture, who advocated harmonious interaction between the cultures of ethnic communities. The linear development of culture is criticized, which gave rise in the 19th-20th centuries to the division into higher, civilized and backward or “wild” cultures. Also noted is the similarity of Trubetsky’s views with the conservatives N. Ya. Danilevsky and K. N. Leontiev regarding the destructive penetration of European ideas into the Russian state as an example of the negative influence of the Romano-Germanic civilization on original cultures.*

Keywords: *Eurocentrism, Trubetsky, development of culture, cosmopolitanism.*

Russian Eurasianism, which originated in the early 1920s, was an original trend in culturological thought. They interpret in a new way the uniqueness of Russia, in which the culture and past historical development is different from the path of Europe and Asia. After the establishment of Soviet power, being in exile, the Eurasians tried to comprehend some of the views of the conservatives of the second half of the 19th century. This happened in a rather turbulent situation: in Russia they comprehended the October Revolution, and the states of Europe summed up and drew conclusions after the end of the First World War. Many thinkers have

proclaimed the crisis of culture and the failure of positivism to reflect the dynamic development of science. As a result, the followers of the Eurasian concept sought to develop a project for the Russian people to get out of the influence of European culture.

It is here that the original ideas of N. S. Trubetskoy, one of the founders of Eurasianism, are manifested, who managed to reveal the antinomy of the democratic trend, which simultaneously advocates the equivalence of all cultures and the spread of Western values to the rest of the world. The most important line of Eurasian thought can be seen in Nikolai Trubetskoy's *Europe and Humanity*. In this work, Trubetskoy rejects the Romano-Germanic European culture. Such concepts as "cultural production", "development" and "progress", which were often emphasized by Russian Westernizers, are subjected to unequivocal criticism. For Trubetskoy, the adoption of a universal historical law that governs the development of the world means accepting the ideals of universal history developed by European civilization and its false premises, which place its own hypothetical position at the pinnacle of progress and fix it at the stages of development: "The moment of evaluation must be once and for all expelled from ethnology and cultural history, as well as from all evolutionary sciences in general, for evaluation is always based on egocentrism. There are no higher and lower. There are only similar and unlike" [9, p. 69]. As is clear from the passage quoted above, Trubetskoy argues that the Europeans, by virtue of their "egocentric" psychology, place their own position at the top of the path of development. Proceeding from this position, Trubetskoy goes back to the ideas of N. Ya. Danilevsky about the imposition by Europe of its world outlook. At the same time, there are no references to the author of "Russia and Europe" in his works, but the similarity between them is clearly visible.

Danilevsky reveals the hatred of Europeans for different cultures from a different angle than Trubetskoy. For Trubetskoy, it manifests itself through a comparison of the worldviews of a chauvinist and a cosmopolitan, while for Danilevsky, the Crimean War serves as a prerequisite, where Russia serves as an example of that very original culture [7, p. 120]. In an attempt to find an answer to such one-sided views, Danilevsky and Trubetskoy come to a common denominator. The reason lies in the incorrect interpretation of the idea of progress and development of world history and its division into Ancient, Middle and New. In Danilevsky's work, this is described as follows: "These reasons, in my opinion, lie primarily in a misunderstanding of the most general beginnings of the course of the historical process, in an unclear, so to speak, vague representation of a historical phenomenon known as progress" [3, p. . 88]. Trubetskoy, as if agreeing with Danilevsky, adds: "'Evolutionary ladder", "stages of development" - all these concepts are deeply egocentric. They are based on the idea that the development of the human

race has followed and continues to follow the path of so-called world progress” [9, p. 66].

The origin of such a scale dates back to the works of the Enlightenment. C. Montesquieu in his work “On the Spirit of Laws” says: “In Europe, on the contrary, peoples oppose each other as the strong against the strong; those that come into contact with each other are almost equally masculine. This is where the great cause of Asia’s weakness and Europe’s strength lies. 389]. The division of culture into “civilized” and “wild” or “barbarian” is reflected in works from H. Wolf to A. Smith and I. Kant [1, p. 32]. It is quite natural that in the 19th century the trend continued, in which the civilized nations were the pinnacle of culture, and the backward ones were the lowest links. The opinion of European scholars that “savage” cultures are static makes them victims of their own worldview. At any point in history, a culture other than European civilization is what it really is. Therefore, any search for dynamism in the “savage” culture by European scientists who were looking for common features turned out to be untenable. The history of these cultures, which does not exist for Europeans, is a dynamic process, full of significant events for their own members.

However, at the beginning of the 20th century, non-European peoples still felt their backwardness, in accordance with their own incompleteness, suffered from an inferiority complex. This is one of the things that most revolts Trubetskoy: the effort to Europeanize non-European peoples. Questioning the assimilation of the people into a completely different culture, Trubetskoy comes to the conclusion that assimilation is possible only with anthropological unification. Partial assimilation into a foreign culture is tantamount to cultural alienation and sterility. Therefore, he argues that a nation that adopts the culture of another nation cannot be creative. Here he echoes another philosopher of the conservatist trend - K. N. Leontiev. Leontiev, supplementing Danilevsky’s concept with the law of the triune process and the spiritual experience of Byzantium, even before H. Ortega y Gasset warned about the increasing role of mass European culture. Penetrating into the minds of the Russian intelligentsia and the peoples of the Balkans, it gradually erased all those spills that, according to Leontiev, make the culture original, original. He considers European culture to be fading, incapable of further cultural creativity. The liberal-egalitarian process, accompanied by atheism, the transformation of cultural ideals towards universal happiness and humanism, more and more marks the death of Europe [4, p. 48]. Wishing to save Russia from an equation with a soulless European society with the help of strong state power and a class hierarchy that has absorbed Byzantine traditions, the author discards the illusions of saving Western states: “Europe itself does not deserve more serious attention; she is an example to be imitated and nothing more” [5, p. 273]. At this moment, Leontiev just intersects with Trubetskoy. According to Trubetskoy, the Romano-Germanic

culture is no better and no worse than any other culture. It is absolutely wrong to compete with the culture of another people, as this will hinder the creative potential of the competing people. As can be seen from the above views, Trubetskoy absolutely despises Europeanization efforts. He considers that one of the most destructive consequences of Europeanization is that it destroys national unity, that is, it destroys the national structure of peoples.

It is worth noting that at the beginning of the 20th century, Oswald Spengler, in his work “The Decline of Europe”, called the West a civilization in decline, and set the trend for determining the onset of a cultural crisis. However, Trubetskoy does not share this point of view. Indeed, according to Trubetskoy, Western civilization has always acted as a powerful, frightening, aggressive, predatory force, hunting for markets, raw materials and cheap labor. Europe’s conceptualizations of a universal human history are not signs of its old age, but a clever disguise for its colonialism. The task of the non-European intelligentsia is to popularize the myth of the superiority of Europe and its position as the leader of progress. The European culture promoted by the intelligentsia is an ideological instrument of European colonialism, promoting the superiority of Europe over all mankind and dictating its way of life to the peoples of the world. According to Trubetskoy, the hidden reasons for the success of this propaganda should be sought in European science and culture, because hegemony and hierarchy are deeply embedded in both. The elements of hegemony and hierarchy codified in various branches of science are nothing more than a means of facilitating European colonial exploitation.

Trubetskoy’s critique of European cosmopolitanism recalls the passionate protests of romanticism against all forms of universalism. According to I. Herder, one of the most prominent figures of German romanticism, claims to universality must be discarded if we want peace between peoples to be lasting. The main cause of wars stems from the desire to melt people of different nations into a standardized cauldron of humanity. According to Herder, the development of culture comes from one historical center and diverges in different directions. As a result of this process, “the culture of mankind is formed at any given moment as a multitude of diverse cultures, each of which is the result of the creativity of one or another people” [8, p. 48]. Herder notes that every people participates in the creation of culture: “Every people bears the stamp of its proportionality, inherent only to it and incomparable to others perfection. The purer and more beautiful the maximum achieved by the people, the more useful are the objects on which the perfect forces of his soul are exercised” [2, p. 440-441]. Trubetskoy, on the other hand, argues that by the terms humanism and cosmopolitanism, Europeans mean «European peoples» and «European civilization.» According to Trubetskoy, when evaluating European cosmopolitanism, one should remember that the terms «humanity», «universal human civilization» and similar terms are maximally misleading, since

they mask certain ethnographic concepts. European culture is not a culture valid for all mankind, but a historical product of a particular ethnic group. Describing cosmopolitan universalism, Trubetskoy then argues that the Romano-Germanic civilization naively believed in its superiority, calling its culture universal, hiding behind cosmopolitanism.

Thus, in his critique of Eurocentrism, Trubetskoy, albeit without an analysis of sources, relies on the experience of Danilevsky and Leontiev in considering European culture of the 19th century as the basis of cosmopolitanism and trying to preserve the identity of Russia. From this position, Trubetskoy acts as a forerunner of anti-globalism. There is no single pattern in determining the development of world history. The original cultures are the same in relation to each other, self-valuable. Therefore, the capitalist-bourgeois system, as well as the worldview of socialism and economic materialism, were presented to Trubetskoy as an obstacle to the development of, above all, Russian culture.

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