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

Proceedings of the International Conference

Date: December 8

Beijing, China 2021

上合组织国家的科学研究：协同和一体化
国际会议

参与者的英文报告

International Conference
“Scientific research of the SCO countries: synergy and integration”

Part 1: Participants’ reports in English

2021年12月8日。中国北京
December 8, 2021. Beijing, PRC

Proceedings of the International Conference
“Scientific research of the SCO countries: synergy and integration”. Part 1 - Reports in English

(December 8, 2021. Beijing, PRC)

ISBN 978-5-905695-27-8

这些会议文集结合了会议的材料 – 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。

作者对所引用的出版物，事实，数字，引用，统计数据，专有名称和其他信息的准确性负责

These Conference Proceedings combine materials of the conference – research papers and thesis reports of scientific workers. They examines technical and sociological issues of research issues. Some articles deal with theoretical and methodological approaches and principles of research questions of personality professionalization.

Authors are responsible for the accuracy of cited publications, facts, figures, quotations, statistics, proper names and other information.

CONTENTS

JURISPRUDENCE

PEDAGOGICAL SCIENCES

PHILOLOGY

PHILOSOPHICAL SCIENCES

POLITICAL SCIENCES

CULTUROLOGY

ART HISTORY

DOI 10.34660/INF.2021.52.12.001

商业价值管理机制中资产估值的盈利方法

A PROFITABLE APPROACH TO ASSET VALUATION IN THE BUSINESS VALUE MANAGEMENT MECHANISM

Lytneva Natalia Alekseevna
Doctor of Economic Sciences, Full Professor
Denisyeva Galina Vyacheslavovna
Postgraduate
Central Russian Institute of Management, Branch of RANEPA

抽象的。 现代商业在各个经济部门的发展导致需要评估一个组织的价值，这成为一个经济实体在激烈竞争中的衡量标准。 本文讨论了评估企业价值的一种方法，该方法允许通过使用一组方法和技术来确定使用、出售或租赁组织资产的预期收入，这是必要的 使用组织的财产管理运营并创造额外的商业价值。

关键词：商业价值，收入方法，管理，财产，来源，预期收入，资产。

Abstract. *The development of modern business in various sectors of the economy leads to the need to assess the value of an organization, which becomes a criterion characteristic of an economic entity in a tough competition. The article discusses one of the approaches to assessing the value of a business, which allows, through the use of a set of methods and techniques, to determine the expected income from the use, sale or lease of an organization's assets, which is necessary to manage operations with the organization's property and to create additional business value.*

Keywords: *business value, income approach, management, property, sources, expected income, assets.*

In the management of economic activities, decisions on the assessment of the organization's business have to be made in different situations: acceptance of the acquired property complex on the balance sheet, sale of assets, assignment of obligations, transfer of objects of non-current assets for rent or under a lease agreement, write-off of fixed assets due to physical or moral depreciation. Business assessment can be carried out upon the occurrence of bankruptcy procedures [1], the successful functioning of the organization, as well as in the process of investing in the organization.

To assess the value of a business, various approaches and methods are used, the list of which has recently undergone changes in connection with the adoption of international standards, as well as national federal standards, into the practice of accounting and appraisal activities. Moreover, the assessment of the value of certain types of assets can be carried out using heterogeneous methods and techniques [2], which often leads to risks of incorrect calculation of the value of a business, violations and mistakes.

In particular, in the upcoming 2022, federal standards for accounting for assets such as fixed assets, capital investments, inventories will come into force, namely: FSBU 25/2018 "Lease accounting" [6], FSBU 5/2019 "Inventories"[7], FSBU 6/2020 "Fixed assets" [8], FSBU 26/2020 "Capital investments" [8], the provisions of which not only amend the procedure for recognizing assets, but also influence management decisions on the receipt of the company's income in the current period and in the future, which determines the relevance and significance of scientific research on this issue.

The aim of the study is to apply scientific approaches to assessing the impact of the new rules for recognizing and accounting for assets on the formation of business value, developing methodological tools that ensure the use of accounting information for making management decisions.

The assets for which national standards provide for a radical change in the conditions for recognition in accounting, methods of assessment and reflection in accounting and reporting include fixed assets. The new rules for recognizing fixed assets introduce certain changes in management methods that require detailed research, since they are related to the recognition of income and expenses in accounting for transactions with these assets, as well as to the management of the value of the business as a whole. From our point of view, the most acceptable for assessing the impact of the use of fixed assets on the cost of capital is the income approach, which allows us to determine the expected economic benefits (income) in the future, the added value received as an own source of increasing the value of the business.

As the study of the provisions of FSBU 6/2020 has shown, the assessment of acquired objects can be determined by a cost criterion (setting a cost limit) or a time period (useful life). The changes affected the limit for the cost of fixed assets, which can be set instead of 40000 rubles per unit in a larger amount, or equated to 100000 rubles, that is, the limit set in the tax accounting system for calculating income tax. The decision to establish a limit on the value of fixed assets is taken independently by the organization, taking into account the period of use, as well as the size of materiality to the total value of fixed assets, as well as in relation to the value of assets. Usually, organizations establish materiality in the amount of 5-10%, indicating the base value from which the calculation is made. Namely, the amount of income or expense from total income for the reporting period is determined in accordance with PBU 9/99 "Income of an organization" or PBU 10/99 "Expenses of an organization", as well as from the cost of fixed assets reflected in the Balance Sheet on the line "Basic funds". As a result, in terms of the criterion for recognizing value as part of the organization's expenses, as well as the impact on the relevant indicators of the accounting (financial) statements, which reflect the financial result, financial position of the organization, FSBU 6/2020 qualifies the entire set of fixed assets according to two criteria: immaterial fixed assets and significant fixed assets.

Insignificant fixed assets include low-value objects that meet the conditions for classifying objects as fixed assets, but their value is below the established limit. Namely, these should be tangible objects with a long term of use of more than 12 months, which will bring income in the future from their use in ordinary activities and other operations provided for by the national standard. Such objects in the amount of their acquisition costs are recognized as expenses at the time of their occurrence, which affects the formation of the financial result of the current period [3]. For objects written off in accounting, internal control over their movement and use should be organized with reflection on off-balance sheet accounts. At the same time, the organization of accounting on off-balance sheet accounts will require additional modifications of software automated products. The influence of objects on the value of a business is carried out directly and indirectly. The direct impact of immaterial fixed assets is carried out for the period of their recognition in accounting by means of inclusion in the composition of expenses and, accordingly, a decrease in income when calculating the financial result. Indirect influence is carried out in the process of using objects involved in the implementation of normal activities.

Using the principle of materiality, the limit on the value of fixed assets can be set for groups of objects that are combined by one type, have identical characteristics and are used approximately in the same way in the course of economic activity.

Objects that do not meet the criteria for classification as fixed assets, namely, the useful life of which is less than 12 months and the value below the established limit, are classified as reserves in accordance with FSBU 5/2019 "Inventories".

The composition of material fixed assets includes objects that meet the conditions for classifying objects as fixed assets and their value is higher than the established limit. The difference in the formation of the value of essential fixed assets from immaterial ones is the inclusion in the initial cost of capital investments associated with the acquisition of an object until the moment of its recognition. The cost of immaterial fixed assets does not include expenses related to their acquisition; they are recognized separately. As a result, capital investments for the acquisition of material assets are recognized as an expense and have a prospective effect on the formation of the financial result over the useful life.

Figure 1 shows the diagram of the influence of fixed assets on the receipt of economic benefits in the form of profit in the organization's equity capital.

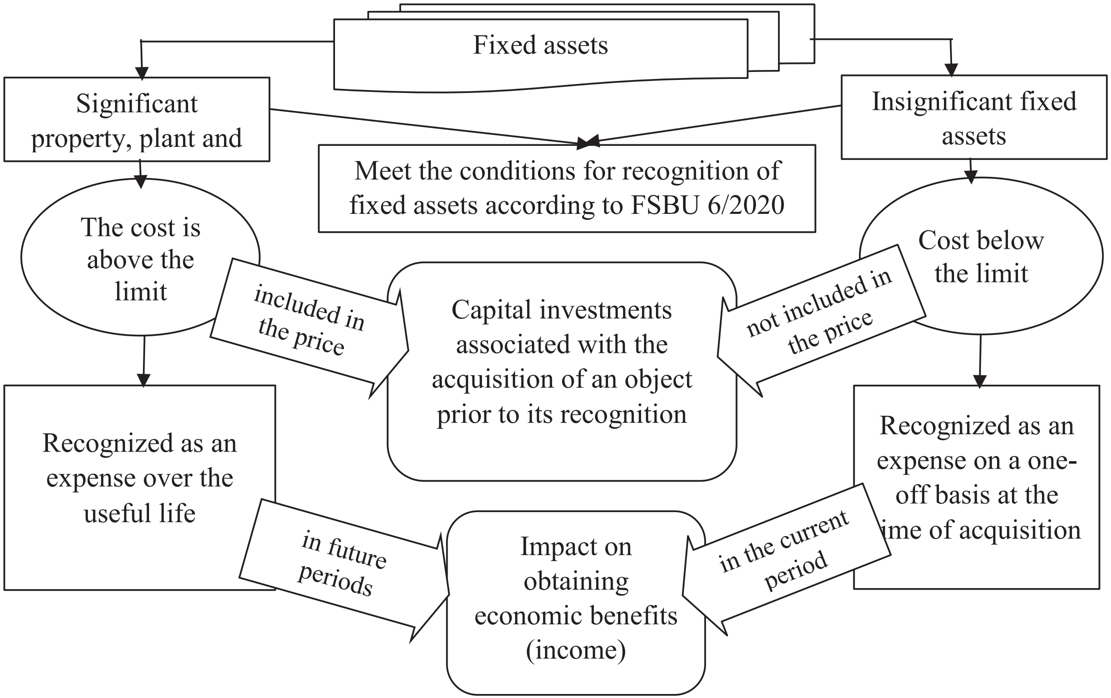


Figure 1. *Income approach to assessing the cost of fixed assets in the management of the value of the organization*

The following types of valuation are used for significant fixed assets: initial, revalued, fair, book, liquidation. Each of these types of value has its own characteristics that must be taken into account in managing the value of a business by regulating the expected benefits (income). In this connection, organizations need to study in detail the methodological tools for their formation and recognition in accounting.

The initial cost is formed during the acquisition or creation of fixed assets by determining the amount of costs incurred when making capital investments in them. FSBU 6/2020 refers to such costs: the amount of costs for the acquisition of objects recognized as essential fixed assets; the work performed by the contractor for the construction and erection of fixed assets, as well as the costs associated with the calculation of wages of employees, the use of material resources, the implementation of commissioning works, if the objects are created directly by the organization itself; costs associated with the installation, delivery and installation of fixed assets; costs in the amount of accrued interest on loans until the moment the objects are accepted for accounting. A new type of costs involved in the formation of the initial cost are estimated liabilities, the methods of determining which affect not only the value of assets, but also the expenses of the organization by recognizing the amount of depreciation, and, accordingly, the receipt of economic benefits.

Estimated liabilities are characterized by capital investments as part of the costs associated with dismantling, disposal of fixed assets, and restoration of the environment. Such costs are expected for the organization, they can arise both during the useful life of property, plant and equipment, and at the end. In the event that such costs arise at the end of the period of operation of the facility and their amount can be determined, such a provision is called a liquidation obligation.

Such costs incurred over the useful life of an item are included in provisions when the work cannot be precisely dated or cost. This provision may be discounted based on the duration of work. Inclusion of the discounted estimated liability in the initial cost of fixed assets would be a more correct decision, since the costs of dismantling, disposal of objects, restoration of the environment arise after 12 months, namely, after the end of the useful life of fixed assets and even later. As a result, the generated initial cost of the asset will obviously be higher by the amount of the discount of the expected costs. Depending on the change in the discounted amount, the initial value of fixed assets will change, which will entail an adjustment in the value of assets for the reporting periods. The use of the estimated liability is carried out at the time of implementation of the specified activities.

For fixed assets accepted for accounting, for their evaluation in the process of use, both the initial cost and the revalued one can be used. The essence of the revalued amount is to bring the cost of an object to its fair value, which, in accordance with IFRS 13 "Fair value measurement" [4], means the assessment, which is determined on the basis of market data. The revaluation of property, plant and equipment at a revalued amount directly affects the expenses of the organization, moreover, companies that have adopted the procedure for such an appraisal of items carry out revaluation on an ongoing basis due to changes in the fair value of the property. The absence of changes in fair value indicates that there is no need to revalue property, plant and equipment.

Further, it should be noted that for the purposes of FSBU 6/2020, fair value is determined in the manner prescribed by IFRS 13 Fair Value Measurement (hereinafter referred to as IFRS 13), enacted in the Russian Federation by order of the Ministry of Finance of the Russian Federation dated December 28, 2015 N 217n (registered by the Ministry of Justice of the Russian Federation on 02.02.2016, registration N 40940) (paragraph two, cl. 14 of the FSBU 5/2019).

In order to establish the fair value, a reference is made to the choice of the price level that has developed on the date of determination of such an asset's value, while the value of the objects is depreciated or revalued. The effect of a revaluation on the value of a business is expressed by including its amount in the income or expense of the organization of the reporting period, or by including it in the amount of the capital of the reporting period. Subsequent asset valuation applies to the entire group of assets. Items of property, plant and equipment of the same group can use the historical cost or the revalued one for valuation.

The concept and definition of the book value is necessary for the reflection of fixed assets in the financial statements of the organization. The procedure for its determination is related to the depreciation and impairment of the asset. The carrying amount is determined as the difference between the original cost of the item, the amount of accumulated depreciation and the amount of any impairment. The amount of the impairment, in turn, is determined according to the rules stipulated by IAS 36 "Impairment of Assets" and is characterized by a situation when the carrying amount of the fixed asset is higher than the value of the possible sale of the object or the value of further use, that is, higher than the possible recoverable amount [5]. To calculate the impairment, an entity must have established indicators that indicate a decrease in the expected recoverable amount. Thus, there is a decrease in the book value to the recoverable amount of the object, at which the fixed assets are reflected in the financial statements. Signs of impairment include:

- decrease in the market value of the object of fixed assets;
- changes in the economic situation in the external environment of business;
- increase in interest rates, their recognition in the cost of fixed assets;
- obsolescence of fixed assets;
- a decrease in the level of efficiency in the use of fixed assets.

The new terminology of FSBU 6/2020 is the residual value, defined by the standard as the expected amount received by the company in the course of operations for the disposal of fixed assets, taking into account the value of the received inventories, arising from this and minus the costs associated with the disposal of objects at the end of the useful life of fixed assets. The residual value is an estimated value and is determined for items at the time of purchase. Its value may be zero if no material assets are expected from the disposal of fixed assets, or the value of such receipts is insignificant or cannot be determined. At the same time, zero liquidation value must be documented by a conclusion or a certificate from specialists.

The study showed that in order to make management decisions on regulating the value of a business, it is necessary to study in detail the methodological tools for assessing the value of assets, taking into account operations on their movement. The study of methods and techniques for forming the value of assets using the example of fixed assets indicates that, depending on different types of assessments, income and expenses are recognized in different ways, the financial result is determined and, accordingly, the cost of capital is formed. Rational application of new directions of national standards will increase the efficiency of the organization's cost management.

References

1.Davydova L.V., Petrova Yu.M., Fedorova O.A. Finances of organizations: textbook. - M.: Publishing House "Scientific Library", 2012. - 216 P.

2.Kyshtymova E.A. Principles of formation and assessment of additional capital in the accounting (financial) statements of commercial enterprises / In the collection: Development strategy of accounting, analytical and control systems in the mechanism of managing modern business processes of commercial organizations International Economic Forum "Bakanov Readings". - 2014. - P. 50-58.

3.Kyshtymova E.A., Mavrina E.N. Methodological approaches to accounting for the formation of profit as an element of the accumulated capital of a commercial organization // Scientific notes OrelSIET. 2016. № 1 (13). P. 89-96.

4.International Financial Reporting Standard (IFRS) 13 "Fair Value Measurement"/ https://www.minfin.ru/common/upload/library/2016/02/main/RU_BlueBook_GVT_2015_IFRS_13.pdf.

5.International Accounting Standard (IAS) 36 "Impairment of Assets"/ https://www.minfin.ru/common/UPLOAD/library/2014/02/main/ias36.pdf

6. FSBU 25/2018 "Lease accounting". Order of the Ministry of Finance of Russia dated October 16, 2018 № 208n / https://www.garant.ru/products/ipo/prime/doc/72038328/

7.FSBU 5/2019 "Inventories". Order of the Ministry of Finance of Russia dated November 15, 2019 N 180n/ https://base.garant.ru/73798403/

8.FSBU 6/2020 "Fixed assets" and FSBU 26/2020 "Capital investments". Order of the Ministry of Finance of Russia dated September 17, 2020 № 204n/ https://www.garant.ru/products/ipo/prime/doc/74665146/

DOI 10.34660/INF.2021.16.54.002

内部和外部战略重点：现代大型俄罗斯公司的案例

INTERNAL AND EXTERNAL STRATEGIC PRIORITIES: THE CASE OF A MODERN LARGE RUSSIAN COMPANY

Parakhina Valentina Nikolaevna
Doctor of Economic Sciences, Full Professor
Stolina Tatiana Yurievna
Master's degree Student
North-Caucasus Federal University, Russia

抽象的。 对俄罗斯联邦北高加索联邦区一家大公司发展的外部和内部因素进行了分析。 揭示了在现代条件下形成战略重点的特殊性。 他们的成立问题与他们拥有公司主要利益相关者的价值观和利益的来源有关，这可能相互矛盾。 对最重要的外部趋势以及主要的内部因素进行分析，并将确定的优先级与公司网站上公布的与工作人员相关的价值观进行比较，以进行协调。
关键词：战略重点，内部因素，外部因素，利益相关者，
Abstract. *The analysis of external and internal factors of development of a major company in the North Caucasian Federal District of the Russian Federation is carried out. The specificity of the formation of strategic priorities in modern conditions is revealed. The problem of their establishment is connected with the fact that they have a source of values and interests of the main stakeholders of the company, which may contradict each other. The analysis of the most important external trends, as well as the dominant internal factors and comparison of the identified priorities with the values declared on the company's website in relation to the working personnelis is carried out for reconciling them.*
Keywords: *strategic priorities, internal factors, external factors, stakeholders,*

The setting of the company's strategic priorities is essential due to the rapid change in the modern economic situation, as well as strengthening the requirements for priority consistency (Emelyanov, et al 2020; Parakhina, Boris, & Timoshenko, 2017; Cagliano & Spina, 2000; Joshi, Kathuria, & Porth , 2003).

Domestic and external strategic priorities of the company are formed based on the establishment of the factors of the organisational context that determine its position today and opening prospects for the future. It is important to proceed from those values and interests that are dominant from the main stakeholders regarding the company. It should be noted that the values of stakeholders naturally have a different focus and even contradict each other (Parakhina, 2009).

In the theory and practice of corporate strategic management, it is accepted and sharing all the most important relevant variables on external and internal ones. The concretization of groups of factors with all their typological homogeneousness is very specific for each company.

We use to concretize the most important internal factors of "Gazprom Mezhregiongaz Stavropol" LLC, which are shown below (Table 1).

Table 1.

Dominant internal factors of the company under current conditions

Operating factors of company	Investment factors	Financial factors
1. Well-established management structure and undeveloped marketing	1. Availability of sources for the implementation of fund renewal programs	1. Abcense of a developed financial strategy
2. Efficient use of fixed assets with an insufficient pace of their update	2. Compliance with the limits of spending investment resources	2. A definite asset structure policy
3. Motivational instruments that determine the increase in labor productivity and the level of responsibility for performing work	3. Compliance with project deadlines and planned receipt of income and profits	3. Low share of borrowed capital
4. Development of the diversification of the product portfolio and digitalization of services for the main activity	4. Effective use of investments	4. A high proportion of accounts receivable and the instability of its dynamics
5. Good level of production management		5. Lack of profit on the primary business

Having analyzed the state of the external and internal medium with a certain degree of reliability, we can state:

1) the company occupies a good market segment in the field of gas supply;

2) the company has a good manufacturing base;

3) the enterprise needs to intensify the replacement of fixed assets, the depreciation of which is still high;

4) basically, the standards of manageability are met, but there is a duplication of job responsibilities, insufficient development of the marketing service.

Planning production activities, finishing target plans. Attitudes towards fulfilling the target plans require the cultivation of new views and the social climate in the organization, everyone's responsibility for the result (Sull, D., Turconi, & Sull, C., 2018; Parakhina, et al, 2012).

Internal strategic priorities of the company are mostly determined by corporate values, which in "Gazprom Mezhregiongaz Stavropol" LLC include: professionalism and initiative of employees; frugality and mutual respect; open and honest exchange of information; vocational training and mentoring; image, etc.

It is necessary to take into account the main economic and market factors that determine the peculiarities of the company's development finding out the external priorities of the development of society (Table 2).

Table 2.

The most important external modern factors of the company

Economic factors	Market factors	Other factors
1. Decrease in the growth of national income	1. Limiting the capacity of the domestic market	1. Political instability
2. Inflationary expectations	2. Strengthening the monopoly of suppliers in the market	2. Negative demographic factors
3. Slowdown of payment turnover	3. Expected decline in effective demand in the region	3. Deterioration of the crime situation
4. Changes in tax legislation	4. The emergence of substitute goods (individual sources of renewable energy)	1. Political instability
5. Decrease in the level of real incomes of the population	5. Instability of the financial market	
6. Rising unemployment rate	6. Instability of the foreign exchange market	

Because "Gazprom Mezhregiongaz Stavropol" LLC does not have a real opportunity to actively fight against the growing monopoly of suppliers in the market. It must adapt to the expected decrease in effective demand in the region, diversification of the product portfolio (Pankova, & Boris, 2012) and the digitalization of services for core activities, accompanying the emergence of substitute goods with their services should be considered as a priority.

Conclusion

Well, internal strategic priorities include professionalism and its constant improvement, mutual respect and open communications that form a positive image of the company. External priorities are determined focused on changing the attitude towards the consumer and the product provided to him, taking into account the emergence and strengthening of renewable energy sources on the market.

References

1. Cagliano, R., & Spina, G. (2000). How improvement programmes of manufacturing are selected: the role of strategic priorities and past experience. International Journal of Operations & Production Management.

2. Emelyanov, S. G., Vertakova, Y. V., Kryzhanovskaya, O. A., & Nepochatykh, O. Y. (2020). The choice of strategic priorities for the development of the organization: a methodological approach. In Digital Future Economic Growth, Social Adaptation, and Technological Perspectives (pp. 123-131). Springer, Cham.

3. Joshi, M. P., Kathuria, R., & Porth, S. J. (2003). Alignment of strategic priorities and performance: an integration of operations and strategic management perspectives. Journal of Operations Management, 21(3), 353-369.

4. Pankova, L.N. & Boris, O.A. (2012) Effective diversification strategies in the region's economy and business entities. Socio-economic phenomena and processes, 7-8 (41-42), 127-132.

5. Parakhina, O.A. (2009) Social goals and factors of management of strategic change in the organization. Moscow: Max-press.

6. Parakhina, V.N. Boris, O.A. & Timoshenko, P.N. (2017) Integration of Social and Innovative Activities into Industrial Organization. Integration and Clustering for Sustainable Economic Growth / Editors: E.G. Popkova [et al.]. Springer International Publishing AG, 225-242.

7. Parakhina, V.N., Perov, V.I., Bondarenko, Yu.R., Boris, O.A., Ganshina, L.N., Kalyugina, S.N., Tikhonova, O.B., Chernousova , E.V., Shatskaya, E.Yu., & Shelkoplyasova, G.S. (2012) Self-management / Ed. V.N. Parakhina, V.I. Perov. Moscow: Moscow State University Publishing House.

8. Sull, D., Turconi, S., & Sull, C. (2018). Six steps to communicating strategic priorities effectively. MIT Sloan Management Review, 59(3), 59-62. Internal and external strategic priorities: the case of a modern large Russian company

DOI 10.34660/INF.2021.52.89.003

基于SWOT分析的俄罗斯轧管企业经济安全性分析
ANALYSIS OF THE ECONOMIC SECURITY OF PIPE ROLLING ENTERPRISES IN RUSSIA USING SWOT ANALYSIS

Malyutina Tatiana Dmitrievna
Candidate of Economic Sciences, Associate Professor
Volga Institute of Economics, Pedagogy and Law
Volzhsky c., Russia

抽象的。 俄罗斯工业结构包括轧管企业，它们具有战略意义，其金融和经济活动反映在整个国家经济发展的可持续性水平上。 该文件包括对俄罗斯主要钢管生产商的评级评估，并使用 SWOT 分析来监测俄罗斯管道行业的经济安全，以确定其优势和劣势、机会和限制，以扩大俄罗斯公司在国内和国际市场的影响力。全球市场。

关键词：经济安全、轧管企业、外部威胁、内部威胁、制裁、COVID-19、SWOT 分析。

Abstract. *The structure of industrial Russia includes pipe-rolling enterprises and they are strategic, and their financial and economic activities are reflected at the level of sustainability of state economic development as a whole. The paper includes a rating assessment of the main Russian producers of steel pipes, and also monitors the economic security of the Russian pipe industry using SWOT analysis to identify its strengths and weaknesses, opportunities and limitations for expanding the presence of Russian companies in the domestic and global markets.*

Keywords: *economic security, pipe-rolling enterprises, external threats, internal threats, sanctions, COVID-19, SWOT analysis.*

Introduction

The era of warring worldviews and ideologies is characterized by the instability of economic, social and political events, leaving its negative imprint on the development of society and the state as a whole. Long-term crisis situations and an endless series of sanctions against the background of lockdowns caused by the next wave of coronavirus harm the foreign economic activity of not only Russia, but also the countries of Western Europe. These issues are disclosed in detail in the scientific works of A.E. Suglobova, S.A. Khmeleva, A.L. Konovalova, A.V. Babkina, V.V. Balakhonsky, V.G. Borodushko and others [1].

Pipe-rolling enterprises are part of the structure of the industrial complex of Russia, which is one of the basic sectors of the national economy and are considered its foundation. Their financial and economic activities are reflected at the level of sustainability of state economic development as a whole, as a guarantee of the basis for stability and independence of the entire industrial complex of the Russian Federation [2, 3]. The production of tubular goods made with the intensive use of the latest technologies has a two-way interaction with the successful development of both the fuel and energy complex and mechanical engineering, construction and other sectors of the national economy of the Russian Federation. To ensure an effective system of economic security for pipe-rolling enterprises, it is necessary to launch all possible measures to consistently neutralize external and internal threats and their consequences associated with the global crisis. Ensuring the economic security of pipe-rolling enterprises is one of the priority tasks for the state, which requires the inclusion of a number of mechanisms aimed at the balanced and uninterrupted operation of the industry [4].

1. Analysis of the state of the pipe-rolling industry in Russia for 2020

The pipe-rolling industry is one of the basic specialized sub-branches of the ferrous metallurgy, and today Russia is one of the world's leading producers of pipes of various sizes. According to the International Tube Association (ITA) and the United Nations Industrial Development Organization (UNIDO), which aims to promote international industrial cooperation. In 2020 the world's largest producers of steel pipes are recognized “Pipe Metallurgical Company” PJSC (PMC) (Russia), Tenaris Company (Italy), Vallurec (France), “United Metallurgical Company” JSC (“UMC” SC) (Russia), Chelyabinsk Pipe Rolling Plant Group (“CPRP” PJSC) (Russia), ArcelorMittal (Luxembourg) , “Severstal” PJSC (Russia), US Steel (USA) [5, 6]. (Figure 1)

In 2020, in the pipe-rolling industry of the Russian Federation, 5 companies could be attributed to the largest manufacturers: “PMC” PJSC, “UMC” JSC, “CPRP” PJSC, "Severstal" PJSC and “Zagorsk Pipe Plant” JSC (ZPP JSC).

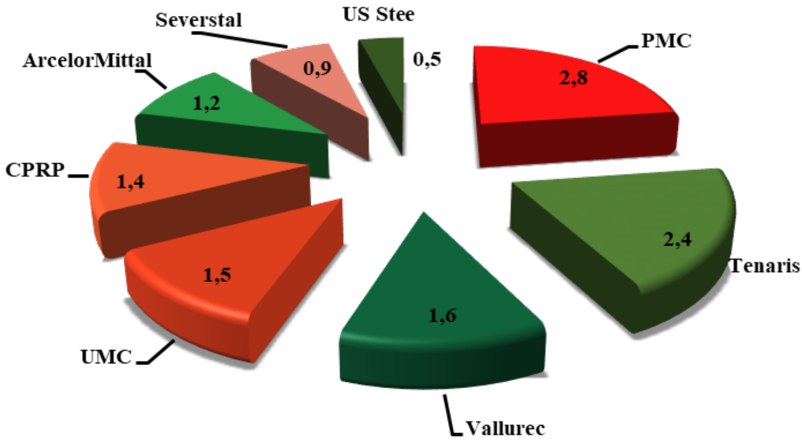
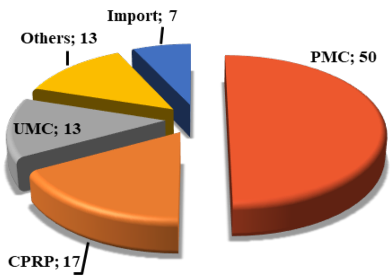


Figure 1. *Rating of the world's largest producers of steel pipes for 2020, million tons. Source: compiled by the author based on data [5, 6]*



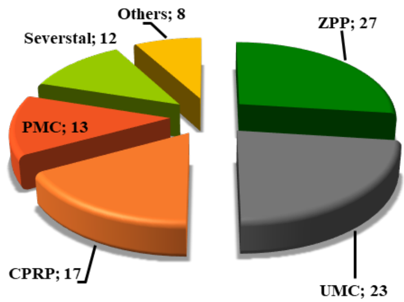


Figure 2. *Production of oilfield service pipes by the largest Russian producers in 2020,%*

Figure 3. *Production of large-diameter pipes by the largest Russian manufacturers in 2020,%*

Source: it is drawn up by the author based on data [7].

In general, the pipe industry turned out to be one of the worst-affected segments of the metallurgical industry due to the coronavirus crisis. The crisis triggered by the pandemic has had a strong negative impact on the global oil and gas industry, which, according to statistics from the International Tube Association (ITA), uses more than half of the world's pipe products. Global oil consumption fell by 8.5-9.5% in 2020 over the previous year. The decline in investments in oil and gas production (over 30%) was even more significant. In 2020, pipe manufacturers that focus on the automotive industry, mechanical engineering, and the production of industrial equipment also suffered significant losses [5].

To compare the financial position of pipe manufacturers and to identify the best and worst positions of enterprises, we will assess their financial condition on a scale of one to ten. This indicator is calculated based on the analysis of the Equity Ratio, the ratio of net assets and authorized capital, current and absolute liquidity, return on equity, return on sales and other ratios that were taken from official open sources from 2015 to 2020 [8, 9, 10]. It clearly shows the degree of stability of the enterprise based on the calculation of key ratios and indicators of financial analysis (Table 1).

Table 1.

Rating assessment of the financial condition of the main Russian producers of steel pipes for 2020, where "10" - excellent financial condition, "9" - very good, "8" - good, "7" - positive, "6" - normal, "5" - satisfactory, "4" - unsatisfactory, "3" - bad, "2" - very bad, "1" - critical

No.	Manufacturer	TIN	Financial Condition Assessment in 2020									
			10	9	8	7	6	5	4	3	2	1
1	"PMC" PJSC https://www.tmk-group.ru/	7710373095										
2	"VTZ" JSC (PMC group) https://www.tmk-group.ru/	3435900186										
3	SPZ JSC (PMC group) https://www.tmk-group.ru/	6626002291										
4	"SYNPZ" JSC (PMC group) https://www.tmk-group.ru/	6612000551										
5	"TAGMP" JSC (PMC Group) https://www.tmk-group.ru/	6154011797										
6	"ORSK MACHINE-BUILDING PLANT" JSC (PMC group) https://www.tmk-group.ru/	5613000880										

No.	Manufacturer	TIN	Financial Condition Assessment in 2020									
			10	9	8	7	6	5	4	3	2	1
7	"TMK-KPV" JSC (PMC Group) https://www.tmk-group.ru/	6626016826										
8	"TMK-INOX" LLC (PMC group) https://www.tmk-group.ru/	6612031510										
9	"CPRP" PJSC https://chelpipe.ru/	7449006730										
10	PNTZ JSC (CPRP Group) https://chelpipe.ru/	6625004271										
11	"ZPP" JSC http://z-t-z.ru/ru/	7720613388										
12	"SEVERSTAL" PJSC https://www.severstal.com	3528000597										
13	"IPP" JSC (SEVERSTAL group) https://www.severstal.com	7817031418										
14	"GAZPROMTRUBINVEST" OJSC (subsidiary of PJSC Gazprom) http://www.vrpp.ru/rus/	4401008660										
15	“ATZ” JSC (UMC group JSC) https://omk.ru/atz/	1644006532										
16	“IPRP” LLC (part of the industrial holding Siberian Industrial Group JSC) http://itpz.ru/	7811611081										
17	PRODUCTION COMPANY "DIA" LLC http://pk-dia.ru/	3435031546										

No.	Manufacturer	TIN	Financial Condition Assessment in 2020									
			10	9	8	7	6	5	4	3	2	1
18	("Production Association Nizhne-Volzhsky Pipe Plant".) LLC Https://ponvtz.ru/	3435000040						■				
19	"BELENERGO-MASH-BZEM" LLC http://www.energomash.ru	3123315768				■						
20	"LISKIMON-TAZHKON-STRUKTSIYA" CJSC https://liskipipe.ru/	3652000930			■							
21	"URALTRUB-PROM" OJSC https://trubprom.com	6625005042										■
22	"METAL SERVICE " LLC https://mc24.ru	6829008267							■			
23	"NPRP" LLC http://ntpz.ru	5031107088							■			
24	"SMC STAMI" LLC https://www.stami.ru	6674348892								■		
25	"BPP" JSC http://www.bortrub.ru/	5246000218						■				
26	"MARCHEGALIA RU" LLC https://www.marcegaglia.ru/ru/	7702681272							■			
27	"STK" LLC https://stktubes.ru/	3528179640		■								
28	"EPRP" LLC http://www.engelstrubzav.ru/	6449081599									■	
29	"MYTISHCHIN-SKY PIPE PLANT" LLC https://mtza-vod.com/	5029164787					■					

Source: it is drawn by the author based on affiliated data [8, 9, 10].

If we focus on one of the largest companies of PJSC CPRP, then it can be seen from table 1, line 9 that the rating assessment of the financial condition is “4” on a 1-10 scale, that is, unsatisfactory. With overall success in the global and domestic markets, the company had a high debt load and lacked confidence in the market and its strategy [7].

From 2019 to the present day, there has been an overproduction of pipe products on the market. The negative sales situation resulting from the crisis triggered by the pandemic, which had a strong negative impact on the global oil and gas industry, led to the fact that many companies could not cope with the rapid rise in prices for stock steel for pipes and were forced to reduce investment. Companies operating in the industry are forced to look for new sales markets. This led to a decrease in the profitability of pipe production. One of the ways out in this situation is the grouping of "strong" and "weak" enterprises to keep the production and intellectual (specialists) base. It is some kind of macro-restructuring of production. PJSC PMC and CPRP have taken this approach. The market conditions necessary for the transaction finally took shape at the beginning of March 2021 and an unprecedented decision was made to consolidate in the pipe market. There was a takeover of CPRP (PJSC PMC took a majority stake), thereby preserving production and reorienting it in the right direction. “The acquired company is a recognized, strong player in the pipe market with modern production facilities, a highly professional team, its own research and development, and established sales channels,” the words of the main owner of the company, Dmitry Pumpyansky in PMC’s message [11]. “Combining the listed advantages with all PMC competencies will give a powerful synergetic effect both for our business and for the industry as a whole. It will ensure the energy security of Russia and the solution of strategic tasks for import substitution, and will also allow to completely cover the needs of domestic fuel and energy companies in special types of pipes and remove in this part the technological dependence of complex oil and gas projects on foreign developments and suppliers. We believe that, taking into account the new capacities, we will be able to fully satisfy the needs of Russian oil and gas companies in high-tech products. "

Consolidation of the Russian pipe market is profitable for business, since it eliminates the need for dumping and assumes the cooperation of all participants in the pipe market who will no longer wage price wars and will not have high margin in the near future. The only thing that is not yet clear is whether the merged company will be able to compete in the new economic and energy conditions on international markets.

2. Monitoring the economic security of the pipe rolling industry in 2021 using SWOT analysis

Monitoring the economic security of the Russian pipe industry to identify its strengths and weaknesses, as well as opportunities and limitations for expanding the presence of Russian companies in the domestic and global markets can be performed using a SWOT analysis, which includes filling the SWOT matrix based on the collection of facts and their systematization. To carry out the SWOT analysis, it is necessary to develop a Business Screen matrix, where Strengths (S) - strengths, Weakness (W) - weaknesses, Opportunities (O) - opportunities and Threats (T) - threats to the pipe industry. In addition, a quantitative analysis of these factors (expert assessment) is also carried out, which reflects their share of influence on the successful functioning of the industry: 1 - weak level of influence, 2 - medium and 3 - strong (Table 2).

Table 2.
"Business screen" Matrix of SWOT analysis of pipe-rolling enterprises for 2021

Strengths S		**Rating**	**Weaknesses W**		**Rating**
S1.	A smooth-running production process by forming-up vertical integration necessary for the infrastructure activities.	2	W1.	Small consolidation of pipe-rolling companies in relations with producers of rolled plate	2
S2.	Significant investment resources and rich experience in the implementation of projects of various levels and significance.	2	W2.	Unequal conditions when concluding government orders (protectionism)	2
S3.	Availability of potential to develop and improve the efficiency of production processes.	2	W3.	Lack of import substitution in the production of equipment for pipe-rolling production	3
S4.	Significant scientific and technical, research and production potential.	2	W4.	Uneven capacity utilization at enterprises for the production of large diameter pipes (LDP) due to the lack of investment in the laying of major pipelines	2
S5.	Built own sales network (to the end user) in Russia and export terminals.	3	W5.	Imbalance of supply and demand in pipes of small and medium diameter (SMD) in the construction sector	2

S6.	Variety of the assortment produced with minimal costs for its manufacture relative to foreign competitors.	3	W6.	Lack of required production volumes of stainless pipes due to the shortage of sheet metal and tubing stock	3
S7.	Extensive experience of working with partners abroad, as well as a reputation as a reliable and high-quality supplier of pipe products.	3	W7.	Significant lag in the production of high-quality innovative tubular products for mechanical engineering, oil and gas and chemical industries from foreign competitors	3
S8.	High qualification of employees, continuous training of personnel and improvement of their qualifications with minimal financial costs	3			
S9.	The strategic importance of the industry for the state.	3			
Oportunities O		**Rating**	**Threats T**		**Rating**
O1.	Merger between large companies leading to production efficiency, lower production costs and improved quality	2	T1.	Negative changes in the structure of foreign trade associated with the sanctions regime and lockdowns from the second wave of the COVID-19 pandemic.	3
O2.	Development of green energy in Russia, through the production of hydrogen and its transportation.	1	T2.	Instability of prices and energy consumption in the world market	3
O3.	Increased demand for tubular products for oil and gas production, mechanical engineering, construction and agricultural industries.	3	T3.	Increase in the dynamics of movement of factors of production abroad	1

O4.	Construction of Russian factories for deep processing of raw materials.	2	T4.	Protectionist policy of the states of the Anglo-Saxon world	3
O5.	Import substitution through the production of new generation pipe-rolling products	2	T5.	Monetary relations and speculative games in stock markets	2
O6.	Use of domestic pipe-rolling products in the implementation of foreign projects by Russian companies.	2	T6.	Protracted recession in the domestic and global financial markets	2
O7.	Development of projects for the transfer of water resources to regions in need	1	T7.	Lack of protectionism in the domestic policy of the state. Uncontrolled export of raw materials in the form of scrap and other resources abroad.	3

Source: it is drawn up by the author

Further, a correlation matrix is compiled from pairs of factors, in which the shares of their influence are summed up (Table 3), and then a detailed explanation of the factors that have the strongest influence on the functioning of the industry is developed (Tables 4,5).

Table 3.

Correlation matrix of SWOT analysis

		Strengths									**Weaknesses**						
		S1.	S2.	S3.	S4.	S5.	S6.	S7.	S8.	S9.	W1.	W2.	W3.	W4.	W5.	W6.	W7.
Opportunities	O1.	4	4	4	4	5	5	5	5	5	4	4	5	4	4	5	5
	O2.	3	3	3	3	4	4	4	4	4	3	3	4	3	3	4	4
	O3.	4	5	5	5	**6**	**6**	**6**	**6**	**6**	5	5	**6**	5	5	**6**	**6**
	O4.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
	O5.	4	4	4	4	5	5	5	5	5	4	4	5	4	4	5	5
	O6.	4	4	4	4	5	5	5	5	5	4	4	5	4	4	5	5
	O7.	3	3	3	3	4	4	4	4	4	3	3	4	3	3	4	4

Threats	T1.	5	5	5	5	**6**	**6**	**6**	**6**	**6**	5	5	**6**	5	5	**6**	**6**
	T2.	5	5	5	5	**6**	**6**	**6**	**6**	**6**	5	5	**6**	5	5	**6**	**6**
	T3.	3	3	3	3	4	4	4	4	4	4	4	5	4	4	5	5
	T4.	5	5	5	5	**6**	**6**	**6**	**6**	**6**	5	5	**6**	5	5	**6**	**6**
	T5.	4	4	4	4	5	5	5	5	5	4	4	5	4	4	5	5
	T6.	4	4	4	4	5	5	5	5	5	4	4	5	4	4	5	5
	T7.	5	5	5	5	**6**	**6**	**6**	**6**	**6**	5	5	**6**	5	5	**6**	**6**

Source: it is drawn up by the author

Table 4.

Matrix for analyzing the impact on the implementation of Opportunities, taking into account Strengths and Weaknesses

		Opportunities
		O3
Strengths	S5	Wide availability, quality, variety of assortment, an increase in the share of high-tech products, a relatively low price along the entire production chain, provided with highly qualified personnel, the use of the latest digital technologies, reliable supplies and attention from the state. Wide availability, quality, variety of assortment, an increase in the share of high-tech products, a relatively low price along the entire production chain, provided with highly qualified personnel, the use of the latest digital technologies, reliable supplies and attention from the state. Wide availability, quality, variety of assortment, an increase in the share of high-tech products, a relatively low price along the entire production chain, provided with highly qualified personnel, the use of the latest digital technologies, reliable supplies and attention from the state.
	S6	
	S7	
	S8	
	S9	
Weaknesses	W3	Difficulties associated with the need to restore the production of domestic equipment for the pipe industry at a high technological level and, accordingly, with the introduction of modern facilities that guarantee high quality products that compete with foreign ones. Difficulty in the production of sheet stock and billets from stainless and other special steels, which should reduce the gap in innovative technologies for the production of high-quality pipes.
	W6	
	W7	

Source- it is drawn up by the author

Table 5.

Matrix for analyzing the impact on the elimination of Threats, taking into account Strengths and Weaknesses

<table>
<tr><th colspan="2" rowspan="2"></th><th colspan="4">Угрозы</th></tr>
<tr><th>T1</th><th>T2</th><th>T4</th><th>T7</th></tr>
<tr><td rowspan="5">Strengths</td><td>S5</td><td colspan="4" rowspan="5">The instability of energy consumption associated with the sanctions regime, protectionism and lockdowns from COVID-19 can be overcome by opposing measures that support their own distribution network, a variety of products, and maintain the reputation of a reliable supplier. All this can be achieved by having a staff of highly qualified employees and strategic support from the state, which should offset unequal conditions in the procurement of pipes for certain market segments and dumping imports.</td></tr>
<tr><td>S6</td></tr>
<tr><td>S7</td></tr>
<tr><td>S8</td></tr>
<tr><td>S9</td></tr>
<tr><td rowspan="3">Weaknesses</td><td>W3</td><td colspan="4" rowspan="3">In order to counter the threats in the external and internal markets associated with the COVID-19 pandemic, the special regime and other challenges, it is necessary to pay attention to the acute shortage of modern equipment and capacities for pipe rolling production, as well as materials for the manufacture of innovative products. To strengthen state control over the export of raw materials abroad, improve and actively apply market protection tools.</td></tr>
<tr><td>W6</td></tr>
<tr><td>W7</td></tr>
</table>

Source- it is drawn up by the author

Thus, based on monitoring the economic security of the pipe rolling industry in 2021 using SWOT analysis, it can be concluded that the industrial complex of Russia today faces an acute economic problem of import substitution in the field of modernization of production and wear of the transport system (oil pipelines, gas pipelines, water pipelines, etc.). To solve it, it is necessary to launch a mechanism for the innovative development of pipe-rolling production with the use of high technologies. The state should pay close attention to the rational distribution of investments, not only for the introduction and development of domestic special equipment that is not inferior to Western counterparts, but also for the production of pipeline transport technological systems. These systems should ensure the reliability of all those processes of modernized enterprises and be carried out taking into account the possibility of their high-quality management and maintenance.

Conclusions

The crisis, numerous sanctions measures and lockdowns due to the COVID-19 pandemic, and the volatility of oil and gas prices have had a negative impact on all performance indicators of pipe-rolling enterprises in Russia. In the most difficult modern economic conditions, the pipe-rolling industry, being strategically important for the state, more than ever needs its support aimed at creating conditions for effective and innovative development through the participation of internal resources of related domestic production areas.

References

1. Malyutina T.D. Priority of issues of economic security of pipe-rolling enterprises [article in the journal - scientific article]/ HUMANITARIAN BALKAN RESEARCH / Volume: 3. Number: 4 (6). Year: 2019. P. 62-64/ DOI: 10.34671/SCH.HBR.2019.0304.0015

2. Malyutina T.D. Threats and their impact on the sustainable development of pipe-rolling enterprises // INNOVATIONS AND INVESTMENTS ¬– 2019. No. 10. P. 354-359. [Electronic resource] // URL: https://www.elibrary.ru/download/elibrary_41369642_65693490.pdf

3. Malyutina T.D. Retrospective analysis of energy sanctions against Russia and their impact on the activities of pipe-rolling enterprises // NATIONAL INTERESTS: PRIORITIES AND SECURITY / M: "FINANCE and CREDIT" LLC Publishing House ¬– 2020. No. 3 (384). P. 536-546. [Electronic resource] // URL. https://elibrary.ru/item.asp?id=42583888

4. Malyutina T.D. Pipe-rolling enterprises as an object of Russia's economic security in the context of the COVID-19 pandemic / National interests: priorities and security. 2021. Vol. 17. No. 1 (394). P. 126-149.

5. ITA | International Tube Association // Official site // URL: https://www.itatube.org / [Accessed date: November 2021]

6. UNIDO | United Nations Industrial Development Organization // Official website // URL: https://www.unido.org / [Accessed date: November 2021]

7. Official website (Saved copy) of the CPRP Group // URL: https://chelpipe.ru/ [Accessed date: November 2021]

8. Federal Tax Service // Official website // URL: https://www.nalog.ru/ / [Accessed date: November 2021]

9. "Synapse" // Search and analysis of tenders // Official site [Electronic resource]// URL: https://synapsenet.ru/ / [Accessed date: November 2021]

10. Information portal Fin-plan.org // Official website // URL: https://fin-plan.org/ / [Accessed date: November 2021]

11. Official website of PMC / https://www.tmkgroup.ru / [Accessed date: November 2021]

DOI 10.34660/INF.2021.39.72.004

科技创业：基本概念

TECHNOLOGY ENTREPRENEURSHIP: THE BASIC CONCEPTS

Smailov Sergey Temirbulatovich
Founder and head of the "School of Innovators",
Nur-Sultan, Kazakhstan

抽象的。 本研究的目的是调查对技术创业本质的理解。 审议了术语"技术创业"和"技术企业家"的现有定义。 揭示了当代科学家正在考虑的术语的不充分阐述。 对此，作者提出了自己的定义。

关键词：创新、技术创业、技术企业家、公共政策、哈萨克斯坦共和国。

Abstract. *The purpose of this study was to investigate the understanding of the technology entrepreneurship essence. The existing definitions of the term "technology entrepreneurship" and "technology entrepreneur" were considered. Insufficient elaboration of the terms under consideration by contemporary scientists is revealed. In this regard, the author proposed his own definitions.*

Keywords: *innovation, technology entrepreneurship, technology entrepreneur, public policy, Republic of Kazakhstan.*

Introduction

In modern conditions of a constantly changing external environment, each state seeks to increase its competitiveness in the world community and to achieve leadership in a certain area, which is possible if the state chooses innovative development as its directions. In turn, the innovative development of the state depends on the adopted, declared and implemented innovative policy, which is based not only on the current tasks of the state's development, its strategic goals, but also on national specifics.

The relevance of the technology entrepreneurship development is due to the fact that the breakthrough development of the economy directly depends on the entrepreneurial sector innovative activity. Back in the late 80s of the last century, foreign researchers [1] noted that innovative activity acts not as a tribute to fashion, but as a real phenomenon that has the quality of constancy in a constantly changing economic environment. A competitive economy is impossible and unlivable without technology entrepreneurship.

Technology entrepreneurship is still a relatively new area of study and it has not been sufficiently researched, and therefore it is often not clear to an entrepreneur:

– how technology entrepreneurship differs from classical entrepreneurship,

– how and in what direction it should develop,

– what tools to use,

– what is the importance of intellectual property for small and medium-sized businesses,

– etc.

The number of scientists from CIS countries publishing articles on technology entrepreneurship is still small [2-4] compared to western scientists [5-9].

Unfortunately, so far in the current laws and regulations of the Republic of Kazakhstan, regulating the entrepreneurial sphere and the technologies development (including, the Law of the Republic of Kazakhstan dated October 31, 2015 No. 381-V "On the commercialization of the results of scientific and (or) scientific and technical activities" (as amended and supplemented as of 03/31/2021), the Entrepreneurial Code of the Republic of Kazakhstan (as amended and additions as of 01/16/2021), the Civil Code of the Republic of Kazakhstan (with amendments and additions as of 01/16/2021)), the terminology like "technology entrepreneurship" is not used. It was confirmed by the search results for "technological entrepreneurship" key words in the information and legal system of normative legal acts "*Әділет*". This system was created by the Ministry of Justice of the Republic of Kazakhstan.

Results and discussion

For deeper study of the term "technology entrepreneurship", we approached through its differentiation from traditional entrepreneurship (Fig. 1).

Taking into account the results of the review of the prevalence of terminology and the current situation regarding the absence of the formulation of the term "technology entrepreneurship" in the legislative acts of the Republic of Kazakhstan, an author's definition is proposed, which should directly link technology entrepreneurship with the organization theory, theory of entrepreneurship and management theory. So, **"technology entrepreneurship" is an entrepreneurial activity that seeks to derive financial benefits from the results of specific activities focused on technological innovation.**

Further, the type of technology entrepreneurship was considered, in which the subject is the entrepreneur himself, the author of the idea, striving to develop it, pilot it, introduce and commercialize his intellectual work as a result.

It is inmortant to present the characteristics of a technology entrepreneur as a subject of innovation. One of the most important characteristics is the body of knowledge, skills and abilities of a technology entrepreneur. Bailetti [2] believes that a technology entrepreneur can act as the author of an idea, scientific development, an object of intellectual property, or he can simply be a member of the technology enterprise team.

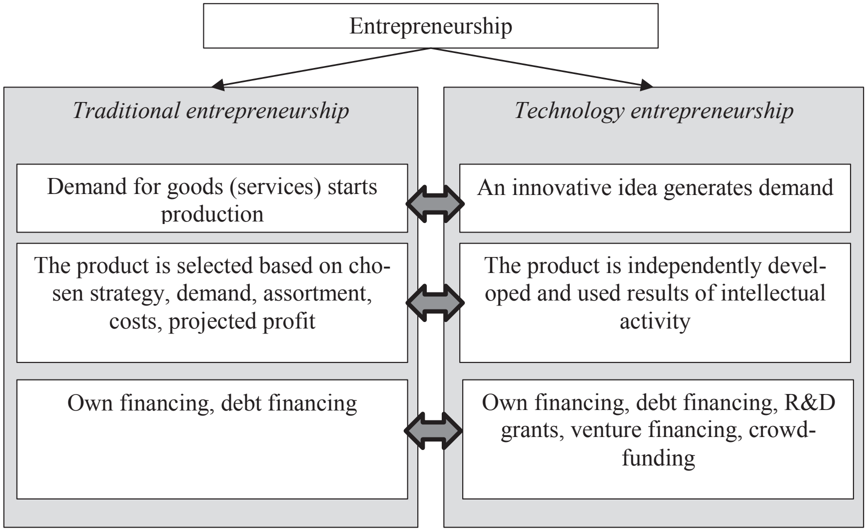


Figure 1. *A simplified diagram of the difference between technological entrepreneurship and traditional one*

Note: compiled by the author

The author of this study proposed the following characteristic of a technological entrepreneur, based on a set of skills, abilities and qualities of an entrepreneur: **"technology entrepreneur" is an engineer (from French ingénieur, from Latin ingenium - ability, ingenuity) who has entrepreneurial competencies and intends to commercialize technological innovations.** A technology entrepreneur cannot achieve success without constant self-education. Ideally, a technology entrepreneur should have the knowledge, experience and skills of a manager, lawyer, financier, merchant, patent attorney, technology transfer specialist, etc. In accordance with this definition, the author of this study compiled a set of basic necessary technology entrepreneur competencies (Fig. 2).

As shown in Figure 2, ideally, a technology entrepreneur should have the knowledge, experience and skills of a manager, lawyer, financier, merchant, patent attorney, technology transfer specialist, etc. Technology entrepreneurship, as a knowledge-intensive business, requires participants to have at least basic knowledge and skills.

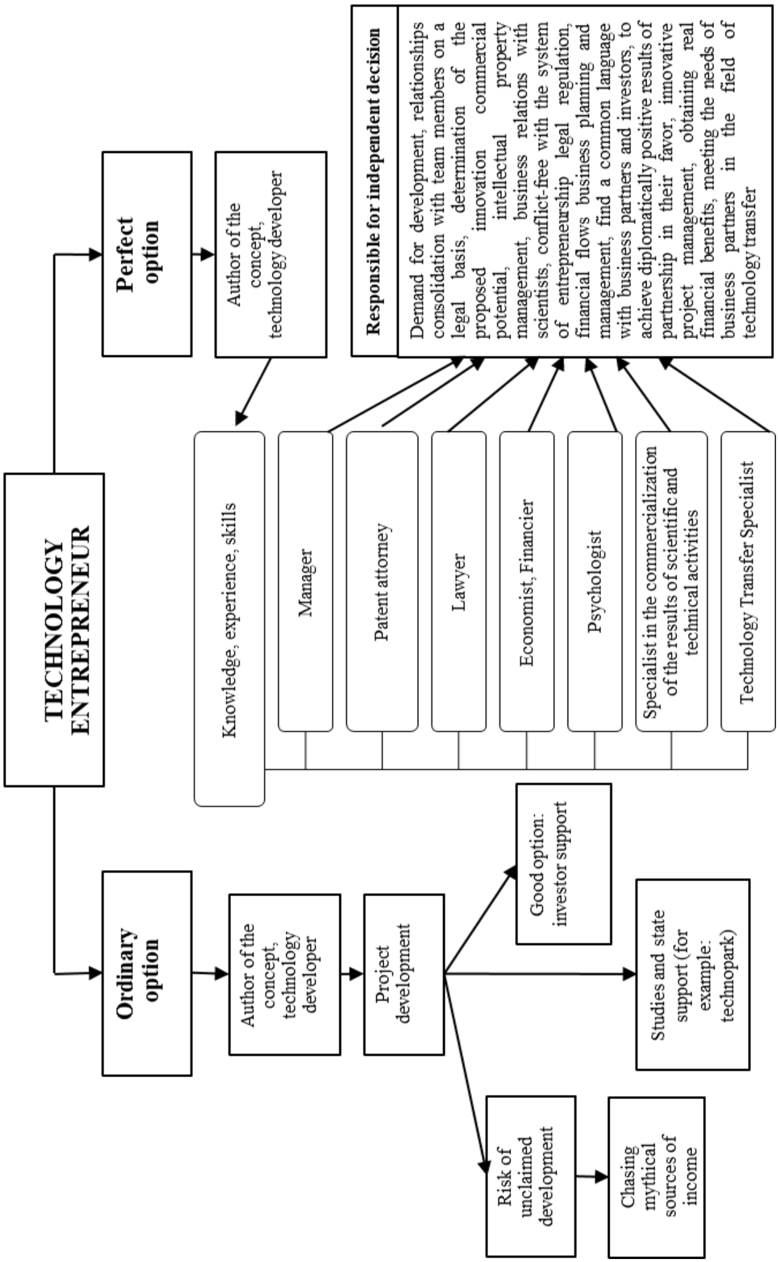


Figure 2. *Basic competency level for a technology entrepreneur*

Note: compiled by the author

Conclusion

Summing up the results of the study, the authors presented a brief description of the definitions of the "technology entrepreneurship" concept presented in scientific works, highlighted the main categories by which technology enterprises can be classified, and also presented the author's position in relation to the skills, abilities, knowledge and competencies that should possess a modern technology entrepreneur.

References

1. *Schumpeter, J. (1943). Capitalism in the Postwar World.*
2. *Barykin, A.N., Iskryannikov, V.O. (2010) White spots of theory and practice of technological entrepreneurship. Management of innovation, 03(11): 20 p. (In Russ.).*
3. *Firsov, M.V. (2018.) Development of technological entrepreneurship and start-ups in the context of the research activities of students in the open source system. - N. Novgorod: Nizhny Novgorod Institute of Education Development, 130 p. (In Russ.).*
4. *Korzyuk, D.I., Tekucheva, S.N. (2018). The essence of technological business. International journal of Proffesinal Science, 3:14-24. (In Russ.).*
5. *Bailetti, T. (2012). Technology Entrepreneurship: Overview, Definition, and Distinctive Aspects. Technology Innovation Management Review, 2(2): 5-12. DOI:10.22215/timreview/520.*
6. *Wells, J. (2012). The Role of Universities in Technology Entrepreneurship. Technology Innovation Management Review, 2(4): 35-40. DOI:10.22215/timreview/549.*
7. *Giones, F., Brem, A. (2017). Digital Technology Entrepreneurship: A Definition and Research Agenda. Technology Innovation Management Review, 7(5): 44-51. DOI:10.22215/timreview/1076.*
8. *Mosey, S., Guerreo, M., Greenman, A. (2017) Technology entrepreneurship research opportunities: insights from across Europe. Journal of Technology Transfer, 42: 1-9. DOI:10.1007/s10961-015-9462-3.*
9. *Foss, N.J., Lindenberg, S. (2013). Micro-Foundations for Strategy: A Goal-Framing Perspective on the Drivers of Value Creation. Academy of Management Perspectives, 27(2). DOI:10.2139/ssrn.2237857.*

DOI 10.34660/INF.2021.50.21.005

公共行政系统经济决策后果的因果分析

CAUSAL ANALYSIS OF THE CONSEQUENCES OF ECONOMIC DECISIONS IN THE PUBLIC ADMINISTRATION SYSTEM

Sorokin Oleg Nikolaevich
Candidate of Economic Sciences, Associate Professor
Chuvash State University

抽象的。 本文讨论了使用因果关系图应用图形形式化原则来改进对表征复杂经济系统行为的宏观经济指标动态的描述和分析的问题。特别注意反馈的描述，由于管理对经济系统的影响，反馈的存在使宏观经济特征的行为分析变得非常复杂。 研究结果使我们能够得出结论，使用建议的方法实施系统方法来描述和分析相关宏观经济指标的行为是监管影响的结果。

关键词：宏观经济指标，经济决策的后果，因果关系图，反馈轮廓。

Abstract. *The article discusses the issues of applying the principles of graphic formalization using a diagram of cause-effect relationships to improve the description and analysis of the dynamics of macroeconomic indicators that characterize the behavior of a complex economic system. Special attention is paid to the description of feedbacks, the presence of which significantly complicates the analysis of the behavior of macroeconomic characteristics as a result of managerial influences on the economic system. The results of the study allow us to conclude about the possibility of using the proposed approach to implement a systematic approach in describing and analyzing the behavior of interrelated macroeconomic indicators as a result of regulatory impacts on them.*

Keywords: *macroeconomic indicators, the consequences of economic decisions, diagram of cause-and-effect relationships, contours of feedbacks.*

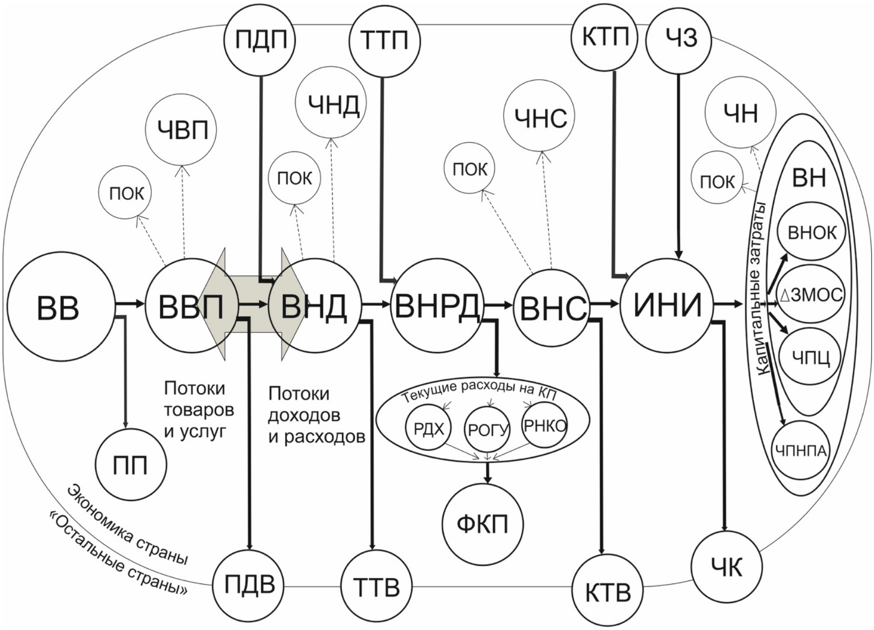
Currently, in connection with the need to expand the scale of direct participation of the state in regulating the economy, the issues of improving tools for assessing the consequences and effectiveness of economic decisions taken by government bodies are becoming topical.

The pattern of strengthening the regulatory role of the state in crisis situations was revealed by Pitirim Sorokin. "Whenever a significant crisis arises in a certain society in the form of war or the threat of war, a great famine, a major economic depression, a devastating epidemic, an earthquake or flood, anarchy, disorder and revolution, or in the form of any other critical situation, then the scale and the severity of government regulations is increasing..."[1, p. 124]. Failure to comply with this pattern, as the authors show [2, p. 114], leads to severe negative consequences. To pass the crisis stage with less losses and in a shorter time frame, it is necessary to promptly and timely adopt effective regulatory actions on the economic system. In view of the complexity of predicting the dynamics of interrelated characteristics in this system, the probability of making inadequate decisions is very high. After a regulatory influence on one or another characteristic of the system, instead of the expected change, the opposite result may be.

To solve this problem, we consider the use of graphical models in the form of a diagram of cause-and-effect relationships [3, 4, 7] for a systematic assessment of the possible impact of economic decisions taken by government bodies on the main macroeconomic variables. In fig. 1 is a schematic illustration of the main macroeconomic indicators and the relationships between them. When describing and analyzing economic processes, it is very important to always keep in mind that macroeconomic indicators strongly influence each other. Changes in one of the indicators necessarily lead to changes in other indicators of macroeconomic information. Therefore, their study and analysis should be conducted not by individual indicators, but systematically, with tracking changes not only in a separate indicator, but also taking into account the presence of causal relationships between many macroeconomic indicators at the same time, and with an understanding of how these changes will affect others. characteristics of the economic process. In this case, special attention should be paid to the description of feedbacks, the presence of which significantly complicates the analysis of the behavior of macroeconomic characteristics as a result of the regulatory impact on the economic system.

Figures 2, 3 and 4 show examples of graphical representations of fragments of cause-and-effect relationships that can be used for a systematic description and analysis of the consequences of economic decisions. A verbal description of examples of economic decisions made by government bodies and their impact on macroeconomic variables is given in [5, p.88]. Our proposed approach for graphical description and analysis of the dynamics of interrelated macroeconomic characteristics based on the construction of a diagram of cause-effect relationships is based on the principles of constructing a model of system dynamics [6].

On a graphical model, causal relationships reflect the relationship between individual macroeconomic variables of the economic system as between cause and effect. They are indicated by an arrow pointing from cause to effect. The relationship can be positive and negative. A positive causal relationship is one in which an increase or decrease in a cause causes a similar change (an increase or decrease) in an effect.



Legend:

GO – gross output of goods and services; **IG** – intermediate goods and services; **CFC** - consumption of fixed capital; **GDP (NDP)** – gross (net) domestic product (final goods and services); **GNI (NNI)** – gross (net) national income (primary income); **PIR** – primary income received from abroad; **PIP** – primary income paid abroad; **GNDI** – gross national disposable income; **CTR** – current transfers received from abroad; **CTP** – current transfers paid abroad; **GNS (NNS)** – gross (net) national saving; **FC** – final consumption; **HHE** – household expenditures for FC; **GE** – government expenditures on FC; **NPOE** – expenditures of a non-profit organization for FC; **AFC** – actual final consumption of households; **SNI** – common source of financing for national investments; **CAPTR** – capital transfers received from abroad; **CAPTP** – capital transfers paid abroad; **NB** – net borrowing of resources from abroad to finance capital expenditures; **NL** – net lending of resources abroad to finance capital expenditures; **GF (NF)** – gross (net) capital formation in the economy; **GFCF** – gross fixed capital formation; **IMCA** – increase in material circulating assets; **NAV** – net acquisition of value; **NANPA** – net acquisition of non-produced assets

Figure 1. *Diagram of the relationship between the main macroeconomic indicators as a result of the regulatory impact on the economic system*

In a negative causal relationship, a change in cause causes an opposite change in effect.

Causal relationships can form closed loops of causation when a change in one of the variables, transmitted sequentially from variable to variable, eventually reverts back to the first variable. Such feedback loops significantly affect the dynamics of individual elements and the behavior of the system as a whole, especially if there are several of them and they are interconnected. The presence of feedback loops in the system significantly complicates the analysis of its behavior as a result of a regulatory influence on a particular parameter of the system, so that after a regulatory influence, instead of the expected changes, the system will behave in a different, sometimes opposite, expected way.

When describing and analyzing the relationships between macroeconomic variables, it is important to distinguish between positive and negative feedback loops. A positive feedback loop is a loop in which an initial change in the value of one of the variables included in the loop, passing through the loop, causes a further change in this variable in the same direction, i.e. positive feedback reinforces the initial change. A negative feedback loop is a loop in which an initial change in the value of one of the variables included in the loop, passing through the loop, causes a further change in this variable in the opposite direction, i.e. negative feedback suppresses any change in the values of the variables included in the circuit.

Fig. 2 using a diagram of cause-effect relationships shows the nature of the influence of changes in indicators such as the state budget deficit, government spending and the amount of government debt on the change in the rate of economic growth. As shown in the chain of cause-and-effect relationships, the growth of the state budget deficit, all other things being equal, leads to an increase in the value of this indicator in relation to GDP. An increase in the state budget deficit in relation to GDP causes a decrease in the rate of economic growth, since these variables are interconnected by a negative relationship, in which a change in cause causes an opposite change in effect. Further, a decrease in the rate of economic growth causes a decrease in the volume of GDP, since these two indicators are linked by a positive relationship. A decrease in the volume of GDP, in turn, on the basis of a negative relationship, causes a further increase in the state budget deficit in relation to GDP.

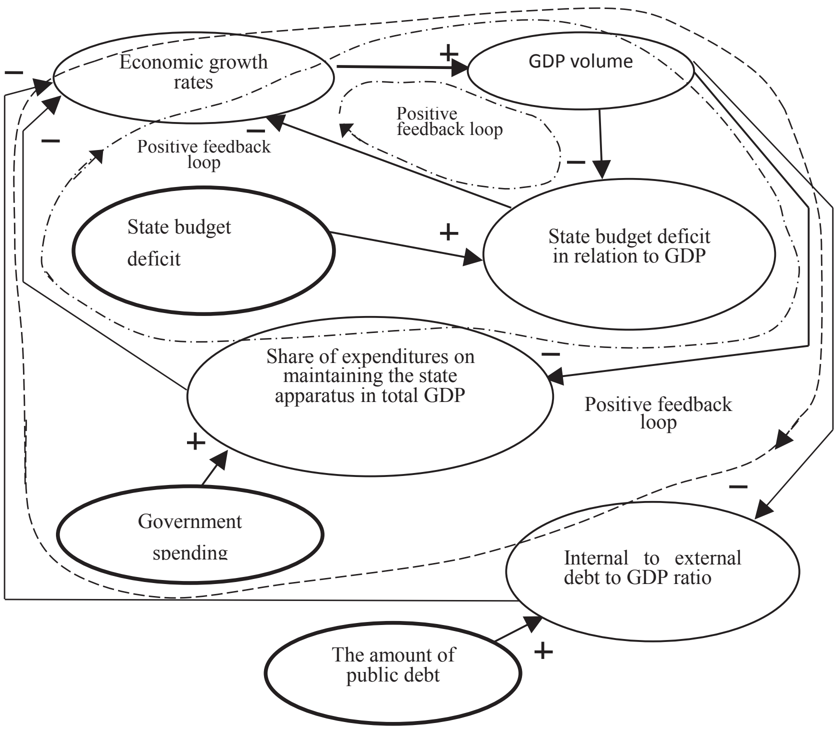


Figure 2. *A fragment of the causal relationship between the rate of economic growth and the adopted characteristics of the country's budget*

Further, this process of continuing growth of the state budget deficit in relation to GDP will be supported and strengthened in the resulting positive feedback loop.

Fragment of the diagram of cause-and-effect relationships shown in fig. 3 allows you to track changes in interrelated macroeconomic indicators as a result of the decision to reduce the domestic government debt and the redemption of government bonds. As shown in the causal diagram, debt repayment and government bond redemption may require higher taxes (positive relationship). Tax increases may result in reduced demand for consumer goods and services (negative relationship).

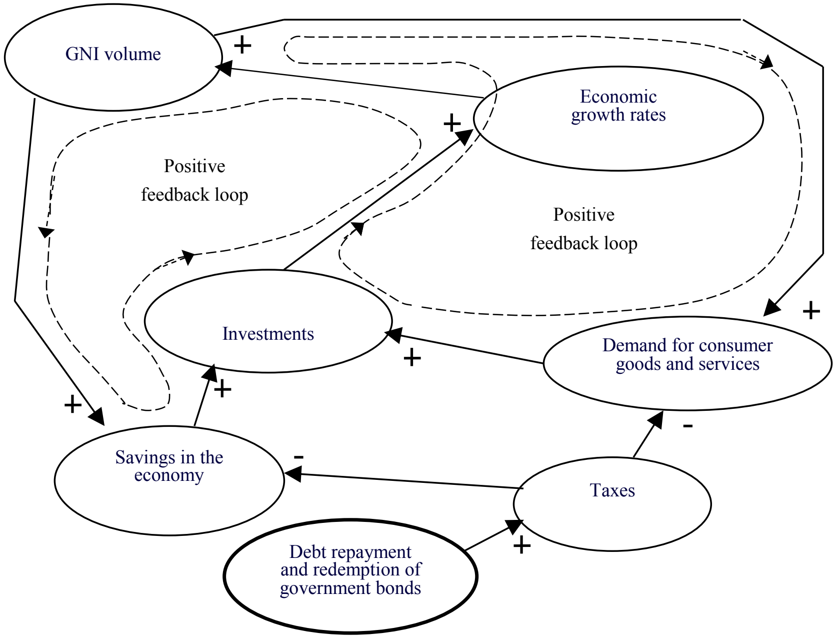


Figure 3. *Fragment of causal relationships reflecting the impact of the decision to reduce domestic public debt on the macroeconomic characteristics of the country*

In addition, higher taxes may cause a reduction in the savings of enterprises and the most affluent groups of the population (negative relationship). A decrease in demand for consumer goods and services and a decrease in savings in the economy can lead to a decrease in investment and the rate of economic growth (all three are positive). A decrease in the rate of economic growth, in turn, leads to a decrease in primary income in the economy (the relationship is positive). A decrease in the volume of national income ultimately leads to a further decrease in both the demand for consumer goods and services, and to a reduction in savings in the economy (positive links). Further change in the values of the indicators, in the same direction, will be amplified by the two formed positive feedback loops. These interconnected two contours significantly affect the dynamics of such variables as savings, investment, economic growth rate, GNI volume, demand for consumer goods and services.

Shown in fig. 4, the causal diagram fragment allows us to track possible changes in interrelated macroeconomic variables as a result of the government's decision to reduce taxes on the poor and increase taxes on the rich in order to improve the welfare of the poorest segments of the population.

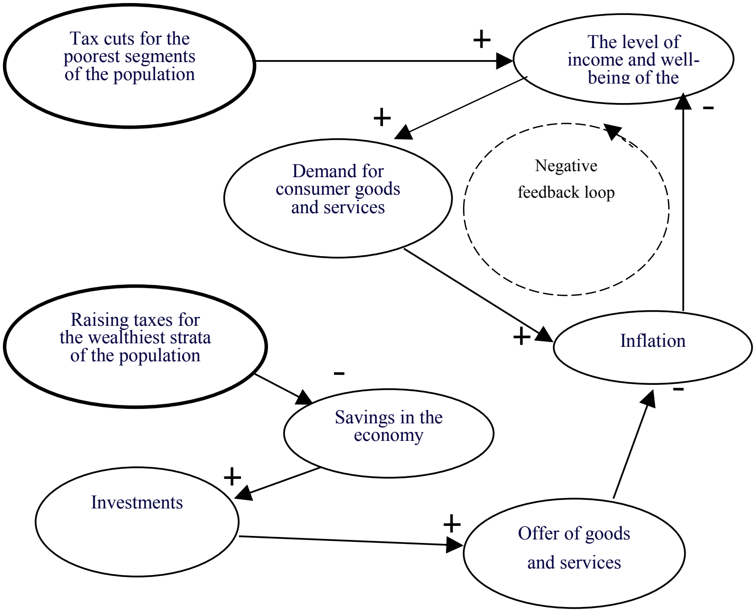


Figure 4. *Fragment of causal relationships reflecting the possible impact of measures to reduce taxes on the poor and increase taxes on the rich on the macroeconomic characteristics of the country*

The causal relationships show that the reduction in taxes on the income of the poorest strata of the population may have as its initial consequence an increase in income and the level of well-being of the population. An increase in income and the level of well-being of the population, a significant part of which belongs to this category, causes an increase in the volume of demand for consumer goods and services, which in turn, in the absence of additional supply of these goods and services, causes an increase in inflation (all three links are positive). The rise in inflation in the resulting negative feedback loop suppresses the initial growth in the welfare of the population. At the same time, an increase in taxes on the rich causes a decrease in savings (the relationship is negative), which may result, in the absence of additional sources of investment, a decrease in the actual amount of investment in the economy and a decrease in the total supply of goods and services (both relationships are positive), which in turn causes an additional rise in inflation (the relationship is negative). As a result, this additional increase in inflation due to the formed negative feedback loop can cause an additional decrease in the level of the population's well-being (negative relationship) and its stabilization in the negative feedback loop at a lower level compared to the initial level of the population's well-being.

Thus, the examples considered clearly demonstrate that the use of graphical models in the form of a diagram of cause-and-effect relationships makes it possible to improve the solution of the problems of structuring economic processes, to find out the mechanisms of the formation of the dynamics of macroeconomic indicators and, on this basis, to influence the behavior of economic systems in the right direction. In conclusion, it should be noted that in order to improve the description and analysis of the economic system and modeling its dynamics, it is important to use a wide range of tools in the field of formalized description and analysis of the dynamics of complex systems - verbal, graphic and mathematical models. It should be noted that for the description and analysis of weakly formalizable systems, verbal and graphic models are of great importance. In addition, graphical descriptions are very effective as additions to verbal or analytical descriptions within the general methodology for modeling economic dynamics.

References

1. *Sorokin, P.A. The main trends of our time: transl. from Engl. [Text] / Pitirim A. Sorokin. – M.: Science, 1997. – 350 P.*
2. *Kuzyk, B.N. Forecasting, strategic planning and national programming: Textbook [Text] / B.N. Kuzyk, V.I. Kushlin, Yu.V. Yakovets. – M.: CJSC "Publishing house" Economics ", 2009. – 591 P.*
3. *Sorokin, O. N. Simulation and research of the formation of the mechanism of accelerated development of processes in the economy of the region [Text] / ON. Sorokin // Economy and Entrepreneurship. – 2016. - № 11 (part 3). - P. 497 - 500*
4. *Sorokin, O. N. Graphic formalization and analysis of the behavior of complex dynamic systems [Text] / O.N. Sorokin // Actual problems of economic theory and regional economy. - 2014. - № 1(13). - P. 162–170*
5. *Ivanov, Yu.N. Fundamentals of national accounting: textbook [Text] / Yu.N. Ivanov, S.E. Kazarinova, L.A. Karaseva. – M.: Infra-M, 2006. – 480 P.*
6. *Forrester, J. World Dynamics: transl. from Engl. [Text] / Jay Forrester. – M.: AST, 2003. – 384 P.*
7. *Sorokin, O. N. Questions of improving the system description and analysis of the consequences of the economic decisions taken [Text] / O.N. Sorokin // Economy and Entrepreneurship. – 2020. - № 3 (116). - P. 1257 - 1262*

DOI 10.34660/INF.2021.94.48.006
УДК 336.1

评估刺激小企业投资活动的措施的有效性
EVALUATION OF THE EFFECTIVENESS OF MEASURES TO STIMULATE THE INVESTMENT ACTIVITY OF SMALL BUSINESSES

Payusov Andrey Alexandrovich
Candidate of Economic Sciences, Associate Professor
Chuchkalova Irina Yurievna
Assistant of Department
Ural State University of Economics
Yekaterinburg, Russia

抽象的。 今天的中小企业是繁荣和就业的重要源泉，也是创新的主要源泉和经济增长的引擎。 在文章中，作者分析了国外支持小企业的经验。
关键词：支持措施，融资方式，小额信贷，小企业，贷款，国外经验。
Abstract. *Small and medium-sized enterprises (SMEs) today are an important source of prosperity and employment, as well as the main source of innovation and the engine of economic growth. In the article, the authors analyze the foreign experience of supporting small businesses.*
Keywords: *support measures, financing methods, microfinance, small businesses, loans, foreign experience.*

Small businesses (SMEs) are today an important source of prosperity and employment, as well as a major source of innovation and an engine of economic growth.

Small and medium-sized businesses in the Russian Federation were supposed to replace the main elements of the Soviet economy, managed by line ministries and the State Planning Committee. But for 30 years, the conditions of its activity in terms of the aggregate parameters of the availability of capital, taxation and the administrative environment have never reached the level of world leaders (tab. 1).

Table 1

Small and medium-sized businesses in Russia and foreign countries in 2021 (compiled by the authors)

Country	Share in GDP, %	Share of employed, %
Russia	20,8	27,0
USA	56,0	52,0
Germany	43,0	57,0
China	60,0	83,0

According to the above table, it can be noted that SMEs indicators in Russia are traditionally lower than in other largest or actively developing economies in the world. In Russia, the share of small and medium-sized businesses in GDP is only 20.8%, which is two times lower than the level of Germany and almost 3 times lower than the level of the USA and China.

The criteria for classifying enterprises as small businesses in Russia and foreign countries are presented (tab. 2).

Table 2.

Criteria for classifying enterprises as small businesses in Russia and foreign countries [1]

<table>
<tr><th></th><th colspan="4">Number of employees, people</th><th colspan="3">Revenue</th><th></th></tr>
<tr><th></th><th>RF</th><th>FRG</th><th>China</th><th>USA</th><th>RF, mill. rub.</th><th>FRG, mill. euro</th><th>China, mill. yuan</th><th>USA, mill. doll.</th></tr>
<tr><td>Micro-businesses</td><td>< 15</td><td>< 10</td><td>≤ 100</td><td rowspan="2">50-1500</td><td>≤ 120</td><td>≤ 2</td><td>≤ 20</td><td rowspan="2">0.75-38</td></tr>
<tr><td>Small businesses</td><td>< 100</td><td>< 50</td><td>≤ 300</td><td>≤ 800</td><td>≤ 10</td><td>≤ 80</td></tr>
</table>

According to par. 1 of art. 17 of the Federal Law of 24.07.2007 №209-FZ "On the development of small and medium-sized businesses in the Russian Federation" “The provision of financial support to small and medium-sized businesses and organizations that form the infrastructure of support for small and medium-sized businesses can be carried out in accordance with the legislation of the Russian Federation at the expense of the budgets of the constituent entities of the Russian Federation, funds from local budgets through the provision of subsidies, budget investments, state and municipal guarantees for the obligations of small and medium-sized businesses and organizations that form the infrastructure for supporting small and medium-sized businesses".

Lending is one of the most common tools for attracting financing by SMEs. An entrepreneur can get a loan from a bank or non-bank credit institution.

According to the statistical bulletin of the Bank of Russia "Lending to small and medium-sized enterprises", the volume of loans provided to SMEs is increasing (Chart 1). So, in the first half of 2021, the volume of loans provided to SMEs entities amounted to RUB 4759 billion, an increase of 65.6% compared to the same period in 2019 (the number of SMEs entities that received loans increased by 52.9% and amounted to 730855 units in the first half of the 2021.

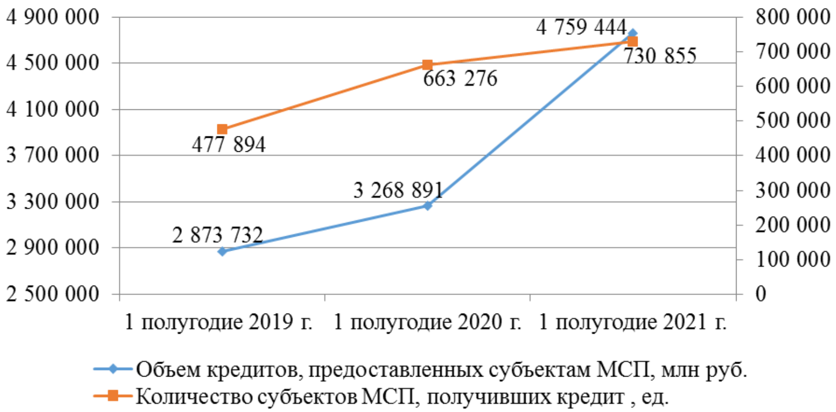


Figure 1. *The volume of loans provided by SMEs and the number of SMEs that received a loan*[1]

Financial assistance to small and medium-sized businesses is also carried out in the following areas:

- Tax incentives: simplified taxation system (ch. 26.2 TC RF), unified agricultural tax) (ch. 26.1 TC RF), etc.
- Financial incentives for grants and gratuitous subsidies for reimbursement of leasing costs; interest on loans and credits; to participate in congress and exhibition events; co-financing projects.
- Administrative benefits - such indulgences as simplified accounting and cash discipline, supervisory holidays (limiting the number and duration of inspections), the ability to draw up fixed-term employment contracts with employees, the presence of a special quota for SMEs in public procurement.
- Subsidies to small businesses to compensate for costs that have already been made are provided on a competitive basis after analyzing the primary accounting

[1]Compiled by the author based on the statistics of the CR BF (access https://cbr.ru/statistics/bank_sector/int_rat/)

documentation confirming the costs incurred.

One of the main conditions for the active development of small business in Germany is a comprehensive level of government support. The main area of assistance from government agencies in Germany, as well as a number of other developed countries, are high-tech industries. Small businesses in these sectors have privileged access to government funding. The main directions of state support for small businesses in Germany:

- providing loans to small and medium-sized enterprises focused on innovation;
- providing loans to small businesses that are involved in the development of regions of Germany with low economic performance;
- financing projects in companies engaged in certain areas that need the most radical modernization of production;
- financing of projects aimed at preserving and improving favorable environmental conditions related to environmental protection;
- providing loans to companies engaged in the construction of new housing and solving housing problems.

The Chinese government is constantly taking steps to expand access to financial services for SMEs. These include tax subsidies, tax cuts, indirect government intervention through public financial institutions:

1. The government encourages the financing of SMEs in the capital market (bonds and stocks). Collective bonds, jointly issued by three or more SMEs, can be issued in the interbank markets and reforms are underway to facilitate equity financing for SMEs.

2. Large commercial banks also have dedicated financing units, SMEs, to facilitate financing. New private bank licenses are being approved to provide broader access to financial services for SMEs. Regulators are lowering the risk ratios applied to SMEs loans of less than RMB 5 million.

China's policy priorities are also focused on reducing the cost of financing for SMEs.

The Small Business Administration (SBA), which is directly subordinate to the president, plays a key role in supporting small and medium-sized businesses in the United States. It carries out a wide range of functions - from providing consulting and mentoring services to lending and providing guarantees. Efforts are focused on supporting those small businesses and startups that cannot receive traditional credit financing [2].

The most famous are the following basic programs: Small Business Administration 7(a) Loan Guaranty Program (hereinafter – 7(a)), Small Business Administration 504/Certified Development Company Loan Guaranty Program (hereinafter – 504/CDC), Microloan Program, as well as a special program Disaster Loan Program (tab. 4). Each has a strictly targeted nature and its own sales segment, as well as clearly formalized criteria and conditions for the participation of lenders and borrowers.

Table 4.
Credit conditions for the program 7 (a)[2]

Program / subprograms	Loan amount (thous. doll.)	Loan term (years)	Guarantee amount (%)	Interest rate
Standard 7(a)	5 000	10	85% - up to USD 150000 75% - over USD 150000	As agreed, but not more than the maximum SBA rate
Subprograms:				
7(a) Small Loan	350	6	85% - up to USD 150000 75% - over USD 150000	As agreed, but not more than the maximum SBA rate
SBA Express (fast-track SBA check)	350	7	50	As agreed, but not more than the maximum SBA rate
Export Express	500	7	90% - up to 350000 USD 75% - more than 350000 USD	As agreed, but not more than the maximum SBA rate
Export Working Capital	5 000	Up to 12 months	90	As agreed
International Trade	5 000	• 10 years on constant working capital • up to 10 years for machinery and equipment • up to 25 years for real estate	90	As agreed, but not more than the maximum SBA rate
Veterans Advantage	5 000	Up to 25	50-75	As agreed, but not more than the maximum SBA rate

[2]Compiled by the authors based on data from the American Small Business Administration (access: https://www.sba.gov/partners/lenders/become-sba-lender)

The Small Business Administration (SBA) operates several small business support programs, including loan guarantee programs to encourage lenders to lend to small businesses. The SBA's 504 Certified Developing Company (504/CDC) Loan Guarantee Program is offered through non-profit Certified Developing Companies (CDCS). Provides long-term, fixed-rate financing for fixed assets such as land, buildings, equipment and machinery. Credit guarantee support under this program is aimed at creating and maintaining jobs in the small sector. There are more than 260 CDCs in the USA, each of which covers a specific territory and provides a specific range of services (tab. 5)[3].

Within the framework of the Microloan program, short-term microcredits, credit lines or grants are provided to both small businesses and start-ups, as well as financial intermediaries providing lending services to the small business sector. To obtain a microcredit, a borrower must have been in business for more than 4 years and have an annual income of at least 180 thousand dollars. Microcredits are provided to startups if they have been doing business for at least two years (tab 5)[4].

Under the Disaster Loan special program, SBA provides low interest rate long-term loans to small businesses for the repair (replacement) of uninsured (partially insured) property damaged by economic and/or physical damage. The maximum size of such a loan is 2 mill. doll. at a rate of no more than 4% (tab. 5).

Table 5.

Basic Small Business Support Programs in the USA

Program	Loan amount (thous. doll.)	Loan term (years)	Guarantee amount (%)	Interest rate
504/CDC	5 000	20	50-100	2.2-4.75
Microloan	50	6	-	2.0-3.0
Disaster Loan	2 000	-	-	Up to 4%

Thus, in Russia, institutions of state support for small and medium-sized businesses have been formed and are functioning, but the development of legislation is still ongoing. The main problems hindering the development of small and medium-sized businesses and their involvement in the innovative development of Russia are: imperfection of the regulatory framework; lack of effective credit mechanisms to support business; underdevelopment of information and personnel

[3]Compiled by the authors based on data from the American Small Business Administration: Small Business Administration 504/CDC Loan Guaranty Program. Congressional Research Service. 24.01.2019. Available at: https://fas.org/sgp/crs/misc/R41184.pdf

[4]Compiled by the authors based on data from the American Small Business Administration: Microloan Program. Office of Economic Opportunity U.S. Small Business Administration. 07.01.2018. Available at: https://www.sba.gov/sites/default/files/2018-05/Microloan%20SOP%2052%2000%20B.pdf

infrastructure. However, the presence of significant international experience in supporting small businesses indicates that a solution to these problems is possible. It is necessary to continue to study the world experience and adapt it to Russian conditions.

The study was carried out with the financial support of the Russian Foundation for Basic Research within the framework of scientific project № 21-510-07003 "Formation of a financial and investment mechanism for supporting small businesses in the formation of a young state", 2021.

References

1. *Shmelev S.N. Criteria for assessing the classification of enterprises as small business // Scientific works of the FES of Russia, 2021, volume 229 - P. 121-145. DOI 10.38197/2072-2060-2021-229-3-121-146*

2. *Craig B.R., Jackson III W., Thomson J.B. On Government Intervention in the Small-Firm Credit Market and its Effect on Economic Performance. Federal Reserve Bank of Cleveland Working Paper 07–02, 2007, P. 47-67*

3. *Kontsiber M.V. Small business in Russia: measures of state support and development / M.V. Kontsiber, V.M. Gafurova // Topical issues of economics and management: materials of V Internat. sci.-pract. conf., Magnitogorsk, April 27, 2020 / gen. ed. N.R. Balynskaya. – Magnitogorsk, 2020. – P. 119-123. – Electron. copy is available on the websiteSci. electron. lib. eLIBRARY.RU. URL: https://elibrary.ru/item.asp?id=44589917 (appeal date: 09.06.2021).*

4. *Adyrkhaeva E.A. Evaluation of the effectiveness of state support for small and medium-sized businesses in modern Russia. – DOI 10.34755/IROK.2021.58.32.066 // Topical issues of modern economy: internat. sci. electron. journ. – 2021. – № 1. – P. 469-475.*

5. *Mokronosova A.D. Problems of small business development in Russia and its state support // Vector of Economics: [electron. sci. journ.]. – 2020. – № 9 (51). – [21, 9 P.]. – URL: http://vectoreconomy.ru/images/publications/2020/9/financeandcredit/Mokronosova.pdf*

DOI 10.34660/INF.2021.24.54.007

疫情期间俄罗斯市场时尚企业供应链转型
TRANSFORMATION OF SUPPLY CHAINS OF FASHION INDUSTRY COMPANIES ON THE RUSSIAN MARKET DURING PANDEMIC PERIOD

Demchenkova Svetlana Alekseevna
Candidate of Pedagogical Scinces, Associate Professor
Krygina Irina Evgenievna
Candidate of Technical Sciences, Associate Professor
Moscow Automobile and Road Construction State Technical University (MADI), Moscow

抽象的。基于对冠状病毒大流行期间商品流通变化导致的趋势分析，揭示了时尚行业供应链转型的主要方面。考虑了时尚品牌的销售从传统商店转向在线平台的主要原因。销售概念的变化需要专注于缩短交货时间并最大限度地降低时尚产业链中的物流成本。为此，主要原则是在每个细分产品组的商品分销渠道中使用不同的管理原则对供应进行细分。已识别因素的组合导致供应链减少，并在其中出现负责分类和完成订单的新结构链接。强调了网络购物后形象时代产品管理领域研究的相关性。

关键词：供应链环节，时尚产业，物流，流行病，在线平台，供应细分。

Abstract. *Based on the analysis of trends that have occurred as a result of changes in commodity circulation during the coronavirus pandemic, the main aspects of the transformation of supply chains in the fashion industry are revealed. The main reasons for the transition of sales of fashion brands from traditional stores to online platforms are considered. Changes in the concept of sales entail a focus on reducing lead times and minimizing logistics costs in the chains of the fashion industry. For this reason, the main principle is the segmentation of supplies using different management principles in the distribution channels of goods to each of the segmented product groups. The combination of the identified factors leads to a reduction in supply chains and the emergence of new structural links in them responsible for sorting and completing orders. The relevance of research in the field of product management in the post-image era of online shopping is emphasized.*

Keywords: *supply chain links, fashion industry, logistics, pandemic, online platforms, supply segmentation.*

Among the sectors of the global economy most affected by the COVID-19 pandemic, the global fashion industry should be highlighted. Store closures, lockdowns, and widespread restrictions and quarantine measures have had a significant impact on consumer behavior and have led to unprecedented threats to a significant number of fashion companies.

An important feature of the global fashion market is that consumers have changed their fashion shopping habits under the influence of the coronavirus pandemic. Lifestyle changes, the transition to remote work, self-isolation and various quarantine measures have led to serious changes in the demand for the quality of clothing and footwear, their range and quantity. Faced with a shortage of supermarket essentials, consumers have become more aware of the manufacturing and supply chain issues in retail. [1] As the market situation became poorly predictable, this affected the production process. No specialist will undertake to name the exact number of finished products that will be sold next month. [2]

This topic has been covered extensively in various publications dealing with business issues related to the pandemic. An international consulting company specializing in solving problems related to strategic management, McKinsey presented a report on the state of sales, on the interaction of regions in the movement of goods in the luxury segment. The report presents statistics on the dynamics of sales, taking into account the difficult period of 2020, when companies were losing high turnover, supply chains were disrupted and big questions arose how to “adapt the business to new living conditions”. If in 2019 sales were growing month by month, then in 2020 the economic profit of fashion companies fell by 90%. Brands got out of tough situations by relying on their trade dexterity and logistical flexibility. They had to change their strategy to "less is more", conduct a clear analysis of consumer opinions, pay attention to the reduction in product development time, and so on. At the same time, there has been a significant shift in online sales, and the pandemic has propelled the trend towards digitalization of product distribution processes. [3]

The essence of the buying mentality has also changed. And it's not just about saving time and making it easier to buy fashionable things “off the couch”. Various gadgets, applications in phones and smartphones make life much easier. It is becoming common for the layman to shop online. The pandemic within a short period of time only accelerated the development of already existing trends [4] in the market, in particular, sales of clothing and footwear brands, including the luxury segment. The pandemic was "won" by those who, prior to its appearance, had firmly established themselves on electronic sales platforms, those who had well-built delivery mechanisms, communications, or launched completely new product lines.

The whole story of the pandemic in the fashion industry boils down to identifying the strong and weak players. The strongest turned out to be mainly those who managed to restructure, introduce mechanisms that should have been introduced earlier, but for some reason were postponed. For example, it has long been clear that building relationships with the end customer is very important. And then there was a big boom in DTC brands (brands that produce, promote, sell and deliver their own product without intermediaries), and brands that entered marketplaces before the pandemic also survived.

Online platforms such as Wildberries.ru and Lamoda are included in the list of the best trading platforms in Russia and occupy leading positions in the country. These platforms for the sale and purchase of goods have a huge audience - more than 20 million people. About a million orders are formed and processed here per day. To obtain such indicators, of course, a clear system of supply chains of goods must be built that could meet the needs of consumers and new trends in the development of the fashion trade.

Logistics has ceased to be just the "engine" of fashion; it has become a necessary condition for its viability. Efficiency, continuity and manufacturability are the “three links” of the supply chain that firmly link manufacturing suppliers and their customers.

The flip side of this: Companies need more and more human and material resources to function properly, as well as the cost savings necessary for the survival and further development of their brands.

The development of e-commerce changes the approach to working with customers, expands the possibilities of the fashion industry, its accessibility to the buyer. However, another necessary condition arises - customers do not want to wait long for their order. Customers are willing to pay for fast service, and in the fiercely competitive fashion market, fast delivery cannot be overlooked.

Not only does distance increase lead times, delays arise from internal processes at both ends of the supply chain and import and export procedures between them. Ultimately, this leads to longer deliveries with the accumulation of significant volumes of stock and, as a consequence, to the risks of obsolescence of models, the formation of illiquid assets.

At the same time, the fashion industry during a pandemic is characterized by a trend that further complicates logistics management - finding more suppliers and combining their products in one place, which leads to even longer delivery times. Despite the fact that in this way the task of expanding the range of online (multi-stores, such as Lamoda and Farfetch) and offline (TSUM, Stockmann) trading platforms is fulfilled, reducing costs due to the possibility of choosing more pleasant prices for a homogeneous product, the impact on time order fulfillment can be serious.

One of the options for solving this problem is the segmentation of supplies in the fashion industry into 4 groups:

- Non-seasonal product with a rational supply chain;
- Conservative or traditional clothing with an efficient functional supply chain and logistic deferral;
- Modern clothing with flexible and dynamic supply chains;
- Ultramodern clothing (fast fashion), new items with fast replenishment in the sales areas.

Logistics segmentation in the fashion industry allows companies to operate more efficiently in the industry by taking different approaches to supply chain management. This avoids losses associated with both the lack of necessary goods in stores and warehouses, and losses associated with markdowns and depreciation of unsold goods at the end of the season. [5]

As a result, the structural components of supply chains in the fashion industry are changing dramatically. Fashion creators are not only focusing on online fashion shows, but also on a supply chain that needs to be efficient and cost effective at the same time. You need to consider how appropriate it is to store different articles in one place. This is beneficial in terms of basic savings. But if the sales geography is wide, shipping costs can hit a company's finances hard.

Thus, the modern supply chain consists of the following links:

1. Manufacturers of fashionable clothes. They are not always end sellers, but they may work with a large number of stores selling their products, including online. At the same time, they are a key link in the supply chain, after the order they send the goods to distribution centers or directly to customers.
2. Order fulfillment centers. These are large warehouses where orders are collected and goods are shipped to the end consumer. A store can use the services of such a center and delegate to it the entire range of operations from the moment the customer places an order until he receives the purchase.
3. Distribution centers. They are very effective in large-area sales markets. Stores use the services of such centers through which they can offer their products in any region. Suitable for a company that wants to expand its retail space.
4. Sorting centers. They are used by large online stores to work with wholesale deliveries of goods.
5. Carriers. Companies that deliver goods from a manufacturer or retailer to a distribution center or end consumer.

In conclusion, it is important to note the need to consider all possible ways of developing flexible logistics systems in the fashion industry in the post-era era of Internet shopping. This will reduce the costs of transporting products and improve their future sales. It is necessary to observe the speed and quality of delivery in order to meet the high demand in a timely manner and at a decent level. This will ensure the effective functioning of the world business - the fashion industry.

References

1. Dolzhenko, I.B. PANDEMIA AS A FACTOR OF SIGNIFICANT CHANGES IN THE GLOBAL FASHION CLOTHING MARKET. International Journal of the Humanities and Natural Sciences. [Electronic resource] // https://cyberleninka.ru/article/n/pandemiya-kak-faktor-suschestvennyh-peremen-na-mirovom-rynke-modnoy-odezhdy (date of treatment 11/22/2021)

2. Gorozhankina, P.A., Buzulutskaya, M.V. MODERN PURCHASING LOGISTICS OF GOODS: PLANNING AND ORGANIZATION In the collection: TOPICAL ISSUES OF ECONOMY, COMMERCE AND SERVICE. Collection of scientific papers of the Department of Commerce and Service. Moscow, 2021.S. 24-31. [Electronic resource] https://www.elibrary.ru/download/elibrary_45935955_82016427.pdf (date of treatment 11/22/2021)

3. The state of Fashion 2021. The Business of Fashion; McKinsey&Company [Electronic resource] // https://www.mckinsey.com/~/media/McKinsey/Industries/Retail/Our%20Insights/State%20of%20fashion/2021/The-State-of-Fashion-2021-vF.pdf (date of treatment 11/18/2021)

4. Prusova, V.I., Zhidkova, M.A., Anosova, A.V. PROBLEMS OF DOING BUSINESS IN THE COVID-19 PANDEMIC FOR THE AUTOMOTIVE INDUSTRY Car. Road. Infrastructure. 2021. No. 1 (27) [Electronic resource] //https://www.elibrary.ru/download/elibrary_45688598_48016488.pdf (date of treatment 11/22/2021)

5. Barkova, N.Yu. "Segmentation of supply chains in the fashion industry." [Electronic resource] // https://cyberleninka.ru/article/n/segmentatsiya-tsepey-postavok-v-industrii-modnoy-odezhdy (date of treatment 11/23/2021).

DOI 10.34660/INF.2021.91.36.008

劳动、就业和人才培训组织中的数字化转型

DIGITAL TRANSFORMATIONS IN THE ORGANIZATION OF LABOR, EMPLOYMENT AND PERSONNEL TRAINING

Saifullina Larisa Damirovna
Candidate of Economic Sciences, Associated Professor
Ufa State Aviation Technical University

注解。　文章讨论了在信息技术发展的影响下，在流行病形势的影响下，社会经济关系数字化转型的主要方向。　回顾了数字经济在就业、社会和专业互动、管理和劳工组织领域的趋势。　分析了劳动力市场形势变化的趋势和预测。　现代专家最需要的能力，重要的过度专业技能被揭示。　考虑了增加劳资关系灵活性的利弊，新的非传统就业类型。

关键词：数字经济、冠状病毒大流行、劳动力市场、远程工作、工作组织、能力、数字化转型。

Annotation. *The article discusses the main directions of the digital transformation of socio-economic relations under the influence of the development of information technology, accelerated by the influence of the epidemiological situation. The trends of the digital economy in the field of employment, social and professional interaction, management and labor organization are reviewed. Trends and forecasts regarding changes in the labor market situation are analyzed. The most demanded competencies of modern specialists, important over-professional skills are revealed. The pros and cons of increasing the flexibility of labor relations, new non-traditional types of employment are considered.*

Keywords: *digital economy, coronavirus pandemic, labor market, remote work, job organization, competencies, digital transformation.*

Digital transformations are shaping a new system of economic, social and cultural relations, changing the structure of business, education and training, the order and types of relations between people and companies, and the system of public administration.

In the context of digital relations, physical products become less valuable in comparison with data, information, knowledge, new information solutions. The staffing problem is one of the most urgent for ensuring the development of the digital economy and requires training in competencies for the digitalization of the spheres of professional activity and ensuring the demand for such specialists in the labor market in the long term.

The 2020 pandemic, in turn, has intensified changes in the economy caused by the development of digital computing technologies and a breakthrough in the field of information technology, becoming a catalyst for the expansion of digitalization in all spheres of the economy and life. Change-management, previously relevant only for certain rapidly developing or constantly changing areas, has affected almost all spheres of life, causing socio-economic consequences that form a new way of life. It is highly likely that some of these practices will take hold even after the decline in the viral threat, despite their complete absence in the pre-crisis plans. The current circumstances have led to the acceleration of many labor processes, the trend of which has been increasing before, and to the greater digitalization: the digital transformations of business, education, employment and life.

The deformation of the labor market consists in a significant change in the structure of employment and the needs of the labor market, which led to a shortage of qualified personnel in a number of industries, increasing competition among job seekers with a simultaneous rise in unemployment. In general, the UN predicts an increasing the number of people without work up to 205 million people by the middle of 2022 [1]. Forecast unemployment rate in Russia for 2022-2024 ranges from an optimistic 5% to 9.5% with a pessimistic scenario of the development of the situation, while forecasts of the HSE do not promise a return to the pre-crisis 4.7% [2].

Some of the changes in the demand for professions are temporary (for example, medical personnel and social workers, anti-crisis and financial consultants, courier and delivery service workers), other changes will affect the labor market for a long time (IT specialists, SMM marketers and content-managers, employees of call centers and online stores). A serious change in the structure of employment in the context of types of economic activity occurred due to objective reasons for the restrictions on the functioning of some areas of business (tourism, entertainment and travel, catering and hotel business) and the rapid demand for goods and services of others (all types of IT- and digital, contactless work, healthcare system, etc.). Organizations responded by lowering personnel costs across all possible categories, training and bonuses, shifting to remote work, part-time and temporary employment, saving on, combining professions, reducing staffing.

The organization of interaction and work processes in the format of remote work (work from home, mobile work) has become the only way to continue their activities and even increase the flexibility of labor relations. The format of remote work in the USA was much more popular than in Russia during the pre-virus period: more than 30% versus 4% of employed people working remotely [3].

The advantages of remote work for the employee are: the reduction in the time (money, energy) on the way to and from work, the ability to independently plan their working hours, working during the periods of the greatest productivity. Such a regime requires greater self-discipline, self-organization, self-management skills, high motivation. For the employer, it is possible to save on renting premises, organizing a work space, payments for workers' ways to the place of work and on some related costs. Managers are required to be able to organize control, assess productivity, maintain performance at the required level and ensure high labor motivation in remote work conditions. The technical side of the issue is also important - the provision workers with means of labor and communication, training in new technologies of work and interaction.

The influence of this transition on the socio-psychological component of group interaction turned out to be quite significant: change in social behavior, decrease or cancellation of habitual communications, blurring of the boundaries between work and private life, caused some discomfort and even the need for psychological help. For example, some large companies have opened online services for professional psychological support both for their employees and for third-party users [4]. On the other hand, increasing the flexibility of labor relations allows: to reduce the disproportions in hiring priorities that existed previously for the employer, to break down barriers to entry into the labor market for some social groups (people with disabilities, parents with small children, other categories of labor with limited mobility), to reduce the the problem of work-life balance.

The ongoing changes in the organization of work, the ways of performing labor functions, and the change in the type of employment exacerbate the polarization of workers in many characteristics: digital skills, engagement and motivation, and as a result - in labor productivity: on the one hand, highly motivated, efficient employees with modern technologies, productivity whose labor is high enough and increases in new conditions; on the other hand, employees whose motivation and productivity is low and the level of adaptation to changed conditions is also low. You can also note a gap in digital knowledge, including among representatives of different generations (digital skills gap).

The organization of jobs is also changing because of the new conditions. Due to the need to maintain a safe social distance, the requirements for which are expected to remain in the aftermath of the pandemic, the architecture of workspaces will be revised. Sanitary requirements for ventilation and air conditioning systems are increasing, which requires new technical and technological solutions. It is possible to present certain requirements for the quality and types of work surfaces, equipment, maintenance of workplaces and cleaning of premises, ensuring compliance with sanitary and hygienic requirements. The organization of communications must change in such a way as to reduce the contacts and direct interaction of workers, ensuring maximum productivity of production processes. The design of home work areas will become relevant, including in the development of projects for the construction of residential premises. It is also predicted that the demand for coworking spaces and rental of premises will grow on not for long-term, but for one-time projects.

Attracting temporary project teams to work instead of keeping full-time employees has previously been one of the trends in modern forms of employment, but under the influence of external factors of digitalization and the epidemiological situation, the work style is changing accelerated, new models of work activity appear, and their accelerated spread to different types of activities is taking place. which they were previously irrelevant. According to a survey by the Project Management Institute (PMI), about 93% of organizations surveyed in the annual PMI survey report using standardized project management practices, 68% of organizations said they have outsourced or contracted project managers [5]. The popularity of this approach is explained by the ability to flexibly respond to ongoing changes and manage changing priorities in any unstable conditions.

The growth of automation, robotization, digitalization, leading to the creation of new needs and the growth of new professions, requires a change in the qualifications of employees, learning new things, and a radical change in the field of activity. The projected growth in new jobs created by new digital jobs could be around 20% by 2022 [6]. The popular opinion that robots will replace people, thereby increasing unemployment, applies only to those professions where people perform algorithmic, standardized functions, the implementation of which can be formalized as much as possible. Since all processes that can be algorithmized will be automated and can occur without a person or with minimal intervention, people are required to do the work of finding new solutions, creating new ideas and meanings, inventing new technologies and predicting and anticipating needs. It is impossible to replace creative, complex, art professions, and if the costs of automating of low-paid and low-skilled labor will exceed its economic effect, then it is not advisable.

Since 2018 the Russian Federation has been implementing a project for early vocational guidance of schoolchildren called "Ticket to the Future". It accumulates so-called "digital footprint" on a specialized digital platform: a large database on the propensities and abilities, qualities and preferences of the student about their future professional activity [7]. This approach based on the analysis and diagnosis of personal and professional inclinations, and allows to build personal educational trajectories and set the paths for the development of a future career. Thus, it can be predicted that a resume as a form of presentation of the achievements, experience and qualities of an employee after some time will cease to be relevant, since it will be generated automatically based on big data.

Conceptual issues of state employment and unemployment management, social protection and support for the unemployed are becoming relevant. Strengthening the social role of the state should be manifested in the prompt development of timely measures to support employment and protect against unemployment. Particular attention should be paid to the activities of employment services in terms of responsiveness to current changes in the labor market and employment indicators.

In the context of rapid digitalization, constant development of smart machines and systems, incl. based on artificial intelligence, computing based on big data, changes in organizational structures, globalization and new ecosystems, the so-called future skills associated with special types of thinking and communication are becoming relevant:

1) a new type of thinking: creative, flexible and adaptive, for example, design thinking - based on the principles of anthropocentrism, aimed at finding non-standard, non-obvious solutions to problems focused on the interests of the user, based on empathy and analysis of user experience;

2) computational thinking - the organization of thought processes associated with the formulation of problems and their solutions, the form of which can be effectively implemented in the relationship between a person and a computer. We are talking about the algorithmicization of solving complex problems, the formulation of which is carried out by a person, and the solution is possible with the help of robotization or artificial intelligence (abstraction, patterns, logical organization and data analysis);

3) cross-cultural thinking, competence and interaction, broadening horizons and knowledge in various fields, interdisciplinarity, leadership, management of processes, people, solutions and systems in conditions of uncertainty, the ability to influence, teaching and developing by example are the most important skills of leaders, the basis of career growth [8].

In the context of constant changes, the employer's requirements for competencies are increasing: there is a growing demand for universal workers who can combine professions, performing, along with their main duties, work in a related or other specialty, expanding professional zones. The ability to quickly retrain and master new directions, skills and competencies, generate new ideas and see opportunities in changing conditions becomes important. The shift in demand towards highly qualified and talented personnel increases the competition between companies for talent, for applicants of new jobs and professions that appear, due to the growth of digital technologies. This shift in demand also requires a change in approaches to education and training, both in terms of areas of training (new educational programs and fundamentally new competencies) and in terms of learning technologies. As for learning technologies, a complete transition to distance learning technologies is not always advisable, but the approach that combines the formats of traditional and distance (online) learning will be used much more often as more effective. Along with the accelerating processes of the retirement of outdated professions, the emergence of new ones is intensifying, requiring such competencies for which the educational system is not ready yet. The shortage of personnel and the lag in the vocational education system accelerate the emergence and active development of alternative ways of training and obtaining a profession, requiring the modernization of the vocational guidance system, methods of monitoring and forecasting the personnel needs of industries and markets.

References

1. *A UN framework for the immediate socio-economic response to COVID-19. URL: https://www.un.org/sites/un2.un.org/files/un_framework_report_on_covid-19.pdf*
2. *Forecast of the socio-economic development of the Russian Federation for the planning period of 2022 and 2023. URL: https://www.economy.gov.ru/material/file/956cde638e96c25da7d978fe3424ad87/Prognoz.pdf*
3. *Evolution of workers. URL: https://www.gazeta.ru/business/2020/05/20/13089865.shtml*
4. *How brands are responding to the coronavirus URL: https://adindex.ru/publication/reporting/2020/03/16/280089.phtml*
5. *Project Management Institute. URL: https://www.pmi.org/*
6. *Digital Russia: new reality. Digital McKinsey/ URL: http://www.tadviser.ru/images/c/c2/Digital-Russia-report.pdf*
7. *Project on early vocational guidance "Ticket to the future" URL: https://bilet.worldskills.ru/*
8. *Sayfullina L.D. Human capital management in the system of digital economic relations // Fundamental research. – 2018. – № 11-1. – p. 92-96.*

DOI 10.34660/INF.2021.20.23.009

青年是巴什科尔托斯坦共和国工会的战略资源
YOUTH IS A STRATEGIC RESOURCE OF TRADE UNIONS OF THE REPUBLIC OF BASHKORTOSTAN

Gavrilenko Irina Grigorievna
Candidate of Economic Sciences, Associate Professor
Ufa State Petroleum Technological University
Zaynasheva Zarima Gafarovna
Doctor of Economic Sciences, Full Professor
Ufa State Petroleum Technological University
Ufa, Russia

注解。这篇文章的目的是确定巴什科尔托斯坦共和国工会运动的区域特征，并提出建议，以吸引年轻人参加工会活动，提高他们对工会活动的认识，以及改善工会形象。工会组织。从客观和主观两方面，确定并系统化了决定工会队伍中青年人数下降的主要因素。结论是，在现代条件下，实施工会青年政策应成为巴什科尔托斯坦共和国工会联合会活动的优先方向之一。

提出了青年政策的实施途径：工会组织参与制定法律，保障青年人受教育权、工作场所和购房福利；为年轻人发展社交、体育和其他中心，组织文化活动和休闲活动；促进健康的生活方式，以及培养年轻人对运动和其他一些方面的兴趣。

关键词：年龄、意识、社会保护、劳动权利保障、形象、参与

Annotation. *The purpose of the article was to identify regional features of the trade union movement in the Republic of Bashkortostan and develop recommendations for attracting young people to trade union activities, increasing their awareness of the activities of trade unions, as well as improving the image of trade union organizations. Identified and systematized the main factors that determine the decline in the number of young people in the ranks of trade unions, both objective and subjective. The conclusions are made that in modern conditions the implementation of the trade union youth policy should become one of the priority directions of the activity of the Federation of Trade Unions of the Republic of Bashkortostan.*

The ways of implementing youth policy are proposed: participation of trade union organizations in the formation of laws, which guarantees young people the right to education, a worthy place of work, and benefits for the purchase of housing; development of social, sports and other centers for young people and the *organization of cultural events and leisure; promotion of a healthy lifestyle, as well as the development of interest among young people in sports and a number of others.*

***Keywords**: age, awareness, social protection, guarantee of labor rights, image, involvement*

Intensification of work on attracting young people to trade union activities

Today, trade union organizations are the largest voluntary associations in Russia, which are linked by common interests by the type of activity in the industrial and social spheres. Their main task is to protect the labor and social rights of workers [1].

The main task of the Federation of Trade Unions of the Republic of Bashkortostan in 2020 was the implementation of measures agreed with the parties of social partnership to promote the development of production, improve the quality of the concluded collective agreements and agreements, include obligations on timely payment of wages, increase the level of wages, preserve and create jobs. , allocation of funds for labor protection, additional benefits and guarantees for employees, strengthening control over their implementation [2].

The solution to this problem is of particular importance now, when the domestic economy is suffering from the consequences of the pandemic, falling oil prices, as well as a tough sanctions policy against Russia. In these conditions, it is of paramount importance to preserve the results achieved earlier, and in the future to make every effort to raise the trade union movement to a new, higher quality level.

Russian trade unions, despite their statutory goals, do not have a high enough rating in public opinion. In recent years, the number of trade unions has been declining, and mistrust in their activities has increased. At the same time, the need to protect the rights and interests of workers is becoming especially relevant in the modern period, which has exposed and intensified socio-economic contradictions [3, 4, 5].

One of the main indicators of the effectiveness of trade unions is the level of trade union membership. And here in the republic, serious problems are observed, the number of trade union members continues to decline, as well as throughout the country, which leads to the organizational, personnel and financial weakening of trade union organizations. It should also be noted that in 2020 there has been a tendency towards a slowdown in the decline in the number of trade union members compared to 2019 [6].

One of the painful points of intra-union life is the increase in the average age of union activists. Today, trade unions, along with the experience of the oldest workers, need fresh strength, thoughts and deeds. Young people will gain a foothold in trade union work - this will be one of the indicators of the effectiveness of modernization of the trade union movement. And youth is a strategic resource for trade unions. Young people go to a trade union and understand that the future of the trade union and the future of young people themselves depend on their active position.

Young people make up one third of the total number of trade union members and are the basis of the cadre potential of the trade union movement. A significant part of the proposals of the trade unions were included in the content of the federal law "On youth policy in the Russian Federation" [7], including the concept of "young specialist", which is found in almost all collective agreements concluded with trade union organizations.

Analysis of statistical data shows that as of January 1, 2021. the share of young people in the total number of trade union members has decreased by almost 1% and is 37.4%. The decline in the number of young people in the ranks of trade unions is due to both objective and subjective factors, such as:

1) insufficient attention to work with this category of workers or a decrease in activity to motivate trade union membership among young people;

2) insufficient allocation of funds in trade union budgets of all levels for training and implementation of youth policy.

Implementation of the trade union youth policy has become one of the priority directions of the activity of the Federation of Trade Unions of the Republic of Bashkortostan. It is based on the Strategy of Youth Policy of the Federation of Independent Trade Unions (FITU), the Concept of Youth Policy, which formulate the main tasks of working with youth at the present stage.

The new FITU Youth Policy Strategy has the following directions, which are reflected in the priority directions of the activity of the Federation of Trade Unions of the Republic of Bashkortostan (FTU RB):

- Formation of a modern image of the trade union;
- Involvement of youth in the trade union and involvement in trade union activities;
- Increasing the share of conscious membership;
- Creation of a unified informational trade union environment;
- Formation of human resources;
- Professional development of personnel;
- Work to protect social and labor rights and interests, a guarantee for decent work, the right to education, housing, decent wages, safe working conditions, good rest, leisure;
- Creation of a representative office, consisting of elected members of the trade union organization at all levels of the legislative branch;
- Interaction with youth public organizations in the field of youth policy, which is currently taking active forms.

Certain steps are being taken in this direction, but insufficient. Seminars are held, classes are periodically held at the School of the Young Trade Union Leader, but there is no proper system in this work. The resources and capabilities of the Institute for Advanced Training of Trade Union Personnel and the Bashkir Institute of Social Technologies are not being used sufficiently by trade union organizations at all levels. A weak system of education and training is one of the factors that leads to a high turnover of trade union activists and a decrease in their professional competencies and, as a consequence, the weakness of the ideological component in the events held and the unpopularity of social activities in trade organizations [6].

It is necessary to make full use of the opportunities offered by trade union educational institutions.

With the participation of young people, a number of events, both sports and creative, are held, various forms of education, forums and rallies, both republican and Russian scale.

In order to realize the innovative potential, develop the social activity of trade union members and introduce new effective forms of trade union activity, project activities are being confidently introduced today. And a special role in this direction is assigned to young people: modern technologies for searching for information and submitting applications, a fresh look at social problems and ways to solve them, a variety of ideas. Today, union organizations are only in the early stages of realizing such an opportunity as social design, and this is an unparalleled field of opportunity for young union activists.

The next area of trade union activity, which is also in the area of application of youth potential, is *informational activity*. Today, over 50% of FTU RB affiliates either do not have a website or are long dead. Those who are represented in social networks are even less [6]. Information work at the level of the Federation of Trade Unions of the Republic of Belarus is being actively pursued: daily replenishment of the official website, pages on social networks. But, unfortunately, not all members of branch trade unions know about their existence, where they could get useful information. It is very important that at the level of the republican branch, primary trade union organizations they would inform about the possibility of receiving news, ask for help, and use the hotline.

As a result of this approach, the problems of the modern trade union movement are not adequately reflected in the public consciousness and in the media. Society does not get a true idea of the scale of the trade unions' activities, their capabilities to protect the rights and interests of workers.

In order to implement youth policy, the following tasks have been formed:

- participation of trade union organizations in the formation of laws that guarantee young people the right to education, a worthy place of work, and benefits for the purchase of housing;

- rendering assistance to young people in realizing their own interests, fostering in them independence and the ability to solve emerging life problems and questions;

- development of social, sports and other centers for young people and the organization of cultural events and leisure;

- promotion of a healthy lifestyle, as well as the development of interest among young people in sports, etc. [8]

Summing up, it should be noted once again that in the modern socio-economic conditions the trade union organizations face many problems. Special attention should be paid to the topical issues of attracting young people to trade union activities, increasing their awareness of the activities of trade unions, as well as improving the image of trade union organizations, tk. their solution directly depends on the effectiveness of the activity, the implementation of the main functions and the fulfillment of the tasks at hand.

References

1. Chizhik, V.P. The modern role of trade unions in the regulation of social and labor relations in the organization / V.S. Polovinko, V.P. Chizhik. - Omsk: Publishing house of the Omsk State University, 2011. – 368 p.

2. The official website of the FNPR. [Electronic resource] // URL: http://www.fnpr.ru/n/250/10720.html.

3. Petrov, A. V. Trade unions - an institution of civil society / A. V. Petrov // Society. Environment. Development. 2008. No. 3 (8). P. 55-66.

4. Petrov, A. V. Social dialogue and dynamics of human capital of modern companies / A. V. Petrov. Petrov // Society. Environment. Development. 2013. No. 3 (28). P. 113-117.

5. Zvyagintseva, Yu.S. Innovation policy in the field of labor organization as a factor in the development of enterprises. / Yu.S. Zvyagintseva, E.A. Kobets. In the collection: Fundamentals, theory, methods and means of measurement, control and diagnostics Materials of the 19th International Youth Scientific and Practical Conference. 2018. P. 392.

6. Official site of the Federation of Trade Unions of the Republic of Bashkortostan. [Electronic resource] // URL: http://www.fprb.ru/

7. Federal Law of December 30, 2020 No. 489-FZ "On youth policy in the Russian Federation" information and legal portal Garant - Access mode: http://base.garant.ru.

8. Safonov, V. A. Social partnership / V.A. Safonov. - M.: Yurayt Publishing House, 2015. – 395 p.

DOI 10.34660/INF.2021.63.10.047

哈萨克斯坦共和国国家土地管理系统中的数字技术
DIGITAL TECHNOLOGIES IN THE STATE LAND MANAGEMENT SYSTEM OF THE REPUBLIC OF KAZAKHSTAN

Nilipovskiy Vasily Ivanovich
Candidate of Economic Sciences, Vice-rector for international affairs,
State University of Land Use Planning
Moscow, Russia
Tuleyeva Dina Tursymbaevna
Doctoral Candidate
Kazakh National Agrarian Research University
Almaty, Republic of Kazakhstan

抽象的。 本文分析了该国土地管理领域交流政策数字化计划发展的主要制约因素，并对哈萨克斯坦数字文化的形成状况进行了简要评估。 显示了信息技术在土地管理领域的作用及其在执行有效土地管理任务和提供土地管理服务方面的重要性。 此外，创建统一的土地运营控制和监控系统的主要优势，使用电子管理系统来控制文件流，以提高向申请人提供服务的效率并减少国家领域的官僚成本和地方政府突出。

关键词：土地管理，数字化，土地关系，数字通信政策，监测，电子数据库，网站。

Abstract. *This article analyzes the main constraints in the development of the digitalization program of the country's communicative policy in the field of land management, and also provides a brief assessment of the state of formation of the digital culture of Kazakhstan. The role of information technologies in the field of land management and their importance in the implementation of the tasks of effective land management and the provision of land management services are shown. In addition, the main advantages of creating a unified system of control and monitoring of land operations, the use of an electronic management system to control document flow in order to improve the efficiency of providing services to applicants and reduce bureaucratic costs in the field of state and local government are highlighted.*

Keywords: *land management, digitalization, land relations, digital communication policy, monitoring, electronic database, websites.*

Introduction

The regulation of land relations in the era of rapid technological development and digitalization is of particular importance not only to ensure the convenience of citizens, but also to form the socio-economic stability of the state. At present, all spheres of the state and private sector of Kazakhstan are in dire need of an urgent transition to modern conditions of development.

The importance of solving the land issue affecting the interests of every citizen of the country and every economic entity in the agricultural sector of the economy requires a scientifically based concept, a state program for land reform and a mechanism for its implementation, taking into account the socio-economic conditions of development of various regions of the country [1].

The main way to improve the quality and efficiency of land management is automation based on computer technology. Modern technologies and appropriate software and hardware make it possible to process large volumes of information, improve its accuracy, visibility and reliability, obtain the most effective design solutions, and produce high-quality land management documentation.

The first stage in the development of the communication policy of Kazakhstan is the transition to the provision of online services to the population of the country through various kinds of web portals. This task is indicated in the state program "Informational Kazakhstan - 2020", which is due to the global processes of informatization.

Also, one should not forget that this digitalization system will eliminate the interference of all sorts of outsiders pursuing their own selfish goals. As the Minister of Agriculture of the Republic of Kazakhstan Saparkhan Omarov said, information technologies in the field of land management will avoid corruption, in which land commissions will be excluded and paperless provision of services will be introduced, the procedure for agreeing the provision of land plots with public utilities will be automated.

For such a transition, technological equipment of service recipients and advanced training of personnel providing services in this development sector are required. To do this, first of all, it is necessary to carry out a statistical analysis of the provision of the population for a more accurate calculation of the probability of transition. In this article, special attention will be paid to the consideration of theoretical models for the formation of a virtual control system, as well as statistical and experimental data for a more accurate visualization of possible options for integrating digital technology into the field of land management.

Materials and research methods

In a survey on land administration in the world prepared by the European Economic Commission at the UN, it was stated that "... the level of civilization of a society is determined by the level of development of land management and land use." It was also emphasized that "... due to insufficient land management, millions of hectares of previously cultivated agricultural lands are empty on the territory of the post-Soviet countries".

The total territory of the Republic of Kazakhstan, according to the balance of land, is 272.5 million hectares, agricultural land is 214.8 million hectares, in the agricultural sector of the country's economy 100.9 million hectares or 98.4% of all agricultural land are assigned to non-state forms of management. There are 219.8 thousand peasant and farm enterprises, 1.5 thousand agricultural production cooperatives, 7.6 thousand business partnerships and joint-stock companies in the republic [2].

According to these data, it is quite obvious that without a proper assessment of the land and resource potential of the country and its arrangement, it is impossible to achieve significant success in the economy of our agrarian state.

Unfortunately, to date, a situation has developed that for a long period of time the national economy has been functioning without any unified information system for regulating land relations. This has its root causes and factors that are the barrier between the management system and IT development.

The most significant factors are:

- numerous reorganizations in state bodies responsible for land policy;
- low level of supply of the population with personal equipment with Internet access;
- backward information infrastructure of the country, lack of financial support;
- corruption of the system, lack of interest of higher officials in the promotion of digital technology in the field of public services and land management;

The development of the world level of information technology dictates the need to use modern digitalization systems in our country. In our opinion, building a control system in a digital format should be widely available not only for employees, but also for applicants who want to perform various operations related to their sites without the participation of an operator. And among other things, to become the foundation on the way to unite the agrarian industrial sector with state, city government structures [3].

Statistics on the use of "E-government" show that it is much easier and faster for citizens to get a service online, especially for people with disabilities. This service will reduce the burden on civil servants, plus, in the current situation with quarantine, it will reduce the risk of virus infection, significantly reduce the number of queues, which in turn will have a beneficial effect on the quality of employees' work. Below is the dynamics (**fig.1**), according to which you can see the percentage of services received by residents of the cities of Kazakhstan who used electronic public services in 2019.

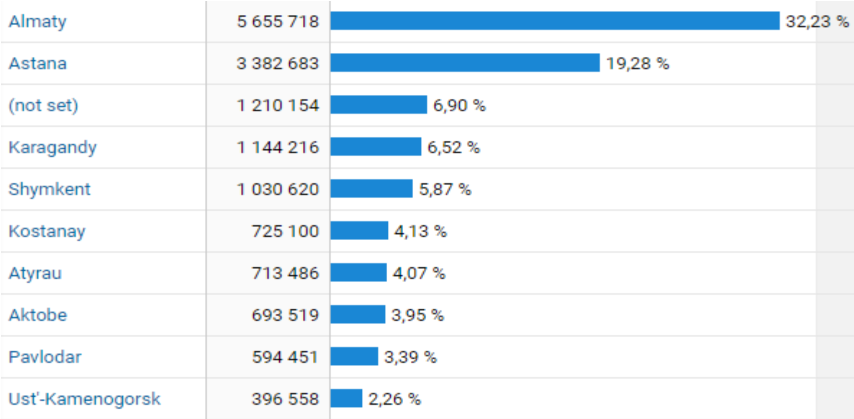


Figure 1. *Statistical data on the use of the services of the "Electronic Government"*

This system should integrate the functions of accumulation, storage, analysis of information data and their updating, monitoring of existing data. The digitalization of land relations should simplify the interaction between landowners, farmers and municipal authorities, as well as between the employees of regional, city and regional governance structures. The development of digital technologies in the management of land and agriculture is the first stage of qualitative changes in production and economic relations in land management [2; 3].

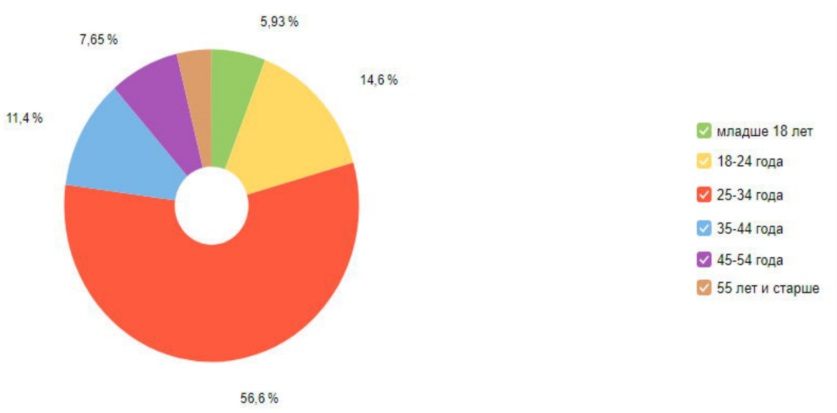


Figure 2. *Dynamics of users of electronic services by age*

Let's consider an example by age category of users of electronic services. As can be seen from the figure, Kazakhstanis are actively using new technologies and this opportunity. The value of this project is great, since it will allow you to quickly get the necessary information about the progress of land affairs (online), not to mention more difficult, costly and protracted operations, the result of which has to wait from 3 to 6 months.

For more accurate research results, we present the data obtained experimentally. When interviewing the applicants of the land relations department of the city of Almaty, the following facts were established. 79 people out of 100 have access to online resources to obtain informative data and have used electronic government services. 86 people spoke about their positive attitude to the introduction of information technology in the field of land management in order to more quickly obtain data on operations carried out in management. 14 people who were against digitalization explained their views by the fact that it is easier for them to come and learn from consultants about the progress of the process, since they do not understand the technology of electronic government and do not have EDS keys with them and were mainly elderly people.

According to the egov.kz website, the number of website users in 2019 increased up to 800 times compared to 2009 and amounted to 8.6 million versus 10960 over 10 years of the system's implementation, which indicates a positive dynamics of growth in the use of the website among the population.

At the moment, in the online resources of the Republic of Kazakhstan, there are already some analogs of information systems for land management of an informational nature, providing a narrow range of some services.

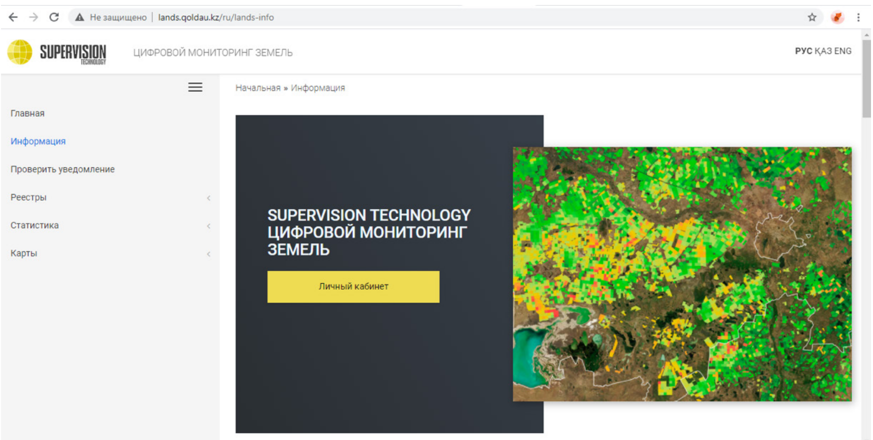


Figure 3. *Official website for supporting the agro-industry*

Koldau.kz is an official state website that plays the role of a single center for subsidizing and helping the population in obtaining permits for doing business in the agricultural sector.

***Figure 5.** Official website with environmental report*

This site is designed for everyone who wants to receive information about the ecological state of all regions and natural components of the country. But this analogue does not correspond to the digitalization standard described above, since the intention of this article is to cover the topic of monitoring land resources in real time, so that when moving to a new level of manufacturability, the data is updated every minute when performing any types of operations in different regions of the country and the presence of great functionality, operational variety.

For example, at a new level of the created site for digitalization of land management using visualized data, it will be easy to group unused lands, as well as lands suitable for agriculture, but subject to degradation by zones and identify the problem by region, change layers and in any territory and terrain in which, at color coding will indicate the type of soil, the state of the land, therefore it will be possible to break through any information and assign those responsible for the work on the given areas, which will help to group, identify the availability, amount of land in different categories and conduct monitoring throughout Kazakhstan in one click without time consuming and without spending money resources.

Another advantage of this system will be that it will be possible to identify unused land plots that can be requested at different levels across the country, city, or among large agricultural producers. The data will be not only in the form of cartographic materials, but also in the form of tables, graphs, figures, which can become an essential basis for making managerial decisions and deadlines at all levels of work. The collection of information will go directly through a direct survey of representatives of an agricultural enterprise or using existing data and by updating it. Each individual or legal entity will have EDS keys with which each applicant will be able to enter his personal account and perform various operations and update information on the state of the land plot that he owns in real time.

This need and feasibility of using automated design systems are currently due to other reasons. First of all, the volume of land management work in the course of land transformations has increased significantly. They are associated with the reorganization of land tenure and land use of agricultural enterprises, the redistribution of land, land allotment to legal entities and individuals, the intensification of land turnover. To facilitate the availability of services on land issues, a database with electronic cartographic types of digitized farmland and all categories of land plots, with the ability to enter information for each field, has great prospects. An analysis will be made on the creation of the presented system, its capabilities, which allow online data on the areas of agricultural land, the ability to perform various operations, historical data related to plots, printouts of various certificates, top view and outline of boundaries. As well as information about free land plots that citizens of the Republic of Kazakhstan can legally receive.

In addition, lands of special categories will have special capabilities that allow online data on the state of land through satellite observation, the purpose and sowing of crops, their vegetation state, yield forecast, plus monitoring of the state of the land.

Results and discussions

Thus, the study of websites and the general technological equipment of the population gives us the opportunity to conclude that the country is developing a positive dynamics in the development of digitalization, the degree of functioning of a number of factors previously described as "unsatisfactory", on the contrary, was assessed as "good" in this study. This indicates that the work carried out in state bodies to introduce IT in the field of communication with the population is going in the right direction. Nevertheless, there are also vulnerable parts of the integration of modernization into the sphere of state structures in general terms, the improvement of which will directly depend on the professionalism of specialists in the field of information technology.

Nevertheless, it is worth noting that this system should integrate not only the functions of accumulation, storage, analysis of information data and their updating, monitoring of existing information, but also the security of all of the above data. The digitalization of land relations should simplify the interaction between landowners, farmers and municipal authorities, as well as between the employees of regional, city and regional governance structures. The development of digital technologies in the management activities of land and agriculture is the first stage of qualitative changes in production and economic relations in land management [4-7].

The creation of a digital system in this structure should solve the following existing problems:

1. The emergence of a new information platform for accurate analysis and maintenance of land statistics, monitoring of all categories of land in real time
2. Spatial planning of existing sites, assessment of their condition and easy accessibility of the database for information.
3. Long-term data storage, easy viewing of site histories up to centuries. Unloading paper archives, data safety and abandonment of warehouses for storing all waste paper.
4. Clarifying the boundaries of land plots using satellite technology, reducing the costs of applicants and shortening the implementation time.
5. In real time, the data will be updated related to the change in the purpose of the plots, which will reduce paperwork between the departments of land relations and architecture.
6. The base of ownerless land plots for construction, which can be allocated to citizens of the Republic of Kazakhstan on the basis of the law on gratuitous receipt of land plots prescribed in the Land Code, where everyone can look for a plot for future construction, which will be an auxiliary link for the development of the agglomeration around the city, to facilitate load on big cities like Almaty, Nur-Sultan.

Conclusions

The topic of introducing digital technologies into the management system of state structures is a very relevant and extensive topic that should be introduced already at the early stages, since we are primarily an agricultural country, this area is very important for us and it is important that there is order in this structure.

This article indicates only a small part of the entire significant part of the research in the field of data digitalization both in the Republic of Kazakhstan and around the world. In the future, more extensive scientific research is still required for rural regions, issues of coverage of settlements in distant regions and uninhabited areas of our country. Also, as a direction for further research is the study of the opinion of government officials to what extent enterprises are ready for changes and how long it can take to transfer information from paper to electronic media.

We should not doubt the advantages of introducing digitalization into the system of government, the introduction of new technologies will not only simplify work in this area, but also their application guarantees quality, accuracy and efficiency of work.

The efficiency of work will be expressed not only in the production structure, but also in the economic one. Based on the use of digital technologies, the amount of work for employees will be reduced, the time for making decisions, the procedure for holding land commissions will be reduced, and most importantly, the corruption of this structure will decrease. The data obtained will be objective and automated.

Open access to land data and the reduction of bureaucratic processes will popularize among young entrepreneurs building a business in the agro-industrial sector, which in turn will open up new opportunities for our country.

References

1. Aitkhozhaeva G., Tireuov K., Pentaev T. Theoretical and methodological aspects of the modern concept of land relations in Kazakhstan / "Izdenister, nətizheler - Research, results". KazNAU, №3(79) 2018, ISSN2304-3334-04.

2. Official website of the Agency of the Republic of Kazakhstan on statistics: http://www.stat.gov.kz/.

3. Khishaueva Zh.T. State innovation policy of Kazakhstan and its improvement // Sayasat-Policy. 2011. № 12. – P. 13-15.

4. Volkov S.N. Land policy and land management in China / Academic publication. – M.: SULUP, 2019. – P. 208–212.

5. Digital Kazakhstan - the official website of the State Program "Digital Kazakhstan" (Digital Kazakhstan)/

6. Official website of the information and accounting center https://lands.qoldau.kz/

7. Nilipovskiy V., Inamov A. Digital land registration: practical aspects of application in Uzbekistan. In: 20th International Multidisciplinary Scientific GeoConference SGEM 2020. Sofia, 2020. P. 343-350.

DOI 10.34660/INF.2021.21.87.048

以绿色建筑技术营造良好的城市环境

CREATING A FAVORABLE URBAN ENVIRONMENT BASED ON GREEN BUILDING TECHNOLOGIES

Nilipovskiy Vasily Ivanovich
Candidate of Economic Sciences, Vice-rector for international affairs, State University of Land Use Planning, Moscow, Russia
Khabarova Irina Andreevna
candidate of technical sciences, Associate Professor
State University of Land Use Planning, Moscow, Russia
Khabarov Denis Andreevich
Lecturer -Researcher

抽象的。 在文章中，作者确定了导致城市居住区改善水平下降的主要问题。作者分析了监管框架，包括。 国内外城市环境改善经验。 值得注意的是，绿地是城市领土的一部分，对城市环境和城市居民的生活产生了积极的影响。 同时，强调人口的身心健康直接依赖于环境。 作者还对影响城市环境质量的主要问题进行了分析，并对所考虑的问题提出了解决方法和建议。

关键词：城市、园林绿化、居住区、健康、城市环境、环境、园林绿化、雨水花园、自治市、绿地、屋顶绿化。

Abstract. *In the article, the authors identified the main problems that contribute to a decrease in the level of improvement in residential areas of cities. The authors analyzed the regulatory framework, incl. domestic and foreign experience of urban environment improvement. It is noted that green spaces are part of the city's territory, which has a positive effect on the city's environment and the life of people living in cities. At the same time, the emphasis is placed on the fact that the mental and physical health of the population is directly dependent on the environment. The authors also analyzed the main problems that affect the quality of the urban environment, as well as the authors gave ways to solve the problems considered and made suggestions.*

Keywords: *city, landscaping, residential areas, health, urban environment, environment, landscaping, rain garden, municipality, green spaces, roof greening.*

At present, due to the dynamic development of many cities, the expansion of their industrial sector and others, various difficulties can often arise, which are associated both with the protection of the environment and with the creation of favorable conditions for the life and work of people. At the same time, we note that today the negative human impact on the environment (especially on green spaces) is increasing, the loss of which is the main environmental problem in the city. We also draw attention to the fact that vegetation affects the climatic characteristics of urban areas, the gas composition of the air, the degree of its pollution, as well as the provision of comfortable conditions necessary for people to live in cities.

It should also be noted that currently in the world significant efforts are being made to improve urban areas and landscaping, in particular. At the same time, a sufficiently high level of dust and gas content in the air and other factors in an urban environment negatively affect the life of plants. It also contributes to the premature death of trees. Moreover, a decrease in the level of health of people living in cities is also due to industrial production, where the chemical industry plays the main role [1-3].

Moreover, in many cities of Russia there is a manifestation of a number of problems associated with its infill development. Because infill development disturbs the development of neighborhoods to which the population of a large city is accustomed, and it also often contributes to the clearing of green plantations located in the city, and also contributes to the closure of household services, etc. Let's also pay attention to the general deterioration of the ecological environment of the city, including those associated with the constant increase in the number of cars. It should also be noted here that insolation norms are not observed during infill development, i.e. the duration of direct sunlight. And, after all, the health of the population living in cities is directly dependent on the ingress of sunlight. In addition, the sun's rays also help in the process of wound healing, they accelerate the metabolism, reduce the rehabilitation period for various nervous diseases. As for the child's body, the lack of vitamin D is associated, first of all, with such diseases as bone curvature, spinal deformity and others. Speaking of children, we also note the fact that children and adolescents who live in an urban environment, where there is a high level of air pollution with various substances, the resistance of their organisms also decreases, and the likely risk of developing various diseases increases.

Improvement is considered as the main issue in the life of modern cities, while it is noted that only with the presence of a comfortable environment is it possible to provide a healthy rest for the urban population. Moreover, taking into account the constantly growing urbanization, green spaces, recreation areas, squares and other green residential areas in a new light are acquiring paramount importance. Now more attention is paid to issues of exclusively green construction, both in Russia and abroad.

As an example, consider Paris, where the green space rate is a range in the range of 0.3 0 14 m^2 per one city dweller. Next, consider the city of New York, an area of Manhattan, for which 3m^2 is considered the norm. green spaces per citizen, while in the Bronx - 20 m^2, while for the slum area, green spaces are practically absent, it is not considered advisable to keep track of them. Further in Chicago, there are now about 140 parks, 5 boulevards, 12m^2 of green spaces - per one inhabitant of this city, but landscaping here is distributed extremely unevenly. A similar situation can be traced in Vienna, where on the territory of one district per 1 inhabitant of the city - 23 m^2 of green spaces, and on the territory of another - only 0.4 m^2.

The creation of landscaping on the roofs of buildings in large cities is already considered the most advanced and successful method, which is aimed at an effective solution to the problem being analyzed, since this solution is aimed at creating comfortable conditions for the development of plants, since the air at the roof level is much cleaner, and it saves the available territory cities. Figures 1 and 2 show an example of a possible greening of roofs. In this case, it must be remembered that for this it is necessary to provide for a special design of the floor and a drainage device.

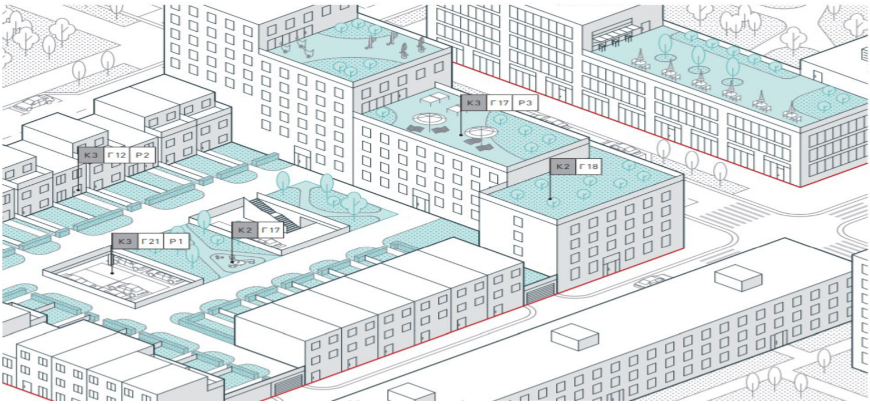


Figure 1. *Greening roofs*

Moreover, due to restrictions related to COVID-19, many green public spaces are becoming inaccessible and also periodically closed. However, the very need of the townspeople for outdoor recreation remains the same. Therefore, green spaces on the roofs of houses are a fairly good alternative to the existing city squares on the territory of cities. Moreover, green roofs are already an effective solution to the problems of a number of areas where there is very little greenery and there is no place to build new parks.

Figure 2. *Roof landscaping example*

In open urban spaces, a rain garden, which represents a local decrease in the relief of a single greening area, is also an effective solution to this problematic situation associated with landscaping and greening in cities. During the period of heavy rains, the rain garden collects, retains and absorbs water, while remaining completely dry during the rest of the time. With this landscaping, it is advisable to plant in the upper soil layer (their thickness is not less than 0.15–0.3 m). If we talk about designing a rain garden on streets and squares, then on them, as a rule, it is designed in a stationary container without a bottom with sides. Its minimum area is about 10 m^2. An example of a rain garden is shown in figures 3 and 4.

Figure 3. *Rain garden*

Typically, a rain garden system has three main compartments. The first compartment is needed to receive water from the road. This water is the dirtiest. Already purified water then enters a large area with plants. The functions of a conventional grate are that it becomes necessary only in case of overflow, because through it, excess water already enters the city sewer.

Figure 4. *Rain garden in an urban setting*

Next, consider a permeable pavement with a drainage trench. This coating is proposed to be placed around the perimeter of playgrounds and sports grounds, along bike paths, in green areas, embankments, in yards to drain rainwater from the surface. Moreover, this coating can be represented by tiles with wide joints, gravel screenings. The recommended strip width for such a coating is about 1.5 m. The drainage of labor must be connected to the natural system of the city's sewerage system in order to timely prevent overflow during peak rainfall. It is also advisable to provide thermal insulation if the depth of installation of the drainage pipe is higher than the level of soil freezing (fig. 5).

To divert surface runoff from pedestrian and bicycle paths along them in the greening strip, it is recommended to install a bio-drainage ditch (fig. 6). It is a biological system for collecting and treating wastewater using moisture-loving plants, as well as draining treated wastewater to the groundwater level or to water bodies. The filtration rate depends on the hydraulic conductivity of the soil. The width of the ditch is assumed to be at least 2 m, the depth - 0.3–1 m, depending on the size. The structure of the bio-drainage ditch consists of a top layer of soil with a thickness of at least 0.2 m and a sand and crushed stone base with a thickness of about 0.6 m with a perforated drain pipe, which must be laid at a depth exceeding the freezing level or be insulated. The bio-drainage ditch is applicable only in areas with permeable soil, at a distance from buildings and structures at least 6 m.

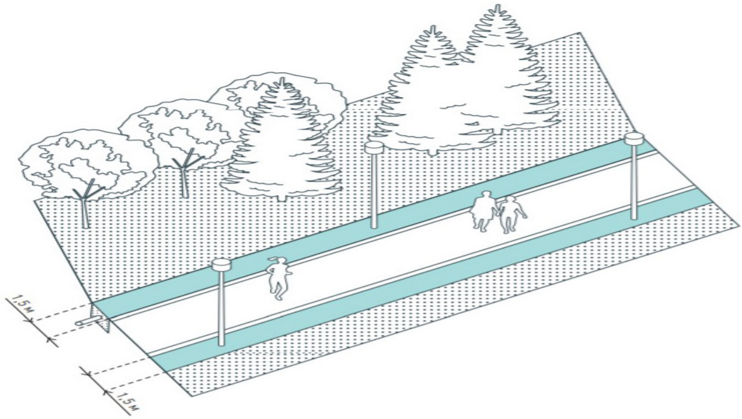


Figure 5. *Permeable cover with drainage trench*

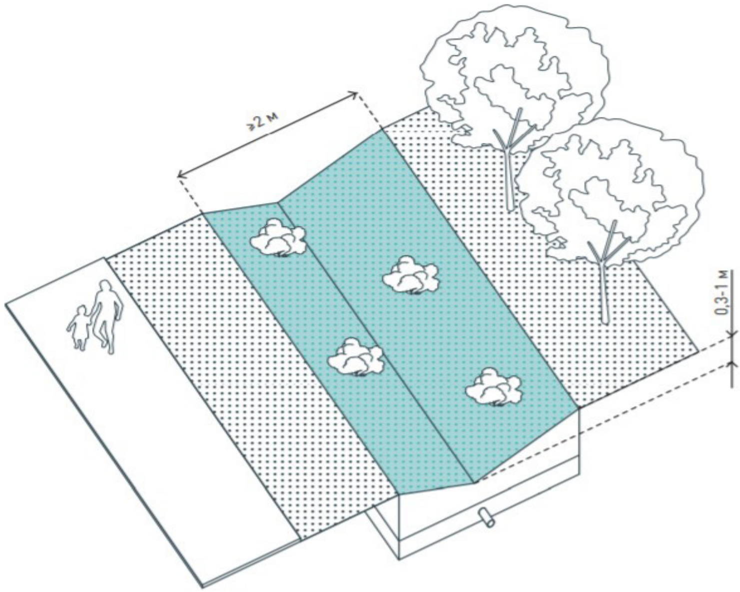


Figure 6. *Biodrainage ditch*

Drainage from roofs (fig. 7) is advisable to use in open spaces where there are buildings and structures with an external drainage system. Since the water from the downpipe can be diverted into the front garden with subsequent infiltration. A gravel pad should also be provided for water collection points. To prevent possible flooding of the front garden, excess water should be freely diverted to adjacent spaces.

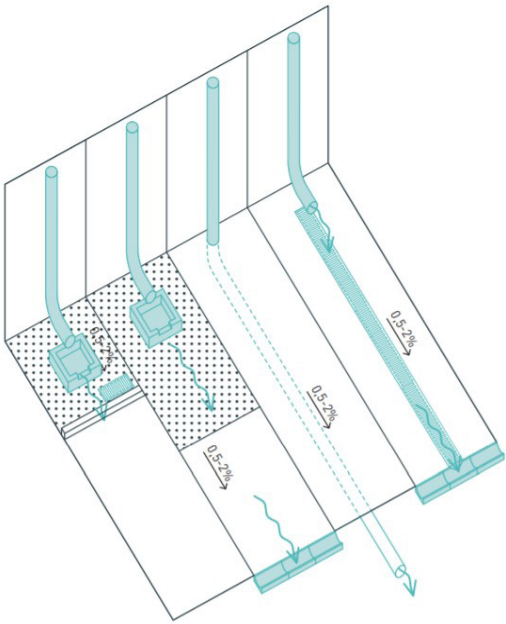


Figure 7. *Roof drainage*

A number of priority projects were launched in the Russian Federation in 2017, one of which is "Formation of a comfortable urban environment". The goal of this project is ambitious and large-scale: "Creation of conditions for the systematic improvement of the quality and comfort of the urban environment throughout the Russian Federation...". Moreover, the project is intended for the participation in it of all settlements, the population of which is more than 1000 people. At the same time, among the main measures for its implementation is the improvement of the courtyard areas of cities. That is, today there is an applied need for the formation of a methodology for assessing the level of modern improvement of the city territory and the selection of courtyard areas that are more in need of improvement measures, i.e. the need for applied research work.

Based on the above, we note that in order to create a favorable urban environment and maintain the level of health of people living on its territory, it is necessary to plan the use of its territory and introduce innovations to solve these problems. Moreover, close interaction with ecologists, architects, designers and residents of a given city area is required. We also note that virtual, augmented, mixed reality technologies (the so-called AR/VR/MR) will soon be used in the design and construction of buildings and structures. Virtual buildings and structures on the future construction site will allow assessing the landscape change and finding out the opinion of residents about the planned structures. Through presentations and public hearings, the attractiveness of holographic projection projects in the field of architecture will increase. A number of measures are also being developed that are directly aimed at stimulating the use of smart technologies in the construction process. Further, it is envisaged to introduce the principle of "green building" in order to reduce the harmful impact on the city's ecology, improve energy efficiency, and reduce emissions during construction and during the operation of buildings and structures [5-8]. Moreover, already at the present time, at the present time period, an integrated system for handling all types of waste has been created at construction sites, and the activities for reuse and recycling of waste will be highly automated/robotized. At the same time, the amount of waste from construction work will be radically reduced due to 3D printing of buildings (structures) and their individual elements, and only in this case there is a good opportunity to take into account a wide range of factors to effectively solve existing problems.

References

1. Yuskevich N.N. OzeleneniegorodovRossii [Tekst] //N.N. YUskevich. M.: 2012.- 354 P.[in Russian].

2. Uvarov, B. Planirovkaiblagoustrojstvagorodov [Elektronnyjresurs] / B. Uvarov. – Rezhimdostupa: http://www.eduref.ru (data obrashcheniya 05.12.2021) [in Russian].

3. Nikolaevskaya I.A. Blagoustrojstvoterritorij [Tekst] // M.: Akademiya, 2002. – 195 P.[in Russian].

4. Gribkova S.I. Problemysozdaniyaustojchivojsistemyzelenyhnasazhdenij s uchetomekologicheskihuslovijgoroda [Tekst] // Novyepriemyozeleneniya / S.I. Gribkova, S.V. Kil'disheva // M.: 2016. – 246 P.[in Russian].

5. Bogolyubov V.S. Upravleniegorodskimhozyajstvom [Tekst] // V.S. Bogolyubov, V.M. Stenyaev. L. – 2016. – 168 P.[in Russian].

6. Martins, A.N. Sustainable Development Volume 24, Issue 5, 1 September 2016, Pages 330-343. [in Russian].

7. Gorodskieproekty [Elektronnyjresurs]: oficial'nyjsajt / https://city4people.ru (data obrashcheniya 05.12.2021 g.) [in Russian].

8. Nilipovskiy V. Eco-development of real estate and prospects of green economy in Russia. In: 18th International Multidisciplinary Scientific GeoConference SGEM 2018. Conference proceedings . 2018. P. 687-692.

DOI 10.34660/INF.2021.26.14.010

专家意见的分类和概率形式

CATEGORICAL AND PROBABILISTIC FORM OF EXPERT OPINION

Akhadullaev Akhmed Askerovich
Student
Russian State University of Justice
Scientific consultant Tsarkova Elena Valentinovna
Candidate of Physical and Mathematical Sciences, Associate Professor
Russian State University of Justice

抽象的。文章根据专家审查结果、其在证据体系中的地位以及诉讼中的证据，分析了刑事诉讼学说现行有关专家意见的可能形式的规定，讨论了专家意见形式的区分。 意见，并且还形成了关于在刑事诉讼中更完整地参与概率形式的结论的建议。

关键词：刑事审判、专家意见、概率结论、明确结论、证据、法医检查、专家。

Abstract. *The article provides an analysis of the existing provisions of the doctrine of criminal procedure on the possible forms of expert opinion based on the results of expert examinations, their position in the system of evidence and evidence in the proceedings, discusses the differentiation of forms of expert opinions, and also formed proposals for a more complete involvement of probabilistic forms of conclusion in criminal proceedings.*

Keywords: *criminal trial, expert opinion, probabilistic conclusion, categorical conclusion, proof, forensic examination, expert.*

The investigation of criminal offenses is a complex activity that involves the results of theoretical, technical, technological, methodological and practical developments in many areas of scientific knowledge. However, that the persons carrying out the investigation cannot have a formed, exhaustive and reliable idea of the determinants of individual phenomena, processes and relationships developed by all areas of scientific knowledge.

To eliminate the lack of knowledge, it becomes necessary to involve persons with the necessary qualifications in the subject area of knowledge. Experts act as one of the representatives of groups of such persons. According to the Criminal Procedure Code of the Russian Federation, an expert is a person with special knowledge and appointed in accordance with the procedure established by the

Criminal Procedure Code of the Russian Federation to conduct a forensic examination and give an opinion."[1] The definition formed by the legislator makes it possible to identify such essential features of an expert as an independent procedural status, the procedure established by law for participation in criminal proceedings and forms of procedural expression of their activities, as well as the presence of special knowledge. All, except the last point, have further disclosure and regulation within the framework of criminal procedural legislation, in connection with which it is necessary to determine the content of the concept of "special knowledge".

R.S. Belkin defines special knowledge as "professional knowledge and skills used in the field of criminal proceedings in certain areas required to resolve issues that have arisen during the investigation and resolution of criminal cases" [1].

Ya.V. Komissarova understands special knowledge as "knowledge beyond those that a judge, prosecutor, investigator, head of an investigative body, head of an inquiry unit, investigator, based on the purpose of criminal proceedings [2].

E.R. Rossinskaya means by special knowledge "a system of theoretical knowledge and practical skills in the field of specific science and technology, art or craft acquired through special training or professional experience that are necessary to solve the issues raised." [3]

The analysis of the above concepts allows us to identify the following signs of special knowledge that an expert should possess:

- they should be based on scientific knowledge and focus on solving applied problems;
- the process of obtaining special knowledge should include both theoretical training of an expert and practice aimed at consolidating the results of theoretical training and working out the necessary skills;
- the expert's special knowledge is used to solve questions. related to the criminal proceedings;
- the fact that an expert has special knowledge requires a document confirming the expert's qualifications.

It should be noted that the participation of an expert in criminal proceedings is not a mandatory requirement. This person is involved in criminal proceedings in cases when there is a need to obtain a professional opinion on an issue, the resolution of which requires special knowledge in various fields of science, art, craft and technology. T.V. Sakhnova points out that "the expert does not explain the existing fact, but extracts a new one and gives it a professional assessment, which constitutes the content of judicial evidence" [4]. In our opinion, this approach cannot be considered correct, since the examination is not always aimed at obtaining new

[1]The Criminal Procedure Code of the Russian Federation: Federal Law No. 174-FZ of 18.12.2001 // Collection of Legislation of the Russian Federation. – 2001. - №52 (1). – Article 4921.

knowledge, but it can also be associated with establishing the fact, mechanisms of interaction, consequences of an event or action.

The Law "On State Forensic Expert Activity" in Article 9 provides the concept of forensic examination, which should be understood as a procedural action, including conducting research by an expert and giving an opinion on issues whose solution requires special knowledge in the field of technology or science, craft or art and which were put before the expert by participants in criminal proceedings in order to establish the circumstances to be proved in a criminal case[2].

The expert is an independent participant in the criminal process, which does not take a certain side due to the specifics of its activities. The law establishes certain procedural forms that result in the activity of an expert. The Code of Criminal Procedure of the Russian Federation provides for two such forms – expert opinion and expert testimony. The expert's conclusion should be understood as the content of the expert study presented in writing and the conclusions on the issues that were put before the expert by the participants in the proceedings. The expert's testimony, in the realities of the criminal process, acts as a subordinate procedural form of the expert's participation in the proceedings, since it is given only after the examination has already been carried out to clarify its results or clarify the conclusion.

The expert's conclusion, which acts as a system-forming element of the entire expert opinion, is the conclusion that was deduced by the expert as a result of the study, based on the available data on the circumstances of the criminal case and the fundamental principles of scientific knowledge affecting the essence of the research being conducted. Depending on the logical system of constructing an expert's conclusion, it is customary to distinguish the following forms of conclusions: about possibility and probability; unambiguous and alternative; affirmative and negative; categorical and probabilistic.

A categorical conclusion is a reflection of the expert's reliable knowledge about a particular fact, event or phenomenon, regardless of the conditions of the external environment or other conditions of its existence. A probabilistic conclusion is a reasonable hypothesis of an expert in relation to the established fact. The specifics of the probabilistic conclusion is that it reflects the incomplete inner conviction of the expert in the reliability of the results of the study, which may be due to both the specifics of the subject of the study and the imperfection of the scientific and technical base for conducting the study, which does not allow to obtain complete knowledge. The probabilistic conclusion reflects the personal preference of the expert, based on professional knowledge, about the admissibility of the existence of a fact, however, the expert does not exclude the possibility and reliability of the opposite conclusions.

---

[2]On state forensic expert activity in the Russian Federation: Federal Law No. 73-FZ of 31.05.2001 // Collection of Legislation of the Russian Federation. - 2001. - No.23. - St. 2291

It seems important to us to touch upon such a concept as a "probabilistic approach" when conducting expert research. This approach is used when an expert evaluates a certain set of signs, facts for solving diagnostic and identification problems, based on the methods of probability theory and mathematical statistics. In the context of forensic examination, this approach implies the development of a quantitative methodology that is individual for each study and is formed on the basis of available facts and questions posed by the parties. At the same time, it should be understood that probabilistic inference does not in all cases imply the use of a probabilistic approach, but in all cases implies the existence of other alternatives to explain or interpret the results of the study.

The goals of criminal proceedings are most consistent with such forms of conclusion as categorical and probabilistic. The categorical form answers the questions posed to the expert unambiguously, and the conclusions contained in the study are fully justified, can be verified and confirmed at any time and are logically interrelated with the description of the expert's reasoning. The categorical form of the conclusion acts as proper evidence and can be used by the court as the basis of the decision. A necessary feature of the categorical form is giving an unambiguous answer to the questions posed. Interpretation and interpretation of such a conclusion is allowed only within the limits that were laid down by the expert and cannot be extrapolated. If the categorical conclusion itself contains analogies, then the conclusion should contain references to the relevant evidence.

In cases where the expert could not come to an unambiguous conclusion after conducting the necessary research, or when conducting the study, the expert, due to objective or subjective reasons, could not reliably and exhaustively establish any fact, the conclusion is given in probabilistic form. It is important to understand that the probabilistic form of the conclusion, unlike the categorical one, cannot act as a full-fledged proof and be the basis of a court verdict. This approach is also reflected in the provisions of art. 14 of the Code of Criminal Procedure of the Russian Federation, which contains an indication of the inadmissibility of a verdict of guilty on the basis of assumptions.

The choice of the form of giving an expert opinion depends on the extent to which the conclusion is justified, how confident the expert is in it, as well as on the expert's idea of what the facts or circumstances established in the framework of the study are – reliable or probable.

The reasons why the expert cannot give a categorical conclusion are subjective and objective factors. The first group includes the wrong choice of research methodology; incomplete research; insufficient theoretical knowledge or practical skills of an expert. As objective factors, incompleteness of initial data is singled out; poor quality of materials aimed at research; imperfection of scientific and technical support; the initial probabilistic nature of the study.

Probabilistic conclusions, unlike categorical ones, contain a certain level of abstraction, which is why it is quite difficult for persons who do not have the necessary special knowledge to give a proper assessment of the expert's probabilistic conclusion. In this regard, in practice, there are often cases when the court did not accept probabilistic expert opinions as evidence. There is also a prevailing opinion in scientific circles that it is necessary to minimize the evidentiary value of the probabilistic form of the expert's conclusion in the criminal process, or not to recognize such a form of conclusion as evidence at all [5,6].

However, in our opinion, this approach cannot be called completely correct. A probabilistic conclusion cannot be considered as independent proof, which is reasonable, but it must be understood that it contains a competent judgment of a qualified person formed on the basis of research, which is why it is necessary to recognize a useful action for him, which can be expressed both in the application of evidence obtained during the investigation or consideration of a criminal case, and in identifying other sources of evidence, which, including, they can eliminate uncertainty in the results of the expert's research and will allow to make a conclusion in a categorical form in the future. At the same time, it is important to understand that the proposed approach is valid only with respect to probabilistic conclusions due to objective factors.

In order to maximize the benefits that probabilistic expert opinions can bring to criminal proceedings, it is necessary to fulfill a number of requirements for the content of a probabilistic conclusion. It should contain an indication of the limits of specificity and sensitivity of the methods, devices and devices used in the study [7]; contain the results of mathematical modeling to determine the probability of reliability of the expert's conclusion [8]; contain the initial evidentiary data in relation to the subject of the study (clinical recommendations, technical standards, results of research and tests under normal conditions); contain accompanying illustrative material indicating the reliability of the probabilistic conclusion.

References

1. Belkin R.S. Criminalisticheskaya enciklopedia. - M.: Megatron XXI, 2000– - 334 p.

2. Komissarova Ya.V. Conceptual foundations of the professional activity of an expert in criminal proceedings: abstract. diss. ...Dr. yurid. sciences. - M., 2013. - 57 p.

3. Rossinskaya E.R. On the legal status of a forensic expert // Bulletin of the O.E. Kutafin University. - 2018. - No. 7. - pp. 15-24.

4. Sakhnova T.V. Forensic examination. - Moscow: Gorodets-M, 2014. - 368 p.

5. Vasyaev A.A. Procedural procedure for the production and investigation of forensic examination during the judicial investigation // Modern law. 2012. № 1.

6. Ulyanova L.T. Conclusion and testimony of an expert // Criminal trial: textbook / edited by K.F. Gutsenko. Ed. 5th, reprint. and additional M.: ICD "Zertsalo-M", 2004

7. Vashchekin A.N. Problems of legal regulation of interaction of subjects in the digital space of the Russian Federation // In the collection: Theoretical and applied aspects of the formation of information and legal space in the modern world. Materials of the III International Russian-Kazakh Scientific and Practical Conference. Ed. by G.F. Garayev, M.E. Beglaryan, S.A. Sarina. Krasnodar, 2020. pp. 27-30.

8. Fedoseev S.V. Application of mathematical methods of the theory of fuzzy sets during forensic research // Legal Informatics. 2020. No. 4. pp.38-45.

DOI 10.34660/INF.2021.63.26.011

在数字化背景下与申请人进行职业指导工作中的"化学"主题资源
RESOURCES OF THE SUBJECT "CHEMISTRY" IN VOCATIONAL GUIDANCE WORK WITH APPLICANTS IN THE CONTEXT OF DIGITALIZATION

Lyubina Ekaterina Nikolaevna
Doctor of Biological Sciences, Full Professor
Kafiatyllina Alsu Gakilevna
Candidate of Chemical Sciences, Associate Professor
Ilya Ulyanov State Pedagogical University

抽象的。　文章提出了与申请人一起引入职业指导工作的新方法和新技术的问题，关于"化学"学科在职业自决问题上的可能性。
关键词：职业指导工作，教育片，学校毕业生，教师教育，化学，数字化。
Abstract. *The article raises the question of the introduction of new methods and technologies of vocational guidance work with applicants, about the possibilities of the discipline "Chemistry" in matters of professional self-determination.*
Keywords: *vocational guidance work, educational films, school graduates, teacher education, chemistry, digitalization.*

One of the most important stages in the life of every high school student is the choice of a profession. During the period of preparation for final exams, uncertainty about the future specialty increases stress in adolescents, which in the future can lead to professional incompetence and lack of fulfillment [3]. The choice of a profession is influenced by many factors: the opinion of others, forecasts of analysts, the personal abilities of students, as well as knowledge about the areas of training future specialists currently being implemented in the region [2,4].

At the same time, every year new specializations appear in the world, which previously we could not even guess. In September 2021, Russian Prime Minister Mikhail Mishustin signed a decree expanding the list of professions and specialties that will contribute to the accelerated development and modernization of the country's economy. Today, in the Volga Federal District, you can easily count more than a dozen flagship universities and secondary vocational education (SVE) systems, which complicates the choice of school graduates. After all, as you know, a good university is a springboard for future professional activities. Therefore, measures aimed at providing school graduates with information about the world of professions and educational institutions, advising them on obtaining vocational training, are certainly relevant and occupy a special position.

At the moment, most universities still use traditional career guidance activities in order to attract the attention of applicants [1,6]. Such forms of work are: field work associated with visiting teachers of schools in the city and districts of the region with conversations and consultations, holding an open day, distributing booklets, organizing contests and Olympiads, interacting with parents.

Taking into account the introduction of digitalization in various spheres of life and production, the active use of social networks and various services popular among the masses by young people [5], the problem of professional self-determination and vocational guidance must be solved with the help of modern digital technologies. This will allow in an interesting and accessible form for applicants to introduce them to this or that educational institution where future specialists are trained.

Many years of experience in teaching the discipline "Chemistry" in secondary school allows us to assert that due to the large volume of theoretical knowledge and the reduction of hours for their study, chemistry is a rather difficult subject for the overwhelming majority of students. However, there are a lot of specialties in the development of which knowledge of chemistry can be useful. Even in our small regional center - the city of Ulyanovsk, you can quickly pick up a dozen of popular chemistry-related professions that may be of interest to a school graduate. Chemistry opens up career opportunities in the field of pedagogy, medicine, veterinary medicine, pharmacology, biophysics, molecular biology, agronomy, etc. The Pedagogical University, where we work, annually conducts career guidance work in order to increase the interest of talented youth in the teaching profession. Of course, we would like to see the best school graduates among our future students and prepare a worthy replacement for the older generation of teachers.

Considering all of the above, to solve vocational guidance problems, we have created short films, which can also be considered as educational films in chemistry for high school students. The peculiarity of these films is that current employees and undergraduates of the Department of Biology and Chemistry of the Ilya UlSPU participate in them, who acquaint children with the equipment, arrangement of specialized laboratories of the university and chemical processes, adapt complex sections of the "Chemistry" discipline for a deeper understanding.

As part of the preliminary study, the films were sent to 10 secondary educational institutions in the city of Ulyanovsk and the Ulyanovsk region for testing in the current career guidance work. In order to determine the effectiveness of the created product, a questionnaire on professional self-determination was developed. Grade 11 graduates were surveyed from November 1, 2021 to December 1, 2021 with the participation of teachers in the subject "Chemistry".

As can be seen from the data in figure 1, the majority of high school students demonstrate low motivation to study the subject "Chemistry". The revealed feature is presumably related to the fact that discipline causes difficulties for many in mastering.

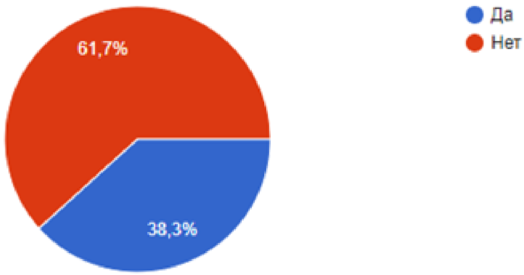


Figure 1. *Analysis of students' answers to the question: "Are you interested in a deeper study of the subject" Chemistry"*

However, watching films that combined both teaching and vocational guidance contributed to an increase in interest in learning chemistry, as evidenced by the students' responses (figure 2).

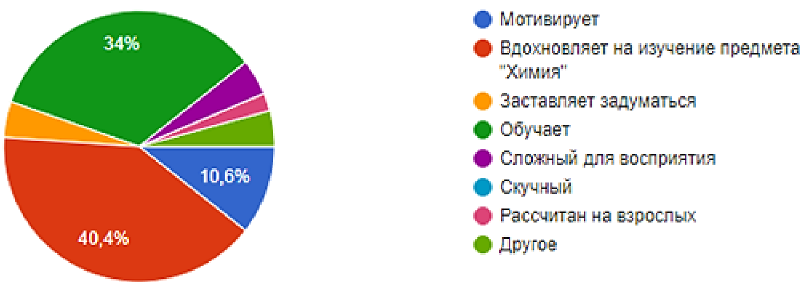


Figure 2. *Role of films watched in the opinion of alumni*

Moreover, the main percentage of high school students surveyed noted that watching the proposed short films inspires them to study chemistry (40.9%) and teaches them (34%). We consider the obtained changes as positive, since they contribute to an increase in the quality of education.

The survey also showed that the percentage of grade 11 graduates considering Ulyanovsk State Pedagogical University named after I.N. Ulyanov, was 34%, and the remaining 66% of respondents chose other higher education institutions. The result obtained indicates the need for vocational guidance work, the emphasis in which should be made towards the popularization of the teacher's profession, which was our main goal.

The study of student responses also showed positive changes in relation to our institution of higher education. More than 60% of high school students were interested in attending a university (figure 3).

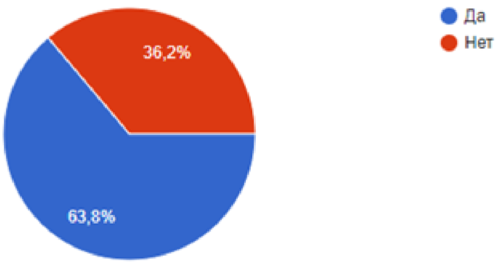


Figure 3. *Percentage of students' interest in attending university after watching a movie*

This trend can be seen as a favorable change in student preference. I would like to hope that a face-to-face meeting with the university and teachers will change the percentage of those wishing to get a pedagogical education with the profile "Teacher of Biology and Chemistry".

Thus, the pedagogical experiment showed sufficient effectiveness of educational films, which allows them to be recommended for vocational guidance in schools.

References

1. Borovitskaya Yu.V. Innovative models of vocational guidance work with applicants in the context of the implementation of the national project "Education" / Yu. V. Borovitskaya, A.V. Isaev, L.A. Isaeva // Materials of the XII International Scientific and Practical Conference "New Words in Science: Development Strategies". - Cheboksary - 2020. P. 20-23

2. Bryukhanova O.Yu. Organization of career guidance: analysis of the practices of Russian universities / O. Yu. Bryukhanova, N.N. Startseva // Society: sociology, psychology, pedagogy. - №9 (89). – 2021. – P.30-36

3. Bryukhova O.Yu., Nikitina A.S., Startseva N.N. Career guidance work in the "school – university – enterprise" system: search for new options for social partnership // Alma mater (Bulletin of the higher school). 2019. № 11. P. 60–64

4. Kuzmina E. Career guidance: efficiency and quality // Higher education in Russia. - №3. – 2002. – P. 24031

5. Shevtsova Yu.O. Information video as an element of the PR campaign of the social and humanitarian faculty // Scientific works of KubSTU, № 7 - 2016. – P. 244-253

6. Ulrich E., PR in education / E. Ulrich, A.A. Haroyants // PR and communication processes: Materials of the IV Interuniversity scientific and practical conference. – Krasnodar: Publishing House-South, 2010. P. 125- 128.

DOI 10.34660/INF.2021.87.87.012
UDC 378

未来美术教师德育中的民族艺术传统
NATIONAL ARTISTIC TRADITIONS IN THE MORAL EDUCATION OF FUTURE TEACHERS OF FINE ARTS

Eroshenko Julia Vladimirovna
Candidate of Pedagogical Sciences, Associate Professor, Head of Department
Kalinin Alexander Vladimirovich
Candidate of Pedagogical Sciences, Associate Professor, Head of Department
Voronezh State Pedagogical University

注解。 民族艺术传统和民间工艺作为教育和发展未来美术教师个人素质的一种手段。 人民命运的历史形成条件特征、性格特征、世界观和价值取向的形成，在一定程度上构成了人民最重要的道德基础。
关键词：德育、传统、民族艺术传统、民族文化、民间工艺、艺术教育。
Annotation. *National artistic traditions and folk crafts as a means of educating and developing the personal qualities of future teachers of fine arts. Features of the conditions in which the destinies of the people were historically formed, character traits, worldview, and value orientations were formed, which to a certain extent form the basis of the most important moral foundations of the people.*
Keywords: *moral education, traditions, national artistic traditions, national culture, folk crafts, art education.*

Nowadays, the process of humanization and humanitarization of education in Russia includes not only the laws of the development of world culture in General, but also the sphere of national socio-cultural interests. A certain growth of national consciousness is clearly visible in the society. On the example of the nationalities of our country, we can note the desire to preserve the spiritual wealth of their nationality, based on centuries-old history. The revival of national cultures and languages, the study of the history of the formation of ethnic groups, indicates an increasing interest in the traditions of the people, which include: invaluable experience in public relations.

Considering society as an integral social organism, we can say that traditions act in it as a guarantor of a certain stability and continuity not only in the system of culture of the people, but also in the sphere of public relations. Each nation is interested in the organic development of culture, so it is natural that in recent years there has been a steady interest in its spiritual heritage.

According to E. G. Abramyan, "tradition is a mechanism of self-preservation, reproduction and regeneration of ethnic culture as a system, including the process and results of stereotyping as a bundle of socio-historical experience of people "(Dolgushin 2000: 18).

Here, this concept is already perceived as a mechanism for changing society. Researcher S. A. Arutyunov balances the dilemma "tradition – change". He States that " any tradition is a former innovation, and any innovation is a future tradition in potency. In fact, no traditional trait is inherent in any society from time immemorial, it has its origin, came from somewhere, and therefore was once an innovation. And what we see as an innovation will either not take root in the culture, will die out and be forgotten, or it will take root, eventually it will no longer look like an innovation, and therefore it will become tradition" [Arutyunov 1989: 160].

In the philosophical sense, tradition is a certain type of relationship between successive stages of developing culture, when the "old" passes into the " new "and functions productively in it. A. G. Spirkin says that" if a productive tradition is able to be acquired in the context of the socially new, contributing to its development, it becomes stable. The tradition that hinders the development of society is gradually becoming obsolete" [Spirkin 1978: 8].

In cultural anthropology, traditions are often considered as a basic element of spiritual culture, acquiring moral significance and forming sociocultural norms of society, including the ideals of good and justice.

Not only do we want to raise our shift to be smart, brave, kind, and hard-working, but our fathers and grandfathers and our grandfathers ' grandfathers also had such a task. For many centuries, the task of understanding, preserving and transmitting to the next generations the moral national foundations that make up the unique face of the people has been solved. National traditions of the people are the result of spiritual life, which reflects the originality of socio-political, socio – economic, natural and climatic conditions. Hence, the conditions in which the destinies of the people have historically developed, they form character traits, worldview, and value orientations, which to a certain extent form the basis of the most important moral foundations of the people. Traditions and customs regulate the life of people.

According to the principle of the sphere of activity of the people and the impact of traditions on the individual, researcher L. M. Biryukova gives the following classification of folk traditions:

– family and household traditions (traditional types of clothing, utensils, tools, food, family and social rituals, customs, folk holidays);

- folklore (epic tradition, Proverbs and sayings, legends and legends, fairy tales and tales, riddles, songs and ditties, folk secrets, dances, round dances);
- traditions of physical education (folk, national games, fun, traditional exercises, sports, tempering, homemade toys and structures, hunting, fishing);
- traditional labor crafts (St. John's wort, hunting, fishing, weaving, embroidery, carving and painting on wood, weaving, etc.);
- moral traditions (mutual assistance and mutual assistance, respect for work, the older generation, women, nature, justice; patriotism, love for the native land, self-esteem, independence, restraint, hard work)[Berinskaya 2000: 68].

Looking at this classification, it becomes obvious that it is the graduates of pedagogical universities who should be able to use national traditions, preserve and make them the property of the younger generation, make them feel their belonging to spiritual values.

But in order for this to be implemented, it is necessary to focus University educational programs on the culture of their region, and to use traditional directions in various activities as much as possible. Primary importance in improving the effectiveness of students ' mastery of national culture is attached to achieving the unity of education and upbringing. Hence, there are tasks that need to be solved in educational activities – maintaining spiritual and moral foundations, ensuring continuity and passing on cultural heritage to new generations, and including future teachers. in the system of assimilation of the content of national culture, active reflection in independent creative activity.

Traditions have a great influence on the psychology of people, they are a means of education, the development of personal qualities. Features of the tradition are continuity and repeatability. Continuity allows you to pass on knowledge and skills to new generations, saving people from having to achieve what has already been achieved. Repeatability makes it possible for a tradition to become a need, a habit of a certain number of people, social groups, and nationalities.

The most important educational task of a modern school is to form a holistic picture of the world. And for a teacher of fine arts, it is necessary to have knowledge of folk art in your region. Many different national cultural and artistic traditions co-exist and interact in our country. It is known that representatives of more than a hundred different ethnic groups live in Russia, for which conditions are created for the preservation and development of traditional arts and crafts.

Being a specific aspect of human activity, culture, and as a part of it folk and decorative arts, serve as the basis for the formation of personality, providing maturity and stability, they serve as the link through which the idea of the people and themselves as a part of it is formed. The higher the cultural potential of a teacher, including intelligence, ethics, and a deep worldview, the greater the individual's opportunities not only to perceive the world, but also to transform it creatively.

Inclusion of future teachers of folk art drawing in the professional training process culture can contribute to the formation of professionally important qualities of the individual, such as aesthetic orientation, creative attitude to reality, has an impact on the feelings, emotional and volitional sphere of the individual. Consequently, the impact of folk art on students in the process of activity contributes to the development of intellectual, value and moral qualities of the students ' personality.

Folk arts and crafts play a very important role, involving immersion in the native culture, through its artistic images and awareness of it in the Russian and world artistic and cultural space. Folk art is an expression of a national character. The most stable spirit in ethnic history has always been and remains the spirit of the people, which is manifested in the love of their native language, customs, and art. Appeal to traditional artistic and cultural values multiplies a person's spiritual abilities many times over. Folk decorative and applied arts contribute to the formation of the spiritual personality, the system of its values, the core around which the unique human essence is formed.

One of the tasks of modern education and upbringing is not to lose, to preserve the wealth that every nation has possessed since ancient times, and to introduce children to folk art. Only by mastering your own cultural and national values can you understand the ideals of other times and peoples. This educational power of folk art is based on the fact that its origins are common to all peoples.

Researchers note that in education, which is the leading and determining beginning of socialization, two groups can be distinguished tasks: 1) actually educational, related to the formation of students 'system of knowledge, skills and abilities, the development of cognitive abilities; 2) students' assimilation of social norms and values, traditions and culture, the formation of political, aesthetic and other forms of consciousness, the worldview of the individual.

Knowledge of the cultural heritage of the region, which is an integral part of the surrounding world and reflects the historical development of society, also helps students to understand the significance of the past for the present and future, which contributes to the formation of historical consciousness, which is a system of knowledge, views, ideas, emotions, feelings, traditions, rituals, artistic images, ideas, theories, concepts in which individuals, social groups, classes, peoples and Nations, humanity is aware of its past, reproduces movement in space and time.

The availability of regional material arouses cognitive interest among students of khgf and has great opportunities for moral development, based on educational and creative activities and emotional mood. Moreover, the national-regional component involves not only students ' direct perception of objects and traditions of folk art culture, the processes of their interrelation, interdependence, correlation with theoretical knowledge, but also educational research of these objects and phenomena.

It should also be said that until a person learns to respect their own traditions, nationality and culture, they will not respect others', and this always leads to nationalism, wars and other universal troubles.

The national-regional component of the content of the DP training is designed to form a person who is included in the native culture, has mastered the experience and spiritual traditions, and is capable of developing a system of ideals and values.

In this regard, folk arts and crafts as a special type of visual activity is a very effective means of artistic education, aesthetic education and moral development of future teachers of fine arts.

Studying the traditions of folk art culture of the native land provides preparation of students of the khsu for the upcoming professional practical activities in their region. They need to rely on knowledge of local economic, social, environmental, cultural, and ethnographic characteristics in order to successfully participate in the socio-economic transformation of the surrounding area.

References

1. *Dolgushin M. I. Traditions as a phenomenon of socio-cultural heritage: philosophical justification. Diss. ... candidate of Philos. sciences'. - Perm, 2000.*
2. *Arutyunov S. A. Peoples and culture: development and interaction, Moscow: 1989.*
3. *Spirkin A. G. Traditsiya V istorii Kul'tury [tradition in the history of culture], Moscow: Nauka publ., 1978.*
4. *Berinskaya I. V. Pedagogical bases of using the national component of educational content in the process of teacher training. Diss. ... candidate of Pedagogical Sciences. - Irkutsk, 2000.*

DOI 10.34660/INF.2021.24.42.013

高等院校未来服装设计师培养过程中的专业能力及其培养

PROFESSIONAL COMPETENCE AND ITS BUILDING IN THE PROCESS OF TRAINING A FUTURE DESIGNER OF GARMENT IN INSTITUTE OF HIGHER EDUCATION

Dadoboeva Mukharam Naimdzhanovna
Candidate of Pedagogic Sciences, Associate Professor
Khujand State University Named After Academician Bobojon Gafurov
Yusupova Dilfuza Muminovna
Candidate of Pedagogic Sciences, Associate Professor
Khujand State University Named After Academician Bobojon Gafurov
Dadoboeva Bimukarama Ehsonovna
Candidate of Pedagogic Sciences, Associate Professor
Khujand State University Named After Academician Bobojon Gafurov
Khujand, Tajikistan

抽象的。 本文阐明了"胜任力"、"胜任力"、"专业胜任力"概念在高等院校培养未来服装设计师方面的实质特征。 确定了未来服装设计师专业能力建设过程的特殊性，给出了"服装设计"专业学生在创新能力培养过程中专业能力建设的条件。

需要指出的是，在未来服装设计师专业能力形成的过程中，重要的是要创造条件，让他们可以检验自己最初的专业能力。

关键词：能力、设计、方法论、实践活动、服装、形成、创造力、生产、产品、能力、新趋势

Abstract. *This article clarifies the substantive characteristics of the concepts of "competency", "competence", "professional competence" in the aspect of training a future designer of garments in institute of higher education. The specificity of the process of building the professional competence of future designers of garments is determined, the conditions for the buildingof the professional competence of students of the specialty "Design of garments" in the process of developing their creative ability are given.*

It is noted that in the process of forming the professional competence of future designers of garments, it is important to create conditions in which they can test their initial professional capabilities.

Keywords: *competence, design, methodology, practical activity, garments, formation, creativity, production, products, ability, new trends*

The period of the late XX - early XXI centuries went down in history as a period in which global, planetary problems constantly arose and a radical transformation of the conditions of social life took place. In these processes, the informatization of education has played and continues to play a significant role, the pace of development of which cannot be called anything other than rapid. As a product of modern society, it significantly affects its development, modernizes the goals, content, methods, forms of education and educational management models.

The training of a future designer of garments in a modern higher school is due to the constantly growing demands for filling the market with modern, high-quality clothing that meets the ever-growing demands of customers. It is clear that this requires a restructuring of the entire system of higher education with a focus on training specialists who are inclined to self-development, who have innovative thinking and developed artistic taste, who are inclined to adapt to the requirements of the modern world of fashion and who are ready for fierce competition in their profession.

Education allows a developing person to organize his/her activities in an educational environment, encourages him/her to motivated cognitive activity, equips him/her with new, increasingly complicated, feasible educational material as a single purposeful process of upbringing and training, as well as the totality of knowledge, skills, and abilities acquired in the course of training. The educational environment formed at the university is designed to constantly expand the sphere of life of a learning person - a student, and include a variety of his culture-mediated ties with the outside world.

The development of professional competence of future designers of garments is ensured in the course of their participation in the work of a creative laboratory of compositional analysis, where students "try on" various roles: organizer, designer, constructor and technologist, expanding their professional competencies.

1. When reviewing the scientifical literature, it can be stated that currently there is no consensus in the interpretation of the concept of "competence", neither in its structure nor in content in the scientific community. The study of scientists' research on the problems of competence allows us to conclude that in the available scientifical literature, including pedagogical, the concept of "professional competence" is practically not described literally. As a rule, it is replaced by synonymous words that are close in meaning. For example, the term "professional competence" in the pedagogical encyclopedia is considered as: "a set of special knowledge, skills and abilities, qualities, work experience and standards of conduct, ensuring the possibility of successful work in a certain profession" [7, p. 68].

In practice, during the training of such specialists a number of problems of an objective and subjective nature emerged, due to the contradictions existing both in modern society and vocational education, and in the sectoral training of teachers for vocational training in garment design.

1. I. R. Absalyamova, from her end, believes that: "The conditions for the effective building of professional competence of a future designer of garments are: structural and logical interdisciplinary connections that provide a professionally applied orientation of education. They are also content filling of the regional component of the curriculum, allowing to take into account the needs of the labor market, requests of employers; pedagogical monitoring of the personal advancement of future specialists in the process of forming their foundations of professional competence" [3, p. 17].

The professional competence of a student-future designer of garments is formed in the process of his/her participation in various available types of creative activity, when he/she conducts organizational, design, technological activities, in addition, when showing his/her collection on the catwalks at different levels.

In the process of developing the professional competence of future garment designers, it is important to create conditions in which they can test their initial professional capabilities. It can be fashion shows, various fashion shows, master classes, participation in seminars and conferences, various competitions, as well as exhibitions at which their creative projects are demonstrated. In his/her practical activities, the future designer of garments is obliged to introduce the knowledge, skills and abilities gained during the educational process in the subjects of specialization.

2. The level of motivated social activity of the future designer of garments for assessing the formation of competencies is interesting because it allows us to judge to what extent public priorities have become active and transformed initially into subjective motives of professional activity, and later, into objective motives, as they grow the social significance of the individual as a specialist. The professional activity of a designer of garments is conceptually based on the model of motivation for professional activity proposed by V. F. Druzhinin [6, p. 159].

A designer of garments must constantly develop his/her professional skills and experience by filling them with the merits of the professional cultures of other countries: be tolerant of other people's professional values; be able to identify constructive tradeoffs.

In addition, in order to successfully fulfill the professional tasks ahead within the framework of professional competence, he/she needs: the ability to understand people, flexibility and self-confidence.

Nowadays, design is a social cultural integrative phenomenon, at the same time a professional activity, the consistent and intensive development of which is caused by the needs of society, its mentality and historical and cultural traditions. Design deserves a strong place between the achievements of different spheres of human activity such as engineering design and construction; technique and technology; sociology; ecology, etc. It is designed to produce useful objects of the objective environment aesthetic in form and content. When training specialists in the design of garments in the institute of higher education, the main emphasis is on the building of professional competence, consisting of such components as emotional-volitional, value-motivational, content, operational-activity and reflective.

The person with a high professional competence can only be a specialist working in a specialty. However, its formation begins at the stage of training, but such a conclusion is very conditional, since the real boundaries between these concepts are actually vague. Professional competence in the educational aspect is considered a type of competence in which the complex intellectual and personal characteristic of a student is a combination of acquired knowledge, skills, professional skills, as well as socially and professionally significant personal qualities necessary for the adaptation of a young specialist in a professional environment.

Consequently, in order to form professional competence in the field of design among future designers of garments, it is necessary to establish criteria for assessing competence i.e. the study of scientific and technical information, analysis of domestic and foreign experience. Participation in research to improve technological processes, application of the results obtained in practice, conducting professional activities using traditional and innovative technologies in the design and manufacture of garments are important. Rationale for the adoption of technological modes of production of light industry products, scientific substantiation and effective use of basic and auxiliary materials, equipment, relevant programs and algorithms for calculating the parameters of the technological process; development of design and technological documentation for the production of light industry products, taking into account aesthetic, constructive and technological, economic, environmental and other parameters are necessary.

Serious attention is paid to design in the Republic of Tajikistan, the importance of this type of activity is perceived at the state level. The Union of Designers, which was establshed in 1988, began its activities in the most important areas of activity for the republic: clothing design and light industry, the environment, ART - design, ethnographic design and souvenirs, art history and education, etc. It continues its productive and purposeful activity currently. Professional designers are continuously studying new trends in the world of design, filling them with distinctive national content and thus creating a full-fledged, full of useful information, educational base for students - future designers.

The creative - activity or operational - activity component of professional competence orients future designers of garments to use a creative approach in work. Thereby it forms in them the ability to make a meaningful choice of a set of methods and means of work. They need to have the skills to use various ways of practical activity and creative abilities for self-realization in professional activity, which reflects the practical, effective nature of professional competence. Nevertheless, studying the personality of a student as a future specialist, as "the subject of life, we take into account not only his/her attitude to life, values, meanings, but also the ways of their implementation ..." [7, p. 8].

The training of highly qualified and professional personnel in the field of education, corresponding to modern ones, is in the center of attention of the government of the Republic of Tajikistan. In addition, employees of the education system, scientists and specialists are interested in this. In solving this problem, pedagogical universities, designed to implement the professional training of upcoming designers for the education system of the republic, capable of efficiently and effectively carrying out labor activities, played the most important role.

In recent years, large-scale scientific work has been carried out to study the problems of a competent worker, professional competence, and qualitative characteristics of individuals in the field of education in the areas of pedagogy, educational psychology and sociology, as well as the building of professional competence of a specialist. The analysis of scientific literature and the research carried out make it possible to justify the need for the formation of professional competence among designers of garments. In his/her activities, the achieved level of formation of skills and abilities is revealed. The abilities and degree of development of creative attitudes are manifested, the readiness of a specialist to more fully realize professionally significant qualities. Professional competence here acts as a criterion for personal development, a form of adaptation of a person to a professional and creative environment and acts as a means of communication and interaction with society, an individual and a profession.

The analysis allows us to conclude that in the course of the professional activity of a designer of garments, the following opportunities arise:

1. The connection and influence of professional competence and creative activity, which are the basis of the professional activity of a designer of garments, are manifested;

2. A designer of garments with highly developed professional competence is able to navigate easier in his/her environment, he/she reacts more actively to changes. As a result, he/she does not only modify his/her professional activities in accordance with the growing demands of society, but is also able to influence and change existing aesthetic views , since the activity of a designer of garments is creative in accordance with its essence;

3. The professional competence of a designer of garments is the basis for the formation of a general culture of the individual. Professional competence for a designer of garments, acts from the specific aspects of the activity of a designer of garments, the study of research materials on this issue allows us to draw up the structure of the professional competence of a designer of garments.

The effectiveness of the process of building the professional competence of a graduate - a designer of garments, increases significantly when he/she is transferred from educational activity to active professional activity.

The concept of “competence” in modern literature is interpreted as: “mastery of conditioned knowledge, abilities, skills, work experience, a complex personal resource and potential, providing an opportunity for successful and effective interaction with the outside world of that area and depending on the requirements for this competence. It is also deemed as the presence of intrinsic motivation in the individual to perform high-quality professional activities; the degree of education of a specialist, allowing independently solving emerging cognitive problems and establishing a personal position; the highest level of readiness, meaning strength and confidence due to knowledge, skills and abilities.

It is important to understand that competence should not be equated with professional qualifications, since this concept denotes the integrated qualitative characteristics of a graduate's training, a category of educational outcome.

The depth of problems in the formation of competencies was noticed a little later, in the course of researching a number of social and pedagogical projects aimed at achieving the following results of activity:

- improving the quality of teaching in the process of training specialists aimed at solving complex professional, social and technological problems that sometimes do not have an unambiguous solution;
- development of a predominantly optimal testing system for students of different courses of study;
- testing the professional skills of applicants with higher education who seek to acquire a teacher's certificate of conformity. Testing of graduates of pedagogical faculties is carried out on the eve of the presentation of teachers' certificates of conformity.

The problem of studying and researching competencies first got academic confirmation at the conference "Competence: Analysis, Criticism, Reassessment", which was held in May 1980, at the Pennsylvania State University, USA.

In the theory and practice of psychology, as well as pedagogy, at the present time, there are different combinations for understanding the terms "competency", as well as "competence".

Thus, researchers who have studied the essence of competence aim their interest at its versatile, multifaceted and systemic orientation of the object.

In sum, we rely in the study on the following provisions:

• the formation of the aggregate personal culture of a designer of garments is inseparable and firmly connected with the state and development of the modern socioal and cultural space;

• the formation of professional competence of a designer of garments is not practicable without an intensive introduction to the world and national cultural heritage.

Considering culture from the point of view of content, it is divided into several different areas: type of work; education; the type of the dress, the economy; science, technology, art, social and political structure; religion, as well as all forms of manifestation of the objective spirit of a given ethnos. Based on the history of origin, one can understand the level and state of the culture. With this approach, a distinction is made between primitive or high culture, degeneration of culture or lack of culture, “refined culture”. In early cultures, fatigue, pessimism, stagnation and its decline are distinguished. It all depends on the extent to which the culture-bearer have kept faith in the essence of their culture [9, p.108]

References

1. *Abdulina O. A. General pedagogical training of teachers in the system of higher pedagogical education. – Moscow: Prosveshcheniye, 1984. – 207p.*
2. *Abdulina O. A. The problem of pedagogical skills in the theory and practice of higher pedagogical education / Soviet pedagogy. – 1976.- №1.*
3. *Absalyamova I. R. Formation of the foundations of the professional competence of a designer in a technical college / synopsis of a thesis... cand. of ped. sciences. – Moscow, 2007.- 24 p.*
4. *Ananiev B. G. Pedagogical anthropology by K.D. Ushinsky and its modern significance / B. G. Ananiev. Psychology issues. - 1961. -No. 2. - P.3-14.*
5. *Bezrukova V. S. Pedagogy. Textbook for engineering and pedagogical institutes and industrial pedagogical technical schools. - Yekaterinburg: Business book, 1996.- 381p.*
6. *Druzhinin V. F. Motivation of activity in emergency situations. - Moscow: GAVS, 1992. - 239 p.*
7. *Konysheva N. M. Methods of labor training for junior schoolchildren. Basics of design education - Moscow: Academy, 1999 - 192 p.*
8. *The latest philosophical dictionary, 3rd ed., Revised - Mn: Book House. - 2003. - 1280 p.*
9. *Firsov M. V., Shapiro B.Yu. Psychology of social work: textbook and workshop for SVE - 6th ed., Revised. and add. - Moscow: Yurayt Publishing House, 2018. - 386 p.*

DOI 10.34660/INF.2021.33.83.014

论学校课堂作业个人提升潜能的开发

ON THE WAY OF DEVELOPING THE PERSONAL ENHANCEMENT POTENTIAL OF CLASS ASSIGNEMENTS AT SCHOOL

Gavrilova Svetlana Sergeevna
Master's degree Student
Vladimir State University named after Alexander and Nikolay Stoletovs

抽象的。 这篇文章越来越重视改进教材内容的问题，因为它侧重于在学童的学习中取得个人成果，并提出了制定教育任务选项的方法。 基于学习发展功能的教学理念（E.N.Seliverstova）的规定，作者重点分析了保证小学生在数学课上主观体验和个人体验形成的课堂作业。

关键词：个人认知定位，教材内容，课堂作业，学生主观认知体验。

Abstract. *The article takes on increasing importance the problem of improving the content of educational material in accordance with its focus on achieving personal results in learning by schoolchildren and proposes approaches to developing options for educational tasks. Based on the provisions of the didactic concept of the developmental function of learning (E.N.Seliverstova), the author focuses on the analysis of the developed class assignments that ensure the formation of the subjective and personal experience of schoolchildren in mathematics lessons.*

Keywords: *personal position in cognition, content of educational material, class assignment, student's subjective experience in cognition.*

Federal state educational standards of secondary general education put forward the requirements for the formation of the experience of self-organization and the conscious position of the student in cognitive activity and life in general, which correlates with the understanding of the subject experience of students. In this regard, the FSES identifies a focus on subject, meta-subject and personal results. Obviously, the teacher must have such a content of the educational material, the mastering of which by schoolchildren will ensure the achievement of these results for the implementation of the indicated requirements. At the same time, as the analysis of the content of educational material shows, school textbooks on mathematics do not fully implement a holistic approach to the formation of the educational material content, which ensures the acquisition of subjective experience by schoolchildren. From this point of view, it is essential that the class assignments found in textbooks are focused primarily on the formation of subject skills, and not on enriching the subject experience of students. And this means that its acquisition by schoolchildren will be a spontaneous, and not a planned result of education.

The observed contradiction caused the problem of our research, which consists in finding ways to improve the educational material in order to focus it on the formation of the subjective experience of schoolchildren in cognitive activity as a planned learning result.

Analysis of the works of V.V. Davydov, A.K. Osnitsky, I.S. Yakimanskaya and others [4, 7, etc.] allows us to understand the subjective experience of students as readiness for self-organization, self-regulation and self-stimulation in cognitive activity. Researchers, in particular E.N. Seliverstov [5], distinguish qualitatively different levels of manifestation of subjective experience in cognition: at the level of individual cognitive actions, integral cognitive activity and at the level of relations in cognition. It should be emphasized that the last of the presented levels provides an opportunity for schoolchildren to achieve personal results. Obviously, the content of the educational material should be focused on the possibility of reaching this level. According to regulatory documents, the personal results of educational activities are defined as "the system of values-based attitude of students to themselves, other participants in the educational process, the educational process itself and its results, formed in the educational process" [2].

Let us emphasize that the educational tasks presented in mathematics textbooks, as a rule, are not a means of designing personal learning outcomes in the process of mastering a given school subject. We believe that the removing of the noted contradiction requires the teacher to develop and include in the content of the educational material special class assignments that have pedagogical potential in relation to the achievement of personal learning results by schoolchildren. It should be noted that when developing such assignments, it is advisable to proceed from the subject component that characterizes class assignments that are traditionally presented in the content of school textbooks. At the same time, a metasubject component should be introduced into the content of the assignment, which enhances the motivational part of the assignment (for what reason), and the list of necessary actions, in the process of which the student will master the way to perform them. There should be also personal actions that ensure the achievement of personal learning results by schoolchildren.

As an example, let us turn to the analysis of task No. 608 from the 5th grade math textbook by A.G. Merzlyak [3, p. 152]: *“The height of a right-angled parallelepiped is 20 cm, which is 5 cm more than its width and 3 times less than its length. Calculate the surface area of the parallelepiped."*

In order for this task to be aimed at the formation of the subjective and personal experience of schoolchildren, along with subject experience, it is necessary to make important changes in the content of the task by putting the student in front of the need to take a subjective and personal position in cognitive activity. According to V.I. Slobodchikov, the subjective position is a stable system of a person's relationship to the world, to other people and to himself/herself. It allows him/her to consciously, responsibly and freely make his/her life in the world of people, as well as make choices and commit acts in life, the main criteria of which are the values adopted by the individual [6].

Changes in the content of the assignment should be aimed at ensuring that students not only perform mathematical operations, but also use their results to develop their axiological attitude to the life situation that is described in the content of the assignment and which requires the student to develop a value judgment, make decisions or choice of behavior.

We suggest replacing the task with the following: *“Vasya is going to his friend Andrey’s birthday party and preparing a present for him. And as you know, it is customary to give gifts in beautiful packaging. Vasya decided to pack his present in a box shaped like a cube with an edge of 2 dm. To decorate the box, there is a piece of red wrapping paper in the form of a square with a side of 5 dm^2 and two yellow square sheets with an area of 3 dm^2 each. Is it possible to wrap a box in wrapping paper of the same color if the paper cannot be cut? What length of a ribbon you need to buy to tie a box if you know that a bow takes 3 dm of ribbon? What advice could you give Vasya taking into account the results obtained?"*

We emphasize that the fulfillment of the class assignment in mathematics that we have developed is not limited only to the requirement to perform mathematical operations on the basis of certain rules of action. Besides, it forces the student to develop his/her own special life position in relation to the subject content.

Let us turn to task number 1083 from the same textbook [3, p. 257]: *“Sergei Ivanovich put 14,000 rubles in the bank at 10% per annum. How much money will be on his account in a year and in two years?”.*

Let's try to remodel it into the next task, strengthening the subject component with a personal one, which has a metasubject nature: *“Maxim's parents, a 5th grade student, decided to please their son with a birthday present, that is, mobile phone costing twenty seven thousand rubles. But they did not have such an amount available for it. They decided to go to the bank and take out a loan there. The bank employer has made a calculation: if we issue a loan for a period of one year, then the payment will be two thousand seven hundred rubles. How much will Maxim's parents pay totally? What interest rate did the bank offer to Maxim's parents? Could you make a decision to take out a bank loan for a gift to a loved one? If you were in Maxim's shoes and accidentally found out that your parents want to take out a loan in order to buy you a gift, how would you behave?”.*

Thus, the changes we have made to the content of the assignment allow us to achieve the fact that in the process of working on its fulfilment, schoolchildren inevitably have an internal, value collision. It leads to the need to analyze and revise their ideological attitudes. While completing the task, schoolchildren are forced to focus their attention not only on the subject mathematical content, but also to carry out value self-reflection, which can lead to the development of a new system of value coordinates, to the enrichment of the student's personal position in the course of his/her cognitive activity. As noted by A.V. Brushlinsky [1], such a position of the individual in the process of performing an activity inevitably leads to its self-development, manifesting itself, first of all, in the improvement of the subject's ability to self-organization, to enhance the role of such an important characteristic as independence.

References

1. *Brushlinsky A.V. Problems of the subject's psychology / A.V. Brushlinsky. – Moscow: Institute of Psychology RAS, 1994. – 109 p.*
2. *Key terms of the second-generation standards [Electronic resource], - https://pandia.org/text/79/078/76650.php*
3. *Mathematics: Grade 5: a textbook for students of educational organizations / A.G. Merzlyak, V.B. Polonsky, M.S. Yakir. – M.: Ventana-Graf, 2019. – 304 p.*
4. *Osnitskiy A.K. Problems of research of subjective activity / A.K. Osnitsky // Psychology issues. – 1996. – No. 1. – P. 5-19.*
5. *Seliverstova E.N. Modern didactics: from the school of knowledge to the school of creation: schoolbook. 2nd ed., rev. / E.N. Seliverstova – Vladimir: Publishing house of VlSU, 2017. – 207 p.*
6. *Slobodchikov V.I. Anthropological perspective of national education / V.I. Slobodchikov. – Yekaterinburg: Information and publishing department of the Yekaterinburg diocese, 2010. – 263 p.*
7. *Yakimanskaya I.S. Principles of development educational programs / I.S.Yakimanskaya. Yakimanskaya // Psychology issues. – 1999. - No. 3. - P. 42-48.*

DOI 10.34660/INF.2021.14.82.015

诗是如何“造”出来的，或者说诗的定义问题
HOW POEMS ARE "MADE", OR TO THE QUESTION OF THE DEFINITION OF POETRY

Kadimov Ruslan Gadzhimuradovich
Doctor of Philosophical Sciences, Full Professor
Dagestan State Pedagogical University, Makhachkala

抽象的。 文章考察了诗歌的本体论本质。 考虑到“诗歌材料”（一种语言）的特殊性，对问题进行了研究。 所有语言级别都是相互关联的，一个特定单词的实现会引起与其他单词的联想，这些联想被视为一种语言的“建议”，以形成一种思想。 作者得出的结论是，诗歌形式有助于启动语言自我表达的过程，赋予文本自身的逻辑，赋予文本数百年积累的宝贵内容，揭示人类存在的深度。 这就是我们所说的诗歌。

关键词：诗的定义； 声音；语义结构； 价；语言的自我表达； 灵感。

Abstract. *The article considers the ontological essence of poetry. The problem is examined taking into account the specificity of “poetical material” – a language. All language levels are interrelated and the actualization of one particular word evokes associations to other words, which are perceived as “proposals” of a language to formulate a thought. The author comes to the conclusion that poetic forms serve to launch the process of language self-expression, which imparts its own logic to the text and endows it with valuable content accumulated over centuries and revealing the depth of human existence. That is what we call poetry.*

Keywords: *definition of poetry; sound; semantic structure; valence; self-expression of language; inspiration.*

It is indisputable that every nation values and reveres poets and writers more than all its representatives, but rarely anyone can give a clear answer to the question of what poetry is. It remains an obvious fact that, despite the widespread demand for poetry by all peoples, there is still no acceptable definition of this phenomenon. Unfortunately, the question "what is poetry?" specialists with a philological education often cannot answer either. Here are some of the common definitions of poetry.

"Poetry – 1. Verbal artistic creativity, pre-emptive. poetic. 2. Poems, works written in verse. 3. Peren. The beauty and charm of something that excites a sense of charm. p. summer morning ..." [5]. As we can see, the first definition is too broad and does not characterize the essence of the phenomenon, since here poetry is reduced to the concept of artistic. In addition, not all poetic texts contain poetry. By the third definition, poetry is considered to be everything beautiful and charming.

The poetic dictionary characterizes this phenomenon as follows: "Poetry (Greek: ποηησις – "creativity, creation") is a special way of organizing speech, introducing an additional measure (dimension) into speech that is not determined by the needs of everyday language ..." [2]. In both definitions there is no positive characteristic, it is only noted that poetry is not an ordinary, but an unusual phenomenon, i.e. the definition is given by negation. The word special also does not contain any concreteness and therefore is not a positive and definite characteristic, and the words of an additional, undefined one are even more "indicative".

Without commenting on each case separately, it can be noted that all definitions of poetry are rather vague. It is significant that even outstanding literary critics characterize poetry quite specifically: "If the existence of poetry were not an indisputably established fact, it would be possible to show with a sufficient degree of persuasiveness that it cannot exist" [3, p. 54]. And here the definition of poetry is carried out by "proof" from the opposite, although the above statement by Yu. M. Lotman correlates with the phenomenon of poetry itself, which, on the one hand, is widely in demand, and on the other hand, defies rational definition even by researchers.

The poetic form of speech has a number of paradoxical features: if prosaic speech is compared with ordinary walking, then the poetic form is not dictated by the logic of the presentation of thought and the optimal laws of speech economy existing in the language, but is similar to moving in circles with a number of rationally non-conditioned movements (the above statement by Lotman is related to this). Indeed, it is difficult to imagine the appearance of speech requiring the observance of meter, stops after each verse and its continuation from a new line, the presence of rhymes resembling the previous lines, and so on.

Obviously, the question of the nature of poetry cannot be considered without taking into account the peculiarities of the material of poetry - language. Although the presence of articulate speech and consciousness allowed a person to achieve unprecedented results and build a civilized society, language is a self-organizing system that develops according to its own laws. There is no person who controls the language: the recommendations of linguists are based only on the patterns noticed in the language. Language often behaves unpredictably for a person and does not accept innovations introduced without taking into account its internal laws. Those who are considered the founders of the language (Pushkin and other outstanding masters of the word) become such only thanks to the ingenious ability to listen sensitively to the language and subtly feel its element.

The manifestation of the semantic energy of the language is associated with the properties and features of its material - sound. Due to the fact that everything in the world is in motion, which is a form of existence of matter, we can note an amazing feature of the world order: nothing is allowed to move and "not talk" about it, i.e. any movement is accompanied by sound (another thing is that not all sounds are perceived by the naked ear). Of particular importance for our topic is the fact that each object proclaims its semantic essence by sounding: it carries reliable information about its source (about the form, material and nature of the actions of the aggregates producing it).

The sound cannot but matter: each sound constantly carries with it a certain meaning, which consists in its characteristic of its source. "The element of sound is the element of meaning. The sound by which a thing proclaims itself and its content seems to us to be the otherness of a material object, i.e. being in a different plane - content-semantic" [1, p. 344]. Sound appears as a phenomenon with a unique property: the natural ability of sounds to carry objective information about their source, embedded in the very form of the existence of matter, and became the basis for the emergence of natural languages (although later the connection of sound and meaning in language becomes conditional).

The language is actualized and comes to life in the consciousness of each native speaker with that part of it that has become the property of this person. The language mastered by an individual, being part of a global system, also functions in the human mind as a system that includes (in part) all language levels. As the form of a word consists of letters, so the semantics (meaning) of each word consists of the smallest components of the meaning - semes. If the form of a word is the same for all native speakers and consists of the same number of certain letters, then the meaning of the word is different for those who speak the language: the number of these is different for each native speaker, depending on his awareness of the subject or phenomenon. So, for one person, the semantic structure of a particular word (car, city, sea, love or any other word) may consist of five smallest units of meaning (sem), and for another person, the content of the same word may consist of forty or more sem. In the latter case, the number of associations for each word turns out to be so large that it significantly exceeds the possibility of communication with other words that are much more distant in meaning.

The ability to combine with other words – the valence of a word - determines the number of associations caused by it and, accordingly, the number of words actualized (proposed) by the language with which it is possible to build word combinations. The higher the valence of a word in a native speaker's individual dictionary, the more words the language offers for potential word combinations. The latter circumstance creates more opportunities for new meaningful thoughts.

Everything said takes place in any act of speech. The human consciousness works as an apparatus in which the entire language mastered by the individual reacts to the actualization of one word: associations immediately respond to the spoken word, coming to the fore, other words available in the system (similar in meaning, form, as well as stable combinations known to the individual, winged expressions, precedent texts, etc.). Words actualized by various associations are perceived in consciousness as "sentences" of the language for the design of the intended thought.

Mayakovsky V. recalls how his poem "To Sergei Yesenin" was written. Thinking over the first stanza, the poet begins to feel its rhythm and identifies the main word "sobriety", which should stand in the last line in the rhyme position. The rest of the words are selected depending on the main thing: "Taking the most characteristic sounds of the rhymed word "rezv", I repeat many times to myself, listen to all the associations: "rez", " rezv", "rezerv", "vlez", "vrez", "vrezv", "vrezyvayas". A happy rhyme has been found. The verb is even more solemn! But the trouble is, in the word “trezvost'”, although not as characteristic as " rezv”, but still clearly sounds “t”, “st'”. What should I do with them? It is necessary to enter similar letters in the next line. Therefore, the word "mozhet byt'" is replaced by the word "pustota", abounding in both "t" and "st", and to soften the "t", "letite" is left, sounding partly like "let'it'e" [4, vol. I, p. 260]. As a result , the stanza takes the following form: Vy ushli, kak govoritsya, v mir inoj. / Pustota, – letite, v zvezdy vrezyvayas'… / Ni tebe avansa, ni pivnoj – / Trezvost' [You have gone, as they say, to another world. / Emptiness, - fly, crashing into the stars… / No advance for you, no beer - / Sobriety] [Ibid., p. 261]. The fragment "Pustota, – letite, v zvezdy vrezyvayas'… [“Emptiness, - fly, crashing into the stars ..."] appears in the text in connection with the sound composition of the important word for the poet “trezvost'” [sobriety].

The phenomenon of rhyme is nothing but, on the one hand, a limitation of the author's intention: out of a huge number of words of the national language, only a few will rhyme with a specific word. On the other hand, rhyme contributes to the direction of thought in a certain direction: words selected in form come with their own meanings, which the author has to take into account, which affects the unfolding of the theme and the lyrical plot. So the intention of the language prompts the author to change the idea and take a course on the meaning of the word that appeared at the request of the rhyme.

When the number of preferences given to language prompts reaches a critical mass, the logic of the language system itself is involved, which the writer begins to rely on. As a result of 1) an increase in the number of words offered by the language by association, 2) an increase in the number of preferences given by the author to unexpected and successful "suggestions" of the language, 3) a colossal increase in the degree of participation of the mighty language element in the creative act due to the connection of the requirements of the poetic form (rhythm and rhyme) – the process of language self-expression is launched. Thus, a part of the text appears, being brought to life by the requirements of the poetic form (rhythm, size, rhyme, etc.), thereby the language assumes a part of the text-forming, and hence the meaning-generating role. As a result, poetic thought born on the basis of language develops with the participation of the will of the language itself, to which much attention is paid in poetry.

All these requirements give the verse a form that can be compared to the aerodynamic mechanism of a windmill, where the blades (wings, sails) driven by wind energy turn the rotor. A similar mechanism, but with a reverse movement – from the rotating rotor to the blades – also functions in the engines of compressors, boats, helicopters, etc., whose work consists in converting electrical or thermal energy into mechanical energy.In poetic speech, the analog of the drive blades are factors (rhyme, rhythm, etc.), driven by the poet's intention: just as the blades are the parts of the rotor that are carried out towards the wind, so the rhymes, being "parts of speech" that protrude towards the poet's intention, trigger the process of language self-expression. The incentive for this is a rhyme, in search of which the "drum" of the language scrolls until it gives out words that are suitable in form (which, by the way, may be far apart in meaning).

Thus, we can conclude: the self-expression of language is a phenomenon when the creator, who is sensitive to the element of language, adjusts to its wave and follows the intention of the language itself, which, based on its system logic, actualizes the most appropriate words and leads a person "on his own", as a result of which unexpectedly successful finds appear at the prompt of the language system.

As mentioned, when writing a poetic work, the author should always correlate the topic under consideration not only with the active element of the language, but also with the requirements of the poetic form. As a result, the poet, who is sensitive to the language, finds suitable words at the prompt and command of the language itself. And it happens surprisingly easily. The feeling of lightness of movement, which is accomplished without adequate for this own efforts and not as a result of the work applied, is perceived by the poet as an unexpected feeling of sliding on the wave of the national language, as an undeserved gift (unintentional joy). Words inspired by the language also bring their own meanings into the text that are not provided by the author. At the same time, creativity results in unexpectedly successful finds, which are, again, nothing more than the result of the meaning-generating function of language, to the logic of which a gifted and sensitive poet listened. This inspiring feeling for further following the language and continuing the creative process is called inspiration.

Aesthetic energy in poetry is associated with its unquestionable beauty and attractiveness, which is a manifestation of the inexhaustibility of expressed meanings. It is the multitude of undisclosed and therefore incomprehensible meanings that creates a content that gives a person aesthetic pleasure, which causes the desire to return to the verses you like again and again.

Like the beauty of a flower, in which the hidden benefit of the future fruit reveals itself, the beauty of these verses is nothing but a manifestation of the truth contained in them, which, however, is not rationally realized. As beauty is explained by the supposed benefit, so the latter finds its justification in the truth, the constant search for which is connected precisely with the fact that only from a true discovery benefits are derived. Thus, it is possible to find a connection between truth and beauty – the mind of nature in the world order expressed itself in a "design" that ensures progressive development: the highest meaning of life looks through beauty, so the truth is attractive.

In conclusion, we can say that poetry is based on the self-expression of language triggered by the requirements of the poetic form, which: 1) correlates the element of sound with the element of meaning, the sound, the natural content of which became the basis for the emergence of language, occupies a special place in poetic speech and continues to perform a meaning-generating function natural for itself; 2) encourages the author to change the idea and build a plot taking into account the words that appeared on demand of rhythm and rhyme; 3) activates the content of the language form with an inexhaustible set of meanings (the inner form of the word, etc.); 4) actualizes the meaning of the world comprehended by all generations of the people and the laws of logic developed by them (which is nothing more than syntactic rules for constructing true judgments correlated with vocabulary). The rationally unconscious content of all of the above is felt on a subconscious level as a substance that is not indifferent to meaning, making an aesthetic impression on a person. From this we can conclude that aesthetic pleasure is a sense of truth that is not rationally realized.

Poetry can be defined as follows:

1) a sensory-emotional (not excluding intellectual) way of comprehending reality through the gradual self-expression of language, which is accompanied by a colossal outburst of semantic and aesthetic energy;

2) a harmonious combination of the element of sound with the element of meaning, where the sound reveals itself as a meaningful and semantic otherness of the material world;

3) a kind of verbal art based on the obvious expression of an unobvious truth that makes an aesthetic impression on a person.

Poetry can be created in any language, because any national language has the potential, thanks to which it lives and develops. The spark of this living life gets into the poems together with the self-expressing language, to the wave of which the talented poet was able to tune in.

References

1. *Kadimov R. G. The physical nature of sound as the basis for the emergence of language // Philological sciences. Questions of theory and practice. 2018. No. 8 (86). Part 2. pp. 341-345.*
2. *Kvyatkovsky A. P. Poetic Dictionary. M.: Soviet Encyclopedia, 1966. 583 p.*
3. *Lotman Yu. M. About poets and poetry: analysis of the poetic text: art. and research; notes; reviews; speeches. St. Petersburg: Art-St. Petersburg, 2001. 846 p.*
4. *Mayakovsky V. V. Complete works: in 13 volumes. M.: Art. lit., 1955. Vol. 1. 451 p.; 1957. Vol. 3. 638 p.; Vol. 4. 451 p.; Vol. 6. 543 p.; Vol. 7. 535 p.*
5. *Ozhegov S. I. Explanatory dictionary of the Russian language: about 100,000 words, terms and phraseological expressions / under the general editorship of L. I. Skvortsova. M.: ONYX, 2012. 1375 p.*

DOI 10.34660/INF.2021.48.70.016

基于许渊冲"三美"理论的《花葬之歌》（1995）俄文译本分析

ANALYSIS OF THE RUSSIAN TRANSLATION OF "SONGS OF THE BURIAL OF FLOWERS" (1995) BASED ON XU YUANCHONG'S THEORY OF "THREE-BEAUTY"

Luo Hongchun
Master's degree Student
Guangdong University of Foreign Studies and International Trade, PRC

抽象的。该研究的目的是确定将中世纪著名小说《红楼梦》中的诗歌文本翻译成俄语的利弊，该诗篇现已成为独立流行音乐《花葬之歌》。 "（1995）。该研究的方法论基础是中国著名翻译家许渊冲的文学翻译理论，即所谓的"三美论"。曾尝试根据"三美论"的以下几个关键方面来评价《宋》（1995）的俄语翻译：语义一——内容分析；音韵一——译文中的韵律和韵律的反映；逻辑一——形式分析。这种方法是研究的理论意义和科学新颖性。研究材料使用了1995年由"拉多米尔"出版社出版的小说《红楼梦》的俄译本三卷本。

关键词：比较分析，文学翻译，"三美"理论，语言特征，诗意语境

Abstract. *The aim of the study is to identify the benefits and drawbacks of translation into Russian language a poetic text from the famous medieval novel "Dream of the Red Chamber", which has now become an independent popular piece of music "Song of the Burial of Flowers" (1995). The methodological basis of the study was the theory of literary translation of the famous Chinese translator Xu Yuanchong, the so-called "theory of three-beauty". There were made attempts to evaluate the Russian translation of "Song" (1995) based on the following key aspects of the "theory of three-beauty": semantic one - content analysis; phonological one - the reflection in the translation of the rhyme and rhythm of the source text; logical one - form analysis. This approach is the theoretical significance and scientific novelty of the research. The research material used a three-volume edition of the Russian translation of the novel "Dream of the Red Chamber", published by the "Ladomir" Publishing House in 1995.*

Keywords: *comparative analysis, literary translation, the theory of "three-beauty", linguistic features, poetic context*

The "Dream of the Red Chamber" is a masterpiece of Chinese literature. This work has a high artistic and aesthetic merit and attracts the attention of scholars and translators in the PRC and abroad. Nowadays, the complete translation of "Dream of the Red Chamber" is available in more than ten languages, including two Russian translations: a two-volume edition published in the USSR by the State Publishing House of Fiction in 1958 (translation by V. A. Panasyuk in cooperation with L.N. Menshikov) and a three-volume edition published by the "Ladomir" Publishing House. - Series "Library of Chinese Literature" in 1995 (translated by V. A. Panasyuk and I. V. Golubev). The study of the Russian translation of the novel "Dream of the Red Chamber" in China began in the 1990s. It should be stated that in the last decade, an argument about the translation of poetry has thriven in the Russian edition of "Dream of the Red Chamber", which is not without cause. Firstly, given the importance, role and meaning of poetic texts and songs in the "Dream of the Red Chamber", translation quality affects whether readers of the target language will be able to receive the same aesthetic appreciation as readers of the source language. Secondly, there is no end to the discussions about translation, as there are always topics for new debates about the translation of poetry. In the case of a discussion of the translation of poetry, if the chosen translation criteria are different, then the results of the debate are different and very interesting. The "Song of the Burial of Flowers" is one of the most amazing poems in the novel. The quality of the translation of "Song" directly affects the reader's perception of the character of one of the heroines - Lin Daiyu and the entire novel "Dream of the Red Chamber".

In order not to fall into subjective judgment, this article uses Xu Yuanchong's “theory of three beautн” as a criterion for assesing the Russian translation of "Songs of the Burial of Flowers" (1995). The reason for choosing the "theory of three-beauty" is because Xu Yuanchong has successfully used his theory of translation over many years of his practice in translating Chinese poetry into English and French. Xu Yuanchong generalized, improved and outlined the basics of poetic translation. Thus, this theory of translation not only arose from practice, but also withstood the test by practice. It also means that there is no need to extol Western translation theories based on Western languages. On the contrary, we should pay more attention to the original theories of translation of the Chinese school, which are based not only on Western but also on Eastern languages. The 1958 edition was recognized as it should as the first complete translation of the "Dream of the Red Chamber" into a Western language. This edition attracted the initial attention of the Western world to this work of ancient Chinese culture. The book, released in 1995, is a re-translation of the "Dream of the Red Chamber". We chose this particular edition for analysis, since it was made by a renewed staff of translators in new social and political conditions. It has certain advantages, reflects new trends in the art of translation, which we want to show our readers. For comparison and analysis, the edition of the novel "Dream of the Red Chamber" published by the "Narodnaya Literatura" publishing house in July of 2008 was chosen as the Chinese basic text. We will try to evaluate the Russian translation of "Song" (1995), based on the following aspects of the "theory of three-beauty": Semantic one - analysis of the content, phonological - reflection in the translation of the rhyme and rhythm of the original and logical. Based on such a multilateral approach, we would like to discuss the issue of “how to translate poetry”, because many translators have developed their own approaches and views.

Semantic beauty

What is Semantic Beauty? Xu Yuanchong explains, "The translation should touch the heart of the reader as much as the original." [2, p. 85]. We think unconsciously how to find a way to the heart of the reader? We believe that the only way is to make him empathize. In order to draw empathy of the readers it is necessary to transfer them into the atmosphere of the original. Xu Yuanchong believes that in order to convey semantic beauty, it is necessary to be “true”, and the term “true” does not mean loyalty to the words of the original, but loyalty to a truer and more beautiful reality that is hidden in the words. Thus, we get a clearer definition of "semantic beauty": it refers to both the meaning and the atmosphere. The translation should not only correctly convey the meaning of the original i.e. the reality in the form of the text, but also convey the atmosphere of the original - the feelings contained in the images of the poem. An analysis of the Russian translation of "Songs of the Burial of Flowers" (1995) by I. Golubev is given bellow.

Example:

花谢花飞花满天，红消香断有谁怜[1]?

Flowers fade, exhausted petals, dropping,
And they fly, and they fly, everywhere circling in the sky.
Oh! Beauty leaves, youth, fragrance melt,
But is there someone who would say a word about flowers?

The flower is the most important image of the "Song of the Burial of Flowers". In one first line, it already appears three times. Although the same word was used in the original in three places, the translator specified them with different words - “flowers” and “petals”. This strategy is a good find as it matches the target language's expression style. Different peoples have different types of thinking, which is noticeably reflected in the styles of expression. [3, p. 18]. The type of thinking of the Eastern peoples is holistic, emphasizes general characteristics and values generalization; and the type of thinking of Western people, including Russians, is analytical, emphasizes individual characteristics, appreciates differences. Accordingly, this leads to differences between the two languages in the methods of naming and object designation, due to the stylistic and lexical features of the two languages. In Chinese, a flower and a petal can be represented in one word, but in

[1]Cao Xueqin. "Dream of the Red Chamber". p. 371

Russian they cannot. The translator, obviously knowing this, preferred instead of the same word used in the original in three places, to clarify the meaning with the words “flowers” and “petals”, which strengthened the dynamic impression of the translation: first the flowers wilted, then the wind rose, then the petals whirled in the wind. The flowers had already faded, and the wind was still circling and circling the petals. This is how the translation expresses the sadness of the outgoing spring. Semantic beauty - sadness, as we can see, has been successfully conveyed.

One more example:

杜鹃无语正黄昏，荷锄归去掩重门；

... Silent cuckoos. Why did you stop cuckolding?
Because of the sunset. The day is over. Evening is now.
And it's time for me to take this garden hoe
And upon returning home, slam the heavy door.

There are two obvious mistranslations here. One mistake is "Because the sunset", the other - "slam the heavy door." Let's look at the first mistake. The cuckoo is a representative figure in Chinese classical poetry, it is usually used to express feelings of sadness and grief. The cuckoo is usually found in late spring. They say that the cuckoo screams mournfully at night, and since its beak is bright red, as if blood is coming from its mouth, it is believed that it screams day and night until all the blood comes out. The first line means that the cuckoo is silent at dusk, that is, its blood and tears have dried up. However, the translation tends to mislead the reader: it turns out that the cuckoo is silent only because of the onset of dusk, and not because it is in deep sadness. This distorts the original meaning and mess with the original chemistry, so there is no need to talk about semantic beauty. Although it is clear that no translator can be omniscient about a foreign culture, it should be recognized that there is both individuality and community between national cultures. In fact, in Russian national culture, the cuckoo is also a symbol that expresses mostly negative emotions. Her cultural connotations are presented below: 1) the symbol of a sad and lonely woman; 2) a symbol of death; 3) a symbol of nepotism and envy. Therefore, the translator should increase linguacultural awareness, look more literary data and carry out historical and philological research. Thus, we see that the images in the works of such a master as Cao Xueqin are fraught with deep meaning and are interpreted ambiguously.

Let's move on to the second mistake, which is the translation of homographs. The Chinese character "重" is a homograph. When used as an adjective for "weight", it is pronounced "zhòng"; and when used as a measure word for the meaning of "layer", "tier", it is pronounced "chóng". In the original, "掩重门" means: slam the doors one after the other. Here the hieroglyph "重" is perceived in the sense of "layer", but the translator took it for the meaning of "weight". The translation for "heavy door" is not correct. The meaning of the original is conveyed incorrectly. Nevertheless, one should not blame the translator, since even we ourselves, the Chinese, perhaps, are not familiar with the architecture of ancient China very precisely. The design of the architecture of ancient China is characterized by the use of rooms for the construction of a free-standing building, then free-standing buildings form a free-standing courtyard, then free-standing courtyards form a multi-level architectural complex, [5, p. 55]. It follows that the doors to the Garden of the Luxuriant Spectacles are many and varied. In addition, the Garden of the Luxuriant Spectacles is a typical garden structure. Its architecture is usually diminutive and graceful. Thus, the translation "heavy door" is indeed incorrect.

Phonological beauty

Xu Yuanchong discusses the relationship between the "three beauties" as follows: "If it is impossible to convey all three at the same time, then you need to reflect in every way the semantic and phonological beauty of the original" [4, p. 68]. It turns out that the importance of phonological beauty cannot be underestimated. What is phonological beauty? Xu Yuanchong explained, "The translation should have the same pleasant meter as the original." [2, p. 85]. And what is a meter? This concept refers to the even and broken tones and rhyme of poetry. Naturally, the question arises: the Russian language is characterized by stress, but has nothing to do with even and broken tones, so how can you talk about the meter? This can be understood, but nevertheless, we must realize that poetic translation itself is not literally translatable, so the task of the translator is precisely to do everything possible to overcome the differences between languages, to use the features of different languages as wisely as possible and to convey the beauty of the source text as much as possible. True, we cannot reproduce the even and broken tones of Chinese poetry, but we can compensate in another way i.e. by creating a sense of rhythm with the help of stress. So, "phonological beauty" can be interpreted as the beauty of rhyme and the beauty of rhythm.

With regard to rhyme, the original text has a variety of rhyme schemes. There are seven in total: aaba, aaaa, abcc, abbb, abab, aabc and abcb. And the translation has only one rhyme scheme - cross, that is, in each stanza, the second line rhymes with the fourth, and the sixth rhymes with the eighth. As for the rhythm, since the "Song of the Burial of Flowers" is not, strictly speaking, an ordinary poem, it does not have a definite rule for alternating even and broken tones. And the translation is mainly written in a trisyllabic poetic foot with a stress on the last syllable. It is made taking into account the poetic dimensions. To clarify better, we select the first stanza for analysis:

花谢花飞花满天，红消香断有谁怜？
游丝软系飘春榭，落絮轻沾扑绣帘。

Flowers fade, exhausted petals, dropping,

And they fly, and they fly, everywhere circling in the sky.
Oh! Beauty leaves, youth, fragrance melt,
But is there someone who would say a word about flowers?
Thin threads are twisted, intertwining and quietly agitating,
Near the tower, changing the pattern in the spring wind.
Down, remnants of earrings, slightly moistened with dew,
They lodge on the silk of heavy, lowered curtains.

Scheme: (-: unstressed syllable, *: stressed syllable)

— — * | — — * | — — * | — — * | — — * | —
— — * | — — * | * — * | — — * | — — * |
— — * | — — * | * — * | — — — | — — * | —
— — * | — — * | * — * | — — * | — — * |
* — * | — — * | — — * | — — * | — — * | —
* — * | — — * | — — * | — — * | — — * |
* — * | — — * | — — * | — — * | — — * | —
— — * | — — * | — — * | — — * | — — * |

From the side of rhyme, the type of rhyme is cross, that is, in translation, the second line rhymes with the fourth, and the sixth rhymes with the eighth. Moreover, the type of rhyme is masculine. From the side of the rhythm, anapest prevails. In general, the translation is effective: sonorous and rhythmic, brilliantly reproduces the phonological beauty of the source text.

Logical beauty

It is easy to fall into the trap of formalism or formal nihilism when it is refered to "logical beauty." Poetry is an organic unity of content and form, having both internal and external beauty. If only form is valued, then poetry will turn into an empty shell; and if the form is neglected, then poetry becomes a wandering soul. From this it can be seen that one must be careful about the problem of "logical beauty". It should be noted how Xu Yuanchong said about this: "I strive to convey the logical beauty, only on the condition that the semantic and phonological beauty of the original has already been conveyed." [4, p. 69]. At the same time, Xu explained the definition of "logical beauty" in the following way: "The translation must, if possible, preserve the form of the original text, for example, length, rhythmic and melodic pairing of construction, etc." [2, p. 85].

In the translation, the form of the source text is preserved. On the one hand, the source text consists of 13 stanzas, 4 lines each, for 52 lines totally. Accordingly, the translation also consists of 13 stanzas of 8 lines in the first nine stanzas, and 4 lines in the last four stanzas, for a total of 88 lines. It is understandable that it is difficult to maintain the unity of the number of lines, because phonetic writing is not equal to ideographic writing in the ability to contain meaning. On the other hand, in the source text, with the exception of the tenth stanza, each stanza has the same word count. In this regard, the translation is making appropriate efforts: the first, second, third, fourth, fifth and eighth stanzas have 124 syllables alike; the number of syllables of the sixth, seventh and ninth stanzas is not the same, but differs slightly: 129, 126, 125. The number of syllables in the last four stanzas also differs slightly: 62, 64, 63, 64. Having carefully compared, we believe that the translation managed to preserve the "logical beauty" and style of the original text.

Conclusion

In this article, using the methodology of the "theory of three-beauty", we reviewed the Russian translation of "Songs of the burial of flowers" (1995) and analyzed three aspects of translation, namely: "semantic beauty", "phonological beauty" and "logical beauty" of poetic translation. Generally speaking, in our opinion, the translation is done with high quality, and therefore it has the right to be called translated poetry. Regardless, it should be noted that translation is an art with regret. And the analysis of the Russian translation of "Songs ..." (1995) indicates that the translation of the poems still requires revision based on a detailed study of the original text and taking into account the historical, social, geographical, religious characteristics of the time of writing the work. The translation should take into account the linguistic, poetic and cultural characteristics of the original source. In conclusion, we would like to note the following. We believe that when translating Chinese poetry, the principle of translating poetry with poetry should be followed. Only in this way, we can preserve and increase the literary treasures of the Chinese nation.

References

1. *Cao Xueqin. Dream of the red chamber. Volume 1. Novel. Translated from Chinese by V.A. Panasyuk. prolusion by Gao Man. Edited by S. Khokhlova. Poems translated by I. Golubev. Notes by I. Golubev and V. Panasyuk. (Moscow: "Khudozhestvennaya Literatura" Publishing House, "Ladomir" Publishing House, 1995. - Series "Library of Chinese Literature")*
2. *Xu Yuanchong. Literature and translation studies. Beijing: Peking University Press. 2003.85p. (*许渊冲. 文学与翻译. 北京：北京大学出版社. *2003* 年. *85* 页.*)*
3. *Wang Bingqin. Cultural Translation Studies: Theory and Practice of Cultural Translation. Tianjin: Nankai University Press. 2007.18p. (*王秉钦. 文化 翻译学：文化翻译理论与实践. 天津：南开大学出版社. *2007* 年.*18* 页.*)*
4. *Xu Yuanchong. New discussion of semantic, phonological and logical beauty // Research of foreign languages. 1983. No. 4. P. 68-75. (*许渊冲. 再谈"意美、音美、形美"*//* 外语学刊. *1983* 年. *# 4.* 第 *68-75* 页.*)*

*5. Li Shuwen. Architecture and traditional Chinese aesthetics in "Dream of the Red Chamber"// Bulletin of the Hengyang Pedagogical Institute. 2008. No. 1. P. 55-59. (*黎书文.《红楼梦》中的建筑与中国传统 美学 // 衡阳师范学院 学报. *2008* 年. *# 1.* 第 *55-59* 页.）

DOI 10.34660/INF.2021.18.49.017

欧亚一体化背景下上海合作组织与高等教育新模式

THE SHANGHAI COOPERATION ORGANIZATION AND A NEW MODEL OF HIGHER EDUCATION IN THE CONTEXT OF EURO-ASIAN INTEGRATION

Emikh Natalia Alexandrovna
Doctor of Philosophical Sciences, Full Professor
Transbaikal State University

抽象的。作者理解了在欧亚一体化背景下形成高等教育新模式的问题，旨在培养人的潜力，将其作为一种资源，揭示人在文化和创意实践中的能力。俄罗斯高等教育与亚洲高等教育的融合互动在文明方面的体现。作者将上海合作组织（SCO）定义为以上海合作组织网络大学为范例，形成新型教育模式的平台。孔子学院（汉语项目）被定义为语言导向的新型教育模式。

笔者认为，新兴的高等教育模式是欧亚模式。它体现了现代高等教育文化范式的内容，以人为本，具有系统思维，是文化价值的承载者和创造者，是教育的新理想和新结果。

关键词：上海合作组织，欧亚一体化，高等教育新模式，人的潜力，上海合作组织网络大学，孔子学院。

Abstract. *The author comprehends the problem of the formation of a new model of higher education in the context of Eurasian integration, aimed at building up human potential as a resource that reveals human capabilities in cultural and creative practice. Reflection of the integration interaction of Russian higher education with higher education in Asia in the civilizational aspect is presented. The Shanghai Cooperation Organization (SCO) is defined by the author as a platform where a new educational model is formed on the example of the SCO Network University. Confucius Institute (Chinese project) is defined as a new educational model of language orientation.*

The author concludes that the new emerging model of higher education is the Eurasian model. It reflects the content of the modern cultural paradigm of higher education, where a person is important, who is endowed with systemic thinking, is the bearer and creator of cultural values, acts as a new ideal and result of education.

Keywords: *Shanghai Cooperation Organization, Eurasian integration, new model of higher education, human potential, SCO Network University, Confucius Institute.*

In the XXI century, at a certain stage of civilizational development, national systems of higher education rotate in integration processes (from the process of internationalization itself to the very integration of educational systems). In the context of integration processes, where countries that differ in the level of development of education, politics, economy interact, it is always necessary to take into account the peculiarities of national educational systems, traditions of national culture, the importance of building human potential, and so on. European integration (Bologna process) has already shown the formation and development of a single European Higher Education Area (EHEA). As a result, we observe an orientation towards strengthening European (Eurocentric) higher education, translating European cultural values into the educational space of other countries, including Russia.

However, it is important to understand that today the integration of educational systems, taking into account the perception of European educational standards, European cultural values, is carried out already in the context of Eurasian integration. The latter, in our opinion, deserves special attention and discussion. In the context of Eurasian integration, there is an interaction of Russian, East Asian and European types of civilizational development. This happens, first of all, at the level of integration of educational systems - with Russian higher education, higher education in Asia and with the European type of higher education. In this regard, Eurasian integration, the interaction of national systems of higher education are today a powerful impetus for the formation of a new model of higher education.

In the context of Eurasian integration and the formation of a new model of higher education, an important point is "turning to the reflection of anthropo-oriented education, where both the people of the West and the people of the East are equally important" [1, p. 207]. In the civilizational aspect of the development of society and culture, the integration interaction of Russian higher education with higher education in Asia occurs at the level of Russia's participation in the work of such an international regional association as the Shanghai Cooperation Organization (SCO). In addition to the SCO, in this context it is necessary to highlight the SCO Network University as an emerging and developing educational model, as well as centers of cultural cooperation, as exemplified by the Confucius Institute (Chinese project). The activities of these associations are mainly focused on the problem of a person, strengthening innovative education, building human potential and intercultural contacts.

In the modern era, intercultural cooperation between countries and peoples is developing at an ever faster pace, a rethinking of the value of human interaction with the outside world (nature, Space, the Universe) is taking place. No less significant is the issue of international intercultural interaction and cooperation of higher education systems at the civilizational level, as well as what place a person occupies in these processes. In the conditions of civilizational development, the problems of higher education should be mainly aimed at the reproduction of a person as a cultural person, the development of his creative, intellectual potential. Therefore, today, in the conditions of Eurasian integration, it is relevant to reflect on the formation of a new - Eurasian model of higher education, which orients a cultural person with creative, intellectual, spiritual and moral potential, to build up human potential (cultural, social, intellectual) as a resource that reveals human potential in cultural-creative practice, which is aimed at preserving the integrity of the world and its constructive improvement.

Of course, building human potential is one of the priority issues of any developed and developing society at the civilizational level. The chief researcher at the Institute of Philosophy of the Russian Academy of Sciences, Doctor of Philosophy V.N. Shevchenko arguing that "the world is gradually creating conditions for the transition of mankind from a technogenic civilization to a new model of civilizational development based on post-economic values, when investments in a person, in the creation of human capital, become the most profitable and effective investments from the point of view of the prospects for social development" [2, p. 92].

One way or another, today the problems of international intercultural educational cooperation between the countries of Russia and Asia are given special importance. These problems include ensuring closer, fruitful cooperation of universities with research organizations, centers for the development of innovative technologies at the international level; expansion of academic mobility; achieving compatibility of national educational systems and so on. Therefore, it is no coincidence that these particular tasks sound like questions to be answered.

Russia, in the context of expanding international intercultural contacts with Asian countries, today actively interacts with transnational regional associations interested in cooperation at the level of Eurasian integration and the formation of a Eurasian model as an example of higher education. Note that in the context of Eurasian integration and the formation of a Eurasian type of higher education, the development of educational models (in the context of the SCO activities) is an important point in order to achieve international intercultural cooperation between the countries of Russia and Asia. For modern Russia, this moment is important for the development of cultural, as well as socio-economic and political cooperation. Today this task is being solved within the framework of the SCO, which also includes Russia. The SCO is interested in resolving issues of international university cooperation, organizing and conducting joint scientific and creative events, the Russian side, in turn, is focused on popularizing the Russian language and national culture in the member countries of the associations.

Thus, the participants of the Fifth Meeting of Heads of Ministries and Departments for Science and Technology (November 2019) agreed to develop a new

"Roadmap" for cooperation between research institutions of the SCO member states for the next 2021-2023 in order to "intensify scientific and technical partnership in the SCO space in a joint search for answers to common challenges. The SCO countries attach great importance to channeling the energy of the younger generation into a creative channel, first of all, through affordable, high-quality, innovative education, which makes it possible to fully realize the potential of the individual"[3].

In our opinion, the SCO is one of the priority international associations in the context of Eurasian integration. The SCO member countries solve problems not only socio-economic, political, technical and technological, environmental, security and others, but also actively interact with the processes of expanding international educational cooperation, intercultural contacts. In addition, the SCO in its activities adheres to the value-oriented rules of mutual respect, trust, tolerance, achieving mutual benefit, understanding cultural characteristics and striving for multilateral cultural cooperation and development.

The SCO has enormous potential for international development and powerful cultural appeal. Within the framework of the Organization's activities, China and Russia maintain and expand intercultural contacts with the participating countries of Central Asia, strive to establish research and educational cooperation and achieve the greatest compatibility in this direction.

On November 25, 2021, the twentieth meeting of the Council of Heads of Government (Prime Ministers) of the SCO member states was held in the format of a video conference. In light of the 20th anniversary of the SCO, "the successful path of the formation of the SCO was noted, which, relying on the "Shanghai spirit", has established itself as an effective mechanism of equal partnership, has taken a worthy place in the system of international structures of multilateral cooperation" [4].

There is no doubt that in the conditions of Eurasian integration, the SCO is focused on the priority of forming a model of higher education as a Eurasian model in order to build up cultural, spiritual, moral, creative, intellectual human potential, ensure future civilizational development, expand intercultural, socio-economic, political, technical and technological and other important intercountry contacts. In the context of the international intercultural activity of the SCO, such an emerging educational model is the SCO University, which is interested in expanding academic exchanges (student, research, scientific) and intercultural contacts, promoting master's programs, and so on.

As part of the active work of the SCO University, favorable conditions are created to attract students from Central Asia to receive education. Also in the Central Asian countries, branches have been created where there is an opportunity to receive higher education. This is evidenced by the Soviet and Russian scientist and teacher in the field of the history of international relations V.I. Mikhailenko, arguing that "the main goals and objectives of the SCO University are to strengthen mutual trust and good-neighborly relations between the SCO member states, the development of integration processes in the field of education, science and technology" [5, p. 245].

In our opinion, we can say with confidence that in the conditions of Eurasian integration, the formation of such an educational model as the SCO University, in the context of the activities of the SCO international association, is aimed at addressing a person, his cultural, spiritual, moral, creative, intellectual improvement, ensuring a high level education. The emerging Eurasian model of higher education, which is the SCO University, reflects the content of the modern cultural paradigm of higher education. This model should be aimed at the reproduction of a person as a cultural person who is endowed with systemic thinking, is the bearer and creator of cultural values, a new ideal and the result of education.

An unconditional fact is that, for modern Russia in the context of international intercultural interaction and growing integration processes, it is very important to form its attractive cultural image, as, for example, China is doing it with great success, including through the expansion of the network of Confucius Institutes around the world. The basis of the activities of Confucius Institutes "is the policy of promoting and supporting the teaching of the Chinese language, the openness of Chinese culture, increasing academic mobility in Chinese universities in the context of expanding international intercultural cooperation" [1, p. 227].

It must be said that today Russia needs closer, mutually beneficial, intercultural cooperation with Asian countries, and the expansion of the orientalist orientation in the Russian educational system. An example that clearly demonstrates the oriental orientation, in our opinion, can be the expansion (in the context of cooperation with China) both in Russia and in other countries of the network of Chinese centers of cultural cooperation - Confucius Institutes as cultural and educational centers.

The Confucius Institutes Network ensures cultural cooperation of universities at the international level, promotes full-fledged research activities of young scientists. As part of the joint activities of the network of Confucius Institutes and Russian universities, the processes of scientific and educational cooperation are actively developing, namely: academic exchanges, conducting various levels of scientific and practical events, the development and implementation of mutually beneficial projects in educational activities aimed at increasing interest in the Chinese language, Chinese culture, as well as the Russian language and Russian culture.

In the light of the above, it can be noted that in the 21st century it is necessary to comprehend ways to expand cooperation between countries based on equal choice, intercultural dialogue, and mutual respect. International cultural cooperation is being built in the context of the emerging Eurasian model as an example of higher education, which is aimed at a new type of person-to-person relationship, at cultural values that are in demand in the context of the increasingly complex processes of intercultural cooperation, a changing personality-oriented attitude towards the world and its processes, which reflects cultural and civilizational development of society.

Thus, the reflection of the formation of the SCO educational model in the conditions of Eurasian integration served to determine the importance of building human potential as a resource that reveals human capabilities in cultural and creative practice, aimed at preserving the integrity of the world and its constructive improvement, which is the goal of their priority, promising activities. In the context of Eurasian integration, the educational model, to which the SCO University is referred in the article, is the Eurasian model as an example of higher education. The network of Confucius Institutes as centers of cultural cooperation, in our opinion, can represent the Eurasian model of modern language education. In the context of Eurasian integration, the emerging Eurasian model of higher education is a reflection of the content of the modern cultural paradigm of higher education, where a person who is endowed with systemic thinking is important, is the bearer and creator of cultural values, acts as a new ideal and result of education. Therefore, the Eurasian model of higher education that is being formed today should serve the problem of building up the cultural, social, and intellectual human potential.

References

1. Emikh N.A. Formation of the cultural paradigm of Russian higher education in the context of Eurasian integration: diss. ... dr. phil. sci.: 09.00.13. Chita, 2015. 338 P.

2. Anthropological dimension of the Russian state / Russ. acad. of sci, Ins-te. of philosophy; ex. ed. V.N. Shevchenko. Moscow: IFRAN, 2009. 214 P.

3. Renmin Wang: The SCO pays priority attention to the formation of programs and innovative cooperation projects of mutual interest. URL: http://rus.sectsco.org/media_SCO/20210420/742533/RW-SCO-1 (appeal date: 02.12.2021).

4. Joint communiqué following the twentieth meeting of the Council of Heads of Government (Prime Ministers) of the Shanghai Cooperation Organization. URL: http://rus.sectsco.org/documents/20211125/801860 (appeal date: 01.12.2021).

5. Asymmetries of regional integration projects of the XXI century / ed. V.I. Mikhailenko; Ministry of Education and Science of the Russian Federation, Yekaterinburg: Ural University Publishing House, 2018. 476 P.

DOI 10.34660/INF.2021.47.71.018

西方和东方遗产中的整体世界描述

ON THE HOLISTIC WORLD DESCRIPTION IN THE WEST AND THE EAST LEGACY

Lebedev Alexandr Yurjevich
Candidate of Physico-mathematical Sciences, Postgraduate
Saints Cyril and Methodius Institute for Postgraduate Studies

抽象的。 圣经书籍的作者，以及包括中国在内的其他古代文化的代表，他们具有整体世界观，用"万物与万物"的网络相互关系来描述世界，而不是线性因果关系，其特点是 新时代的科学范式。 因此，他们对观察到的事件的解释是基于类比系列。 他们的方法的特点与 C.G. 荣格的因果同步性原理和 D.J. 玻姆的蕴涵阶概念。 注意到采取整体方法来克服科学知识日益分散的过程的负面影响的紧迫性。

关键词：因果关系，意义平行，易经，同步性，C.G. 荣格，隐含秩序，D.J. 博姆，诚信理念

Abstract. *The authors of Bible books, as well as representatives of other ancient cultures, including the Chinese one, who had holistic worldview, described the world in terms of network interrelation of "everything with everything else", in contrast with linear causality relations, characteristic for a scientific paradigm of New Time. Thus their explanations of the observed events were based on analogies series. The features of their method are compared with C.G. Jung's acausal synchronicity principle and D.J. Bohm's implicate order concept. The urgency of holistic approach for overcoming negative consequences of the process of an increasing scientific knowledge fragmentation is noted.*

Keywords: *causality, sense parallelism, Yi Ching, synchronicity, C.G. Jung, implicate order, D.J. Bohm, integrity concept*

The worldview of modern man is largely shaped by the scientific paradigm that arose in the West during the Renaissance, with its concepts of linear causality and methodology based on analysis and reduction. In the usual approach to describing reality, the world is, as it were, disassembled into its component parts, and its individual parts, isolated from the whole, are added to cause and effect chains. However, this method, which has shown its effectiveness in describing a mechanical universe, is far from always applicable to reality.

Under close examination, cause and effect chains are transformed into complex causal networks in which "everything is connected to everything." The higher the level of detail of such a network, the more clearly it can be seen that it extends to the entire Earth and, ultimately, to the Universe. Moreover, one cannot restrict oneself to any arbitrarily chosen scale, because small corrections in such a structure can lead to large final effects. This is especially noticeable when considering ecological systems, where each event arises from an endless network of causal relationships.

The concept of linear causality is not reliably reasonable from a philosophical point of view. The vulnerability was shown by Hume, since the fact that event A in the past was always followed by event B does not logically follow its recurrence in the future. In Hume's interpretation, the chains of linear causality are nothing more than a mixture of habit, faith, and common sense.

In fact, the concept of linear causality is an idealization, without limitation, applicable only in the world of equations, thought experiments and computer simulations. It describes the behavior of purely mechanical, limited and isolated systems, but in that reality, when "everything causes everything else", and various phenomena arise from the flow of the whole, obeying the laws of the whole, linear causality is a rough approximation. In the general case, a more subtle and complex instrument is required to describe the richness of natural phenomena and, even more, social phenomena.

The holistic worldview characteristic of representatives of a number of ancient cultures of the Near and Far East, in which the elements of the world were considered connected with each other by multiple connections, was characterized by a different approach to explaining the observed phenomena. It was based on the use of parallel series of meaning. "The essence of parallelism is *the relationship between two concepts*[1]."

Parallelism has long been considered the main characteristic of the biblical language. Parallel elements of the text of the Bible do not necessarily coexist compositionally and often differ in volume from a single word to a fragment of the text. In a relationship of parallelism, there can be symbols and images used by the authors of biblical books.

While modern educational technology assumes "educability by default," the ancient belief was that the ability to learn wisdom and instruction was an art to be learned. In this respect, the sayings of the ancient sages resemble koans, the higher meanings of which are not derived from what was said by a purely logical means. They are comprehended by the listener as a result of inner work, thereby transfer-

[1]Berlin A. The Dynamics of Biblical Parallelism (Bloomington: Indiana University Press, 1985) P. 2.

ring it into a qualitatively new state of consciousness and being.

The use of parallel semantic constructions is characteristic not only for the Old Testament, but also for the Christian tradition that arose on its basis. They are often found in patristics, for example, in Ephrem the Syrian with a worldview where each element is associated with hundreds of others according to the principle of similarity or opposition. Parallelisms are widely represented in New Testament church symbolism. In the hymnography of John Damascene, parallelisms are subject to an ordered temporal dynamics, in the patterns of which there is a similarity with the ancient Chinese Book of Changes[2].

According to a number of biblical scholars, "the understanding of parallelism is possible only when we see in it <...> a certain way of viewing and describing the world," and "the biblical text itself is intended to serve as a kind of model <...> of the world[3]."

Some analogs of such a world description are known. These include, in particular, poetry, the entire technique of which is reduced to the principle of parallelism. The fact that poets and prophets were designated in Latin by the same word "vates", and amazing revelations were characteristic not only of the latter, but sometimes also of the former, apparently not by chance. It is explained by the integrity and depth of their perception of the world.

The description of reality with the help of parallel semantic constructions has correspondences in the scientific sphere as well. These include the concept of synchronicity developed by C. Jung and W. Pauli, which is understood as a semantic noncausal connection. Its essence lies in the inexplicable correlation of the observer's psyche with the observed objective external events.

Jung's ideological predecessors in this matter were Leibniz and Schopenhauer. The concept of the initially established harmony of Leibniz, that is, the parallelism of mental and physical events, became the response of Western philosophy of the Modern Times to the problem of the interaction of two substances - thinking and protensive. To preserve the independence of consciousness and matter within the framework of Cartesian dualism, Leibniz introduced a form of synchronicity, suggesting that the soul and body are like two precisely synchronized clocks[4].

In the treatise "Transcendent Speculation on the Apparent Premeditation in Personal Fate", Schopenhauer touches on the topic of network causality and comes to the conclusion that "between all cases in a person's life, there are two <...> types connections: firstly <...> objective, causal, uniting all natural phenom-

[2]Lebedev A.Yu. On the Theology of Time and Causality. // Review of the Russian Christian Academy for the Humanities vol. 19, iss. 2, (2018) p. 117 – 127.

[3]Desnitskiy A.S. The nature and function of parallelism in biblical texts. Thes. Doct. of Phil. Sciences: 10.01.03: M.: RAS, Institute of Oriental Studies, 2010. P. 86-87

[4]Leibniz G.B. Works in 4 volumes.Vol. I. M.: Mysl, 1982. P.321

ena; secondly <...> subjective, which exists only for the individual[5] experiencing it". Schopenhauer believes that the synchronicity of the action of these connections surpasses our understanding, and can be conceived only under the condition of the amazing harmony that was pre-established from the beginning.

Positivism, having excluded the Creator from its world views, as a source of such harmony, without which it essentially hangs in the air, retained the Cartesian idea of psychophysical dualism. This created the gap between consciousness and matter. All our common sense is based on the belief that subjective and objective reality are in no way connected with each other. Therefore, synchronicity seems to be just as mystical and inexplicable as "the effectiveness of mathematics bordering on mysticism in natural sciences"[6], noted by J. Wigner from the same positivist positions.

This pushes into the field of mysticism and other phenomena that are explained within the framework of the concept of synchronicity. According to Jung, everything covered by the concept of supersensible perception belongs to these phenomena. Such phenomena "confront us with the fact of the existence of events connected with each other <...> in a *semantic* way, with the complete impossibility of proving the causality of this connection"[7]. Causal interpretation does not allow one to explain, for example, the phenomenon of vision of the future, how something that does not yet exist in reality communicates about itself.

In such cases, Jung notes the effectiveness of the technique of "assessing the entire situation as a whole", in particular, specific to classical Chinese philosophy, based on the "Book of Changes" and the idea of a synchronic correspondence between the adept psyche, the asking questions and the hexagram answering them. At the same time, the perception of a coherent picture of events, according to Jung, is beyond the power of one mind and requires a synthetic form of consciousness. Unlike the Western way of thinking, judgment should be based not only on the rational component, but also on feelings and intuition[8].

The basic elements of such a worldview are already seen in the Longshan Neolithic culture of the Yellow River basin (II millennium BC), which is considered as one of the main early civilizations in the world. Central thing to such a perception, based on the worldview of global harmony, was that what seemed to us unrelated, for example, mind and matter, heaven and earth, God and humanity, internal and

[5]Schopenhauer A. Collected works: In 6 volumes. Vol. 4: Parerga and Paralipomena: In 2 volumes. Vol. 1: Parerga. M.: TERRA, 2001.P. 165. (Arthur Schopenhauer. Parerga und Paralipomena: Parerga. “Transzendente Spekulation über die anscheinende Absichtlichkeit im Schicksale des Einzelnen”)

[6]E. Wigner, The Unreasonable Effectiveness of Mathematics in the Natural Sciences, Comm. Pure and Appl. Math. 131, 1 (1960).

[7]Jung K.G. Synchronicity. K.: "Vakler", 1997. P. 211. (C.G. Jung, Synchronicity, trans. R.F.C. Hull. Bollingen Series (Princeton University Press, 1973)).

[8]Jung K.G. Op. cit. P. 227. (C.G. Jung. Ibid.)

external, was considered to exist together without separation or differentiation[9].

The question of the physical mechanism of the emergence of semantic parallelisms is answered by the model of the world proposed by D. Bohm, one of the most famous specialists in the field of quantum physics. He believed that the Copenhagen interpretation of quantum mechanics did not give a correct idea of reality, and was adopted "for accidental reasons. for science itself"[10]. The approach of Bohm, who developed de Broglie's ideas about the pilot wave, leading to numerical results coinciding with those of Copenhagen, made it possible to create a visual picture of quantum mechanical processes.

Bohm's proposed "causal" or "ontological" interpretation describes the phenomena occurring at the level of the physical vacuum[11]. According to Bohm, the existence of quantum particles is discrete, they arise as relatively stable forms, and disappear, dissolving in the quantum field of the Universe that generates them. The appearance of their autonomous existence is created by the rapid alternation of these states, just as the rapid change of film frames creates the illusion of continuity of action on the screen. But these fluctuations are not chaotic. They are governed by a complex order[12] of organization of the quantum field, called *implicative*. There is also an implicate order of the next level, which takes into account the motion of the particles themselves and endows the order of the previous level with information that controls the evolution of the quantum field. As a result, there is a self-consistent dynamics of a single whole, called *holonomic movement.*

According to Bohm, quantum theory allows one to describe these levels of implicate order[13], and their relationship is similar to the relationship between consciousness and matter[14]. Assuming the presence in nature of a ladder of such orders, which correspond to more and more subtle forms of materiality - matter, energy, information, and so on, Bohm speaks of an increase in the filling of these levels of reality with semantic content. Ultimately, the "material" and "ideal" are combined into a creative source, which in itself is neither consciousness nor materia[15].

This concept, which assumes that "mind and matter are inseparable in the sense that everything is permeated with meaning,"[16] closely echoes P. Florensky's

[9]Peat F. David. Synchronicity: the bridge between matter and mind. - New York: Bantam Books, 1987. P. 132.

[10]The Essential David Bohm / edited by Lee Nichol - New York/London: Routledge, 2005. P. 142.

[11]David Bohm and Basil Hiley. The Undivided Universe: an ontological interpretation of quantum theory – London/New York: Routledge, 1993. – 397 pp.

[12]David J. Bohm. Unfolding Meaning. A Weekend of Dialogue with David Bohm. Emissary Foundation International, 1985.

[13]David Bohm and F. David Peat. Science, order, and creativity - New York: Bantam Books, 1987. P. 184.

[14]The Essential David Bohm… P. 145.

[15]Peat F. David. Synchronicity... P. 196.

[16]Weber R. Meaning as being in the implicate order philosophy of David Bohm: a conversation //

claim that "there is nothing simply given in the phenomenon of the heavenly, not imbued with meaning, just as there is no abstract learning, but everything is an embodied meaning and meaningful visualization".[17]

According to Bohm, the parallelism between the objective and subjective aspects of the universe arises because of the underlying dynamics of the whole, which is common to both of them.

Ordinary consciousness does not perceive the semantic meanings of the levels of reality of higher orders, but the unfolding of these levels into an explicative external order unfolding the meaning, and in cases where rows of parallel meanings arise, the development of situations also occurs in many ways in parallel. The same initial integrity, unfolding in situations not causally related to each other, generates semantic parallelisms. The resulting synchronicities open the floodgates of deeper levels of consciousness, when the human mind acts for a moment in its true order and overcomes the division between internal and external.

D. Peat notes the probable connection of such events “with what psychologist Abraham Maslow calls “peak experiences”, sudden ecstatic moments of great happiness, awe and a sense of unity, which gives way to serenity and contemplation"[18].

The holistic picture of the world reflects the deployment of patterns in the visible Universe that are in a timeless area inaccessible to ordinary senses, so that natural and social processes are temporary images of the eternal. However, the sages of antiquity saw this upper world to the extent that was revealed to each of them, conveying the realities they perceived in sacred and philosophical texts.

The study of the properties of an integral worldview and its causal aspects is of undoubted interest for the present, since the problem of knowledge fragmentation is becoming more and more acute. "Fragmented thinking contributes to the emergence of a reality that constantly breaks down into chaotic, disharmonious and destructive partial activities"[19]. Restricted to the narrow framework of individual disciplines, solutions to problems that arise in the world often give rise to complications. They are turn out to be worse than the initial situations and lead to crises with grave consequences.

In this respect, having a holistic picture of reality is certainly preferable to adherence to separate current paradigms, since it allows you to interact with the world in a more responsible and harmonious way. However, it should be noted that the obvious point is that a person, being himself a constituent part of the world, is able to have a holistic worldview only on condition of his/her own inner integrity, which presupposes his/her perfection in the spiritual prospect.

Quantum implications: essays in honour of David Bohm / edited by B.J. Hiley and F. David Peat. New York: Routledge, 1987.

[17]Florensky Pavel. Iconostasis / Selected Works on Art. SPb.: Mithril, Russian book, 1993. P. 155.

[18]F. David Peat, Synchronicity: The Bridge between Mind and Matter… P. 235

[19]David J. Bohm. Unfolding Meaning.

References

1. Berlin A. The Dynamics of Biblical Parallelism (Bloomington: Indiana University Press, 1985)

2. Bohm David and Hiley Basil. The Undivided Universe: an ontological interpretation of quantum theory – London/New York: Routledge, 1993. – 397 pp.

3. Bohm David and Peat F. David. Science, order, and creativity - New York: Bantam Books, 1987. – 280 pp.

4. Bohm David J.. Unfolding Meaning. A Weekend of Dialogue with David Bohm. Emissary Foundation International, 1985.

5. Jung C.G., Synchronicity, trans. R.F.C. Hull. Bollingen Series (Princeton University Press, 1973).

6. Lebedev A.Yu. On the Theology of Time and Causality. // Review of the Russian Christian Academy for the Humanities vol. 19, iss. 2, (2018) p. 117 – 127.

7. Peat F. David. Synchronicity: the bridge between matter and mind. - New York: Bantam Books, 1987.

8. Schopenhauer Arthur. Parerga und Paralipomena: Parerga: "Transzendente Spekulation über die anscheinende Absichtlichkeit im Schicksale des Einzelnen" (Шопенгауэр А. Собрание сочинений: В 6 т. Т. 4: Parerga и Paralipomena: В 2 т. Т. 1: Parerga. М.: ТЕРРА, 2001.)

9. The Essential David Bohm / edited by Lee Nichol - New York/London: Routledge, 2005. - 349 pp.

10. Weber R. Meaning as being in the implicate order philosophy of David Bohm: a conversation // Quantum implications: essays in honour of David Bohm / edited by B.J. Hiley and F. David Peat. New York: Routledge, 1987.

11. Wigneг E., The Unreasonable Effectiveness of Mathematics in the Natural Sciences, Comm. Pure and Appl. Math. 131, 1 (1960).

12. Desnitskiy A.S. The nature and function of parallelism in biblical texts. Thes. Doct. of Phil. Sciences: 10.01.03: M.: RAS, Institute of Oriental Studies, 2010.

13. Leibniz G.B. Works in 4 volumes.Vol. I. M.: Mysl, 1982.

14. Florensky Pavel. Iconostasis / Selected Works on Art. SPb.: Mithril, Russian book, 1993.

DOI 10.34660/INF.2021.37.93.019

东正教社会文化背景下的不孕症是一种疾病
INFERTILITY AS A DISEASE IN THE SOCIO-CULTURAL CONTEXT OF ORTHODOX CHRISTIANITY

Tarabrin Roman Evgenyevich
Privolzhsky Research Medical University, Nizhny Novgorod, Russia
Sechenov First Moscow State Medical University, Moscow, Russia
Sretensky Theological Academy, Moscow, Russia
ORCID ID 0000-0002-5390-9205

This work was carried out as part of the RSF project No. 18-78-10018 (prolongation)
"Problems of bioethics in historical context and socio-cultural dynamics of society."

概括。不孕症是现代医疗保健中最重要的问题之一，因为它影响着七分之一的育龄人群。然而，在一些宗教传统的社会文化背景下，使用体外受精治疗不孕症会遇到一些伦理问题。特别是在东正教中，有关于不能接受试管婴儿的声明，因为它不能治愈疾病，而只是为了克服疾病。

文章分析了不孕症的概念及其成因。研究结果与一般医疗实践的背景进行了比较。考虑到在绝大多数情况下，不孕夫妇被发现有躯体病理障碍，阻碍了正常生殖功能的发挥，文章的作者得出结论，不孕症是一种疾病。同时，本文明确区分了由躯体原因引起的病理性不孕和由社会因素（单身女性、男性、同性恋、绝经后女性）引起的社会性不孕。作者认为，病理性不孕症应该被视为一种疾病，因此在正统的背景下通过试管婴儿进行治疗是可以接受的，而社会不孕症不是一种疾病，因此使用试管婴儿进行受孕是不可接受的。

关键词：体外受精，正统生物伦理学，生殖技术，疾病，不孕症。

Summary. *Infertility is one of the most important issues of modern Health Care since it affects one-seventh of people of fertile age. However, in the socio-cultural context of some religious traditions, the use of in vitro fertilization used to treat infertility encounters several ethical problems. In particular, in Orthodox Christianity, there are statements about the inadmissibility of using IVF, as it is not a cure for the disease, but only for overcoming the condition.*

The article analyzes the concept of infertility and its causes. The findings are compared to the context of general medical practice. Considering that infertile *couples in the vast majority of cases are found to have somatic pathology preventing the performance of the normal reproductive function, the author of the essay concludes that infertility is a disease. At the same time, the essay makes a clear distinction between pathological infertility, which has a somatic cause, and social infertility, which is a consequence of social factors (single women, men, homosexual unions, post-menopausal women). The author argues that cases of pathological infertility should be considered a disease and therefore their treatment through IVF is acceptable in the Orthodox context, while social infertility is not a disease and thus using IVF for conception is unacceptable.*

Keywords: *In Vitro Fertilization, Orthodox Bioethics, reproductive technology, disease, infertility.*

Infertility is one of the most important issues of modern Health Care since it affects one-seventh of all people of fertile age. According to the WHO, the prevalence of infertility reaches 12.4% [4]. Nevertheless, In Vitro Fertilization, used by infertile couples to conceive a child, is fraught with several ethical problems that call into question the use of the method in Orthodox Christian discourse. In particular, among the problems of the method, researchers note the death of embryos, the dissociation of the reproductive process, third-party interference in marital relationships, and the impact on the health of IVF children and mothers [7]. Nevertheless, analyzing the ethical issues of IVF, bioethicists say that some IVF options are acceptable for infertile couples to conceive [7].

The basis for the assertion is the teaching of the Orthodox Tradition on the appointment of physicians. The normative statement on the appointment of medicine in Orthodox Christian discourse is articulated as follows: "Give place to the physician, for the Lord also created him" (Sirach 38:12). Nevertheless, do these words apply to the treatment of infertility? Can achieving pregnancy through reproductive technology be considered a cure for infertility, or only a cure for infertility?

We can assume that the words of Sirach 38:12 are applied to reproductive technology if infertility is a disease. Here, some IVF options, if they do not involve grave sins, may be acceptable because God allowed the creation of these methods and accordingly allows infertile couples to conceive through them. Conversely, if infertility is not a disease, then achieving pregnancy through assisted reproduction must be interpreted as overcoming infertility. If it is true, one enters a realm of reproduction that has never been available for physician intervention. And as a consequence, the doctor's intrusion into the act of conception becomes opposition to the will of God, Who has decreed that a couple must be infertile and therefore accept their condition as a life calling. Thus, if infertility is not a disease, the use of assisted reproductive techniques would be ethically unacceptable in the Christian tradition.

To make this distinction seems extremely important because the Russian debate surrounding the use of IVF by Orthodox couples focuses specifically on the unnaturalness of assisted reproductive methods. For example, the Patriarchal Commission's collection of works clearly describes these tendencies: "Should pastors follow the state in allowing and blessing women for this kind of medical intervention, since, first of all, it is a standard medical proposal to overcome infertility? <...> Medicalization of sin is the enslavement of a person by new medical means. Sin is attached to man through the medical care he receives, sucking the true life out of him and absorbing him through the techniques of artificial insemination" [5].

To resolve the question of whether infertility is a disease, we first analyze the possible causes of the condition, then we turn to the definition of "infertility," and finally we compare the results with the context of general medical practice.

Thompson & Upshur define the term 'disease' as follows "any deviation from or interruption of the normal structure or function of a part, organ, or system of the body as manifested by characteristic symptoms and signs; the aetiology [causes], pathology, and prognosis may be known or unknown" [8]. Thus, to recognize a condition as a somatic disease, there must be some substrate of it, i.e. damage to one or another body function or loss of a body part accompanied by impaired function. In addition, as a rule, a person somehow subjectively experiences the lack of this function.

In this connection, let us consider the causes that lead to infertility. Among the causes of infertility, the researchers distinguish the female factor (the cause of infertility is a woman's disease), the male factor (the cause is a man's disease), the mixed factor (when the cause of infertility is both man and woman) and unexplained etiology (when the cause of infertility is not clear). Blundell (2007) distributed the causes of infertility as follows: female factor detected in 45% of cases, male factor in 30% of cases, infertility of unclear etiology in 25% of cases [2]. However, other studies report a greater importance of the male factor - the male contribution to infertility was 40 - 50% [3].

Thus, 1) in infertility impairs the reproductive function of a person – she cannot conceive; 2) somatic pathology plays a major role in the development of infertility. Moreover, infertility is psychologically hard for infertile couples, which can lead even to the destruction of the family [6]. Thus, given that human functioning is impaired, based on one or another of its damages, infertility can be considered a disease.

Here it is necessary to refer to the International definition of infertility. According to the International Glossary, infertility is a disease characterized by the inability to achieve an ongoing clinical pregnancy 1) after 12 months of regular unprotected sexual intercourse, or 2) due to the inability of the individual to reproduce either alone or with his partner [9]. This international definition of infertility requires a distinction with so-called 'social' infertility.

Social infertility refers to cases caused not by a pathology of the body, but by the circumstances of life, which is what the second part of the International definition refers to. An example of this would be a woman in her post-menopausal period, when her reproductive system has naturally ceased to function and, therefore, her inability to conceive is not a violation of the body's reproductive function. Social infertility should also include the inability to conceive in homosexual couples, where this condition is also a manifestation of natural processes due to the absence of male and female gametes simultaneously. Social infertility must include the absence of children of single men and women. Thus, we will call infertility resulted from a disease pathological infertility, as opposed to social infertility.

But the question arises: can conceiving a child with assisted reproductive techniques in pathological infertility be called a treatment rather than overcoming infertility? To answer this question, let us distinguish between the methods of treatment in general and rank the methods of infertility treatment according to these groups.

All treatments can be divided into several groups: 1) etiological – with the influence on the direct cause of the disease, after the liquidation of which the disease is cured (for example, treatment of pneumococcal pneumonia with antibiotics); 2) pathogenetic – with the influence on the pathological process, and although there is no complete recovery of the disease, it can be well controlled (e. g., in the treatment of hypertension one can not find the single factor contributing to high blood pressure, so he must act on the pathological process); 3) symptomatic – the therapeutic effect is on the symptoms because the disease is either not treated or the cause is not known. An example of the latter is a palliative treatment, where the goal is also only to relieve the last months of life of the patient. Among all these groups, the etiological treatment takes place only in very limited cases (infectious diseases). All other types of treatment are either pathogenetic or symptomatic.

In the treatment of infertility, etiological or even pathogenetic treatment is possible, where therapeutic or surgical methods are used to eliminate the cause that prevents the male and female germ cells from meeting and merging. Examples are a surgical restoration of fallopian tubes if they are completely obstructed, or hormonal correction of elevated prolactin levels. However, in the majority of cases, these methods have a low success rate, and therefore infertile couples turn to assisted reproductive technologies. Among the latter, the most widely used is In Vitro Fertilization (IVF) when extracted gametes are mixed in a test tube and subsequently, the resulting embryo is transferred into the uterine cavity. Thus, it is true that IVF bypasses the reasons that prevent the sperm and egg from meeting. However, according to the given scheme of classification of treatment methods, we are allowed to consider this method as a pathogenetic treatment. This conclusion has analogies with other methods of treatment, which also do not eliminate the cause of the disease, but bypass it, affecting the process or consequences of the disease. Examples of these treatment methods are:

1. Pacemaker implantation as a treatment for sinus node weakness syndrome, e.g. after myocardial infarction. It does not remove the obstruction to natural processes (distribution of nerve impulses through the cardiac conduction system), but forcibly makes all parts of the heart contract in the rhythm required for normal functioning.

2. Kidney transplantation or hemodialysis in chronic renal failure. These methods all the more do not eliminate the cause of a person's painful condition (a diseased kidney) but overcome the consequences of chronic renal failure that is the increase in toxic substances in blood.

3. The use of insulin therapy also does not treat the cause of the disease - disruption of insulin synthesis by the pancreas but bypasses it with externally injected insulin.

4. Joint prosthetics is considered a treatment for osteoarthritis, although, in the strict sense, this surgery does not treat the cause of joint damage and does not even affect the pathological process.

5. Symptomatic methods of treatment such as palliative care for cancer also do not fight the disease but only make life easier.

Therefore, many procedures of modern medicine do not overcome the disease, but rather correct its consequences, at the same time being called the treatment of this disease. On this basis, assisted reproductive technologies (ART) can also be classified as infertility treatment. In addition, such arguments used in criticism of ART methods as "removing obstacles to natural processes" and "replacing natural processes" [1] of conception cannot be considered sufficient to recognize IVF methods as ethically unacceptable. IVF does not replace natural processes of conception - the latter is accomplished naturally through the fusion of an egg and a sperm cell. Thus, ART, including IVF, can be called the treatment of a disease in the case of pathological infertility, and therefore the normative provision of the Holy Scriptures on the appointment of medicine in Orthodox Christian discourse can be applied to them.

References

1. Aksenov I., rev. Progress and Human Dignity. Ethical Issues of Modern Assisted Reproductive Technologies // Orthodoxy and the problems of bioethics. Collection of works. - Moscow: 2017, p. 406. Available in Russian at http://www.patriarchia.ru/db/text/4801677.html accessed 01.04.2021

2. Blundell, R. 2007. Causes of infertility. International Journal of Molecular Medicine and Advance Sciences 3(1):63–5.

3. Kumar, N., & Singh, A. K. (2015). Trends of male factor infertility, an important cause of infertility: A review of literature. Journal of human reproductive sciences, 8(4), 191–196. https://doi.org/10.4103/0974-1208.170370

4. Mascarenhas, Maya N. et al. National, Regional, and Global Trends in Infertility Prevalence Since 1990: A Systematic Analysis of 277 Health Surveys. Ed. Nicola Low. PLoS Medicine 9.12, 2012: e1001356. Crossref. Web.

5. Melchizedek (Artyukhin), Archimandrite. Medicalization of Sin and Artificial Insemination // Orthodoxy and the problems of bioethics. Collection of works. – Moscow, 2017, pp. 383 – 384. Available in Russian at http://www.patriarchia.ru/db/text/4801677.html accessed 01.04.2021

6. Oliferovich N.I. Psychology of family crises / N.I. Oliferovich, T.A. Zinkevich-Kuzemkina, T.F. Velenta. - SPb.: Rech, 2007.

7. Tarabrin Roman, Orthodox Perspectives on In Vitro Fertilization in Russia, Christian bioethics: Non-Ecumenical Studies in Medical Morality, Volume 26, Issue 2, August 2020, Pages 177–204, https://doi.org/10.1093/cb/cbaa004

8. Thompson R. Paul & Upshur Ross E.G.. Philosophy of medicine. Introduction. London & New York. Routledge, Tailor & Francis Group, 2018, p. 17

9. Zegers-Hochschild, F., G. D. Adamson, S. Dyer, C. Racowsky, J. De Mouzon, R. Sokol, L. Rienzi, et al. 2017. The international glossary on infertility and fertility care 2017. Fertility and Sterility 108(3):393–406.

DOI 10.34660/INF.2021.94.10.020

外交政策分析的关键概念
KEY CONCEPTS OF FOREIGN POLICY ANALYSIS

Gusevskaya Natalia Yurievna
Candidate of Pedagogical Sciences, Associate Professor
Head of Department
Transbaikal State University

抽象的。 本文涉及对外交政策关键概念的分析。 本文从现实主义、自由主义和建构主义方法的角度描述了国家外交政策。 作者总结了国际关系理论对于正确理解国家外交政策战略的理论和实践价值。

关键词: 现实主义、自由主义、建构主义、外交政策、国际关系。

Abstract. *The article deals with the analyses of the key concepts of foreign policy. The paper describes the national foreign policy from the standpoint of realistic, liberal, and constructivist approaches. The author concludes the theoretical and practical value of theories of international relations for a correct understanding of the state's foreign policy strategy.*

Keywords: *realism, liberalism, constructivism, foreign policy, international relations.*

The evolution of contemporary world political processes has highlighted the need to prevent new confrontations and develop tools to ensure global stability. It is difficult, as the international system is composed of players with different national interests, motivations, and goals. International relations researchers face the challenge of applying a methodology that will provide a correct analysis of international situations.

The analysis of the national foreign policy as a subject of theoretical thought in modern science has arisen relatively recently, only in the first third of the last century. From the very beginning, the theory of international relations has evolved as a synthesis of the views of different sciences on society. The ideological roots of modern theories of politics go back to two historically established philosophical traditions: idealistic (I.Kant, J.Locke, J.-J.Russo, V.Wilson) and realistic (Thucydides, N.Machiaveli, T.Hobbs).

The first period in the development of the science of international relations was characterized by the opposition of realist and liberal approaches to understanding the nature of international relations. Realists (E.Carr, G.Morgenthau) emphasized the balance of power and resources. The introduction of the category of «national interest» is associated with this theoretical tradition. It is motivated primarily by the desire to survive or to expand its influence in a hostile environment. Realists emphasize the anarchic nature of the international environment, which does not provide effective external security guarantees. Therefore, fear is the main motivation of the government, concern for national safety prevails over all other aspirations [16]. Realists believe that the divergence of national interests is a source of conflict in world politics. Because of the anarchy of the international system, international law only partially constrains the national policy because the primary priority is the protection of the national interests rather than the common good.

The logic of realists was criticized by liberalists. Liberalism or political idealism as philosophical and political theory was vigorously promoted since the First World War. It brought human casualties and economic destruction and the common desire to avoid such a military catastrophe in the future. They were convinced that the war had been caused by the erroneous actions of diplomats and politicians and spoke of the need for an international security model, which would deter the aggressive national policy and would be based on morality and law. They pointed out that reliance on military and economic power, without regard for the interests of other actors in international relations, leads to counterproductive and sometimes dangerous results. Representatives of the political idealism of the first half of the twentieth century (V.Wilson, A.Toynbee, N.Angel, E. Zimmern) insisted that inter-state relations should be built harmoniously based on humanism and justice.

Prominent representatives of neoliberalism are R.Kohain, J.Nai, E.Moravic, F.Fukuyama, B.Russet, M.Doyle, E.Haas, D.Mitrani. According to them, neorealism remains a paradigm of conflict, underestimating the importance and necessity of cooperation. In international relations, a balance of interests should be sought, not a balance of power. A stable system of international security can be established only based on respect for the interests of all participants in international relations and principles of international law.

From the perspective of the liberals, the desire to reconcile their interests with those of their counterparts allows the nation to distribute its power more effectively by avoiding imaginary threats and spirals of escalation. Moreover, the realists claim that the State's foreign policy should be given priority in the form of a permanent increase in power has become meaningless since the advent of nuclear weapons. They disagree with the realists' conclusion that fear determines all aspects of state behavior. Liberals rely on the notion of the state as a representative of the broad sectors of society whose interests it seeks to protect[11]. Protection against external threats is not always a clear priority for the population over other goals. Moreover, the preservation of the state does not always amount to the protection of the individual. In circumstances where some level of security has already been achieved, a society may not seek to further expand its government's influence over other peoples, but rather to acquire other benefits, increase personal and national wealth [12].

Liberals and realists determine the international environment differently. For the realists, it remains a constant source of threats and challenges. According to the liberals, it is possible to achieve a minimum acceptable level of certainty and security. The neo-liberal school developed the theory of interdependence and argued that as economic cooperation between states increased, the likelihood of armed conflict and even acute political confrontation diminished. Increased trade or investment creates new structural relationships of mutuality that increase the cost of confrontation.

To be sure, neorealists themselves have recognized that their theory cannot explain every single foreign policy action of a state, because it depends on the political will of its leaders, and the thinking of decision-makers is not observable. In this context, researchers of the national foreign policy have drawn attention to advances in psychology and sociology to enrich the understanding of policy-making. Their explanations of the national foreign policy were based on a desire to understand how decisions are taken within governments.

Foreign-policy theorists were not satisfied with approaches that excluded from the analysis those who chose the immediate course of action. They agreed with the conclusion of the founder of structural realism, Kenneth Waltz, that the balance of power relations did not determine every particular decision of states. Much depends on the persons and organizations making foreign policy decisions based on their assessments of the situation, emotional impulses, and values.

American explorer Alexander Wendt attempted to reconcile the two approaches in the article «The problem of agent and structure in international relations»[18]. Based on the structural theory of British sociologist Anthony Giddens, he noted that the actions of the actors and the characteristics of the system are mutually related and influence each other. The work of Alexander Wendt has had a powerful influence on the understanding of the nature of the foreign policy of States and has led to the realization that the understanding of the system of international relations is not limited to the assessment of differences in capabilities and material capabilities. It includes a set of mutual assessments, statuses, norms, and corresponding role expectations that players follow.

The efforts of foreign policy theorists to incorporate advances in political and cognitive psychology into their analysis provided opportunities to incorporate the mentality of policymakers into the study of state behavior. Greater recognition of their role in foreign policy decision-making dates back to the 1990s and 2000s and is linked to the growing debate between proponents of positive and relativistic policy explanations.

During this period, the traditional neo-realist and neo-liberal schools came under criticism from postmodernists and constructivists [9]. For all the differences between neorealists and neo-liberals, their explanations converged on objective grounds of political interaction. Regardless of the importance of the variables in question, the preferences of individuals, the national resources, and the structures of the international system were presented to them as something measurable that existed outside the social context. In this sense, they were positive in their understanding of international relations.

Constructivists also recognize the material basis of international politics. At the same time, they argue that their impact on actors is mediated by social agreements and ideological beliefs. From the constructivist point of view, it is important not only to have objective reality in terms of the balance of material possibilities and the nature of the needs of the players but also to have a shared perception of them.

Constructivists point out that the adoption of concepts as the basis of political activity is facilitated by their becoming intersubjective constructions. In other words, it is not enough for one actor to understand the balance of power in terms of military and economic power. If such a notion spreads to a critical mass of players (perhaps a strong actor manages to impose it), it begins to define the national and the logic of the system itself [5].

The growing number of studies in the constructivist field of theory has contributed to the problem of fundamental concepts previously used by specialists uncritically, including phenomena such as national interest, sovereignty, international interaction. At the same time, representatives of constructivism shifted their focus to the study of categories that had not previously been present in the study of international relations - primarily identity and national culture [14].

The emergence of constructivist tendencies has led to a growing interest in the historical reconstruction of the process of shaping dominant social perceptions. Previously, the national logic was considered outside the context of its history and culture. However, the formation and affirmation of social constructs require considerable time, during which some ideas are broken down and forgotten, others are reproduced, lost of plasticity, and fixed as dogma.

Thus, constructivism, which first emerged as a critical theory, evolved into a respectable tradition alongside realist and liberal analogs. As a result, the influence of intersubjective perceptions on the exercise of political choices has been recognized. However, there remain significant differences between researchers in assessing the relative importance of material reality and social constructs. Today, the debate revolves around the explanatory value, not the mere existence of the latter.

A brief overview of theoretical discussions was given of the basic logic of explaining the actions of actors in international relations. In our view, all the explanatory variables proposed by the three leading approaches should be taken into account to carry out a correct analysis of the national foreign policy. Ignoring any of the analysis components o will not allow a correct assessment of potential conflict lines and possible bases of cooperation between players.

References

1. Adler E. Constructivism in international relations: sources, contributions, and debates 11 Handbook of international relations. 2nd ed. / Ed. by W. Carlsnaes, Th. Risse, B. A. Simmons. L.: Sage, 2013. P. 129.

2. Adler E. Constructivism in international relations: sources, contributions, and debates // Handbook of international relations. 2nd ed. / Ed. by W. Carlsnaes, Th. Risse, B. A. Simmons. L.: Sage, 2013. P. 121—128.

3. Barkin J. S. Realist constructivism // International Studies Review. 2003. Vol. 5. No. 3. P. 325—342 Jackson P. T., Nexon D. H. Constructivist Realism or Realist-Constructivism? // International Studies Review. 2004. Vol. 6. No. 2. P. 337—341; Moravcsik A. Liberal international relations theory: a social scientific assessment. Weatherhead Center for International Affairs, Harvard University, 2001. Paper No. 01-02. P. 11-12.

4. Brooks S. G., Wohlforth W. C. American primacy in perspective // Foreign Affairs. 2002. No. 4. P. 30-33.

5. Finnemore M., Sikkink K. International norm dynamics and political change // International Organization. 1998. Vol. 52. No. 4. P. 901).

6. Jervis R. Perception and Misperception in International Politics. Princeton: Princeton University Press, 2017. P. 19—21.

7. Kavalski E. The Fifth Debate and the Emergence of Complex International Relations Theory: Notes on the Application of Complexity Theory to the Study of International Life // Cambridge Review of International Affairs. 2007. Vol. 20. No. 3. P. 435-454.

8. Keohane R., Nye J. Power and Interdependence. Power and Interdependence: World Politics in Transition. Boston: Little, Brown, 1977;

9. Lapid Y. The third debate: On the prospects of international theory in a post-positivist era // International Studies Quarterly. 1989. Vol. 33. No. 3. P. 235—254; Copeland D. C. The constructivist challenge to structural realism: a review essay // International Security. 2000. Vol. 25. No. 2. P. 187—212.

10.Mintz A., DeRouen Jr K. Understanding foreign policy decision making. Cam-bridge: Cambridge University Press, 2010. P. 5—7.

11.Moravcsik A. Taking preferences seriously: A liberal theory of international politics // International Organization. 1997. Vol. 51. No. 4. P. 513—553.

12.Rosecrance R. The Rise of the Trading State: Commerce and Conflict in the Modern World. N.Y.: Basic Books, 1986. P. 24—28.

13.Summers L. The United States and the Global Adjustment Process. Speech at the Third Annual Stavros S. Niarchos Lecture. Peterson Institute for International Economics, 23 March 2004. URL: https://piie.com/commentary/speeches-papers/united- states-and-global-adjustment-process; Dorn J. A. The Debt Threat: A Risk to U.S.-China Relations? // Brown Journal ofWorld Affairs. 2008. Vol. XIV. No. 2. P. 151—164.

14.The Return of Culture and Identity in IR Theory / Ed. by Y. Lapid, F. V. Kratochwil. Boulder: Lynne Rienner, 1996. 255 p.

15.Walker St. G. Foreign Policy Analysis and Behavioral International Relations// Rethinking foreign policy analysis: states, leaders and the microfoundations of behavioral international relations/ Ed. by St. G. Walker, A. Malici, M. Schafer. N.Y.: Rout- ledge, 2011. P. 7-8.

16.Waltz K. N. Theory of international politics. Boston: McGraw-Hill, 1979. P. 91, 126-127; Mearsheimer J. J. The Tragedy of Great Power Politics. N.Y.: W. W. Norton & Company, 2014. P. 30.

17.Wendt A. Anarchy is what states make of it: the social construction of power politics// International organization. 1992. Vol. 46. No. 2. P. 391—425.

18.Wendt A. E. The agent-structure problem in international relations theory // International organization. 1987. Vol. 41. No. 03. P. 335—370.

DOI 10.34660/INF.2021.12.20.021
UDC 7.067

艺术遗产在俄罗斯民族文化教育中的潜力
THE POTENTIAL OF ARTISTIC HERITAGE IN THE ETHNOCULTURAL EDUCATION OF RUSSIA

Portnova Tatiana Vasilevna
Doctor of Art Criticism, Full Professor
Russian State University A.N. Kosygin
Russia, Moscow

抽象的。俄罗斯拥有巨大的艺术遗产潜力。世界著名的博物馆收藏着世界著名的艺术作品，它们对国家人口的文化知识和主流社会的价值观、精神和社会文化意识的发展具有价值。对于那些对国家的历史和传统感兴趣的人来说，艺术遗产似乎是一种吸引力，其中包含过去的秘密和民族的价值观。正是艺术遗产使人们能够从传统的角度了解更多，了解该国的重大事件。这都对人口民族文化教育的发展产生了重大影响。本文考察了现代科学家对艺术遗产在人口民族文化教育中的作用的看法，提供了在教育中使用这些技术的可能选择。它确定了在人口民族文化教育中使用艺术遗产的方向和技术。

关键词：艺术遗产，民族文化教育，感知，价值观

Abstract. *Russia has a huge potential for artistic heritage. World-famous museums store world-famous works of art that are valuable in the cultural knowledge of the country's population and the development of values, spiritual and social and cultural consciousness of the main mainstrem society. Pieces of artistic heritage seem to be a kind of source of attraction for the masses of people interested in the history and traditions of the state containing the secrets of the past and the values of the nation. It is the artistic heritage that enables people to learn to see more, to perceive significant events in the country from the standpoint of its traditions. This all has a significant impact on the development of ethnocultural education of the population. The article examines the views of modern scientists on the role of artistic heritage in the ethnocultural education of the population, provides possible options for using these technologies in education. It identifies the directions and technologies of using artistic heritage in the ethnocultural education of the population.*

Keywords: *artistic heritage, ethnocultural education, perception, values*

The artistic heritage of the Russian Federation is represented by a huge number of cultural and art pieces located in museum complexes, architectural monuments and other cultural institutions located on the territory of the country. Undoubtedly, it is the most important source of the formation of love for art in people and the perception of the world in a more positive light.

Many contemporary art critics pay attention in their works to the social and aesthetic aspects of these issues. So, Boychenko N. A. defines the role of artistic heritage in art as a manifestation of new readings and interpretations of classical themes, plots and images as a result of the aging of means of artistic expression and their replacement by others. It is the core of the formation of a whole layer of actual historical heritage in demand in the practice of contemporary art [1].

S.V. Soloviyeva believes that art forms a new content of the concept of artistic heritage. According to this concept, the heritage is fitted in the classical understanding of the artistic image as a unity i.e. “the unity of the universal and the concrete”, “the objective and subjective”, as the unity of these unity in aesthetic integrity [2].

Studying the artistic heritage from the point of view of art transforms the paradigm of modern theories. However, the ever-increasing alienation of art in the modern world turns the format of presenting the artistic wealth of the nation into a collage of narrowly professional studies.

In Russia, the problem in this direction has been especially showed up in recent years. The development of the Internet, avoiding verbal communication and the loss of interest in museums and other art institutions, leads to a degradation of the culture of the nation, a decrease in its understanding of the values of art and a deterioration in the process of perception of the artistic heritage as a whole.

As V. Savchuk correctly views, “the ontological status of an artistic image in the modern world is confirmed by the answer to the “naive" question of the ancients, "what is everything?". The strangeness of the situation lies in the fact that the question about this is not raised today, but the answers are given: "everything is an image" ”[3]. Under these circumstances, the comprehension of the connection between the artistic image and the heritage takes possession of the consciousness of people, helping to comprehend the kind and place where history, distance or closeness of tradition opens up. However, the lack of knowledge about the artistic heritage of one's place reduces the ability to comprehend it from the standpoint of culture and art, reducing the overall level of cultural development of the nation.

Artistic images associated with heritage find themselves in different areas of contemporary art. It is both an academic art and a religious one. A large role belongs to folklore art, which adapts the artistic images of the national experience of the people to modern contexts [4].

The connection of artistic images with the past is revealed in contemporary pragmatism. V. Savchuk writes that in the twentieth century the “aesthetics of speed”, replacing the “aesthetics of the view,” bets on performative art. Installation, performance takes the place of the canvas. The figurativeness is being supplanted, and the performance is becoming a new type of “skin response”. In this case, the perception of an artistic image, according to I. Inishev, becomes a kind of "not only intellectual, but also bodily" entanglement "". Here "the" logic of the image" in a sense coincides with the" power of the image "", since the image, bypassing the instance of the critical consciousness, is addressed to the emotions and bodily well-being of the individual [5].

The disclosure of the issue of tradition in the context under consideration acquires symbolic meaning, and the artistic image appears as a symbolism connecting the world of age-old everyday life with the archetypal layer of culture. However, the problem is aggravated even more appreciably, as a result of the intentional destruction of cultural values and their understanding by the people, contributing to their rejection from their own history, values and traditions. Our country is multinational. Russia is currently home to a huge number of diverse ethnic groups that have their own traditions, foundations, as well as objects of artistic culture included in the heritage of Russia. At the same time, it is the objects of the artistic heritage that make it possible to preserve the cultural characteristics of each ethnic group and to perceive them with respect for different groups of nationalities.

There are small population numbers in the country and, nevertheless, they also have their own artistic images, which are accompanied by painting and architecture peculiar only to this people. The loss of the values of these peoples reduces the perception of art in general, which means it reduces the cultural potential of the country as a whole.

Monuments of cultural research should be included in the program for the development of the nation, since they allow maintaining the stability and freedom of residence of any people in our country. It is the cultural heritage that has a special influence on the individual through the perception of the specifics and traditions of nationalities. It is transmitted through the transfer to the past, acquaintance with the art of the people, its ethnic characteristics.

Many scholars have written about this, among whom it is worth noting M. L. Shabanova [6], who believes that in recent years ethnic problems in the country have arisen more and more tangibly, which requires the development of ethnic education. The author explains that an obligatory element of this education is the acquaintance of students with the works of art and art of each ethnic group.

Goloshumova N. S. [7] also emphasizes the importance of ethnical and artistic potential in conveying ethnic and cultural values to schoolchildren. For this, the author proposes to use the technology of role interaction in the classroom, which is a single semantic core among art objects: music, fine arts, additional education. The knowledge about the art and culture of different nations, mastered in such classes, as well as the artistic skills and abilities obtained as a result of training, will serve to solve the ethno-cultural problem of a multinational society.

Polynskaya I. N. [8], in turn, sees the focus of ethno-artistic education of the modern stage on the development of personality, the growth of intercultural communication. In other words, she keeps her mind on the development of students' desire and ability to enter into a dialogue of cultures with representatives of other peoples, the perception of other cultures as equal, self-valuable and having a place in modern society. The author emphasizes that a multicultural educational space in the field of culture and art is possible only based on knowledge of native and other cultures, which allows one to compare and draw conclusions about the importance of intercultural communication.

Arja Van Veldhuizen [9] sees artistic heritage as a powerful asset to the education system. The author examines the experience of foreign countries and notes that, for example, in the Netherlands, a separate educational subject is devoted to cultural heritage. Only by examining the traces of the past, which are worthy for the future, the current consciousness of people can be assessed from the point of view of preservation in the present. The more objectively the educational process in this direction is created, the easier it will be to form a personality that perceives each group of the population living in the country as their compatriots.

It is a number of educational institutions that can play a key role here, as they shape the attitudes and principles of students at the level of their mental personality and the acquisition of attitudes and skills.

At the same time, it is the representatives of the art school that make it possible to transfer their works in a better quality and tangible way in the process of ethnic education. Therefore, the introduction of artistic heritage into the educational system is mandatory. These facts should be communicated to students through filming master classes, studying video films about leading artists, the history of painting, the activities and nationalities of each great representative of the arts, which will allow for a more positive adjustment of ethnic behavior in the system of intercultural communication [10].

In our opinion, education in the field of heritage should be accompanied by the obligatory presence of ideological and artistic education, which in a certain sense will allow children not only to orient themselves in the cultural environment. It also perceives the ethnic characteristics of each of them more calmly and not to be led to calls for disunity of the national masses in the country coming from abroad. For this, the latest educational technologies can be used, including “game search expeditions (quests) and interactive educational guides. At the same time, a media art space should be organized, allowing not only to get acquainted with the artistic heritage of different peoples, but also to take part in the transmission of the traditions and customs of nations, which will even more tangibly increase the level of intercultural communication.

So, the conducted research proves the importance of the artistic heritage in the ethnocultural education of the population, which is currently underdeveloped in our country. At the same time, a huge number of nationalities and peoples living in Russia presupposes the obligatory formation of such communications. Starting from school years, a person, forming as a human, must perceive the traditions and foundations of different peoples, which is possible through the study of objects of artistic heritage. Education in this system acts as a tool through which students become familiar with artistry and art, which, in turn, is filled with meaning and colors that convey the identity and traditions of each ethnic group, showing their individuality and ability to easily communicate with other nationalities and peoples.

References

1. *Boychenko M. A. Images of the classical artistic heritage in contemporary art: social and aesthetic aspects // WSCE. 2013. No. 6 (43). URL: https://cyberleninka.ru/article/n/obrazy-klassicheskogo-hudozhestvennogo-naslediya-v-sovremennom-iskusstve-sotsialnye-i-esteticheskie-aspekty (date of access: 13.11.2021).*
2. *Solovieva S. V. Artistic image and heritage // News of the Samara Scientific Center of the Russian Academy of Sciences. 2015. No. 1-1. URL: https://cyberleninka.ru/article/n/hudozhestvennyy-obraz-i-nasledie (date accessed: 11/13/2021)*
3. *Savchuk V. V. What are turns in philosophy?-/- V. V. Savchuk [Electronic resource] - Access mode: http://www.rchgL.spb.ru/sdence/conferences/rusm/stenogr amms / savchuk.php*
4. *Belting H. Image and cult. The history of the image before the era of art / H. Belting; trans. K. Piganovich. - M.: Progress-Tradition, 2002. - P. 12 - 13.*
5. *Inishev I. "Iconic turn" in theories of culture and society / I. Inishev // Logos. - 2012. - No. 1 (85). - P. 185.*
6. *Shabanova M. N. Inclusion of the ethnocultural heritage of the region in the content of art and pedagogical education // Bulletin of the TSU, issue 3 (95), 2011 – 90-91.*
7. *Goloshumova G. S., Dzhekanovich N. Kh. Artistic education of rural schoolchildren in the ethno-cultural regional space // Bulletin of the URAE. 2016. No. 2. URL: https://cyberleninka.ru/article/n/hudozhestvennoe-vospitanie-selskih-shkolnikov-v-etnokulturnom-regionalnom-prostranstve (date accessed: 06.11.2021).*

8. Polynskaya I. N. Ethnical and artistic education in the conditions of the multicultural general educational space of Russia // Fundamental research. – 2012. – No. 6-1. – P. 48-52

9. Arja Van Veldhuizen Cultural heritage and education system // https: // polytech.bm.digital/article/822566394114105465/glava-5-kulturnoe-nasledie-i-sistema-obrazovaniya (date of access: 06.11.2021).

10. Ibragimova L. A. Modern approaches to understand the system of multicultural education // Teaching, upbringing, development of student youth in the multicultural space of Russia. – Nizhnevartovsk: NSU, 2008. – P. 48–52.

DOI 10.34660/INF.2021.33.74.022

探索者原型及其在全球时尚体系中的表现
EXPLORER BRAND ARCHETYPE AND ITS MANIFESTATION IN THE GLOBAL FASHION SYSTEM

Suralyova Angelina Anatolyevna
Master's degree Student
Sysoev Sergey Viktorovich
Associate Professor, Head of the Department
Russian State University named after A. N. Kosygin
(Technology. Design. Art)
ORCID ID: 0000-0003-1505-2076

抽象的。卡尔·古斯塔夫·荣格（Carl Gustav Jung）是瑞士精神病学家和教师，分析心理学的创始人构建了原型理论，以回应人们无法继承图像的批评。荣格反对原型与图像，他说原型是分析心理学中集体无意识的结构元素，与图像本身形成对比，图像本身旨在唤起影响行为的情绪。在他后来的作品中，C.G.荣格试图将图像和情感结合起来，用"符号"一词来指定它们。

这项研究的目标是 C.G.荣格。虽然，在现代时尚进程的体系中，名字是最准确地反映原型特征的。在这项工作中，试图对 20 世纪和 21 世纪初全球时尚体系中原型的特征和行为驱动因素进行分类和系统化。

关键词：原型，探索者，探索者，卡尔·古斯塔夫·荣格。

Abstract. *Carl Gustav Jung is a Swiss psychiatrist and teacher, the creator of analytical psychology constructed a theory of archetypes in response to criticism that it is impossible for a person to inherit images. Opposing the archetype to the image, Jung said that it is the archetype that is the structural element of the collective unconscious in analytical psychology, in contrast to the image itself, which is designed to evoke emotions that influence behavior. In his later works, C.G. Jung made an attempt to combine images and emotions, designating them with the term "symbols".*

The objective of this study is the archetype called Seeker by C.G. Jung. Although, the first name is the most accurately reflecting the characteristics of the archetype in the system of the modern fashion process. In this work, an attempt is made to catalog and systematize the characteristics and behavioral drivers of the archetype in the global fashion system of the 20th and early 21st centuries.

Keywords: *Archetype, Explorer, Seeker, Carl Gustav Jung.*

Jung introduced archetypes in response to criticism that it was impossible for humans to inherit images. In the traditional school of psychology, the archetype is actually opposed to the image. Archetypes attract the corresponding "contents" from the conscious mind. The contents are images, which in turn evoke feelings - anxiety, fear, and feelings have an effect on behavior, which can be considered as a scheme of functioning of the collective psychological complex.

In 1912, Jung decided to apply a typical fantasy plot to human life, defining such a personification of libido as a "hero". Carol S. Pearson guides this hero through 12 stages of the archetype in her 1986 book "The Hero Within", developing Jung's ideas.

Among other names of the Seeker in works on archetypes are: the Innocent, the Orphan, the Wanderer, the Warrior, the Altruist, and the Magician. This archetype is as free as possible from restrictions. He is full of enthusiasm and optimism. We believe that the dominant driver of the Seeker archetype is precisely research. First of all, exploration of self as a potential experimental object, personal self-knowledge and the cognition world around us.

The idea of the Seeker archetype consists in finding and feeling freedom in oneself, discovering one's inner potential through exploring the world, realizing oneself and the opportunity to live a full, boring life. The setting of the Seeker archetype is to obtain a new experience based on impressions, the acquisition of new skills, new impressions, as well as the path itself that will lead him to an authentic understanding of the world and himself. To achieve the desired archetype, the Seeker chooses a strategy of targeted travels both physically and mentally, thereby avoiding boredom, inner emptiness, realizing his most sacred fantasies, taking into account the accumulated experience.

Seeker archetype is not very interested in finding connections and the essence of things, it is rather the lot of the Sage archetype. However, the Seeker archetype studied here may look for a potential supporter in such archetypes as Hero, Rebel, or Mage, but he is almost always disappointed in role models other than his own driver.

The Seeker archetype bears a resemblance to the Rebel archetype in its amazing resistance to external stimuli, but does not carry and does not pose a threat that destroys society, but goes its own way.

Courage and toughness are characteristic of the related Hero archetype, but they differ in drivers. The Seeker archetype explores the world by cognizing, while the Hero archetype is called upon to improve this world.

Thus, it is possible to form a number of differences between the Seeker archetype and others. The main behavioral program of the archetype of the Seeker is considered freedom and the prospect of cognition. The words that are consonant with the meaning of "dangerous", "not allowed" or "impossible" sound like a call to action - he will no doubt go to learn new things. The Seeker is an enthusiastic, positively charged, curious and creative. He needs independence, wants to have no limitations and is always tormented by unattainable goals and “correct” decisions. In the most extreme version, he has been engaged in self-improvement for years. He goes to trainings and self-development courses and is always in search.

The Seeker's image conjured up from the moment writing appeared and a person's desire to explore new corners of the world. So, with the advent of book printing, Demetrios Chalkokondyles first published "Iliad" and "Odyssey" in 1488 in Florence i.e. poems of the ancient Greek poet-storyteller Homer, born in the IX century BC.

The Spanish navigator Christopher Columbus of Italian origin, who discovered the New World (America) for Europeans in 1492, was the first of the authentically famous travelers who crossed the Atlantic Ocean in the subtropical and tropical zone of the northern hemisphere and was the first of the Europeans to go to the Caribbean Sea and the Sargasso Sea. It is to him that the quote belongs: “*You will never cross the ocean if you don’t have the courage to lose sight of the shore*”, as a call to the search for something unknown, which is characteristic of the Seeker archetype.

The desire for adventure, the development of different elements, such as icy peaks, hot deserts, sky and water are also inherent in the female half of humanity. Dry, concentrated, restrained, with strength and perseverance in their eyes, specific seekers often did not strive for fame. They did not see anything special in their achievements, they preferred to remain restrained, simply following the call of their hearts and making their contribution to science.

American explorer and traveler Louise Arner Boyd, a member of the American Geographical Society since 1924, organized Arctic expeditions, during which many photographs and films were filmed, for which she received the nickname "Ice Queen". In 1955, Louise Arner Boyd set off on a risky flight in old age on the "Douglas DC-4" plane and became the first woman to visit the North Pole (Fig. 1). American writer, journalist and aviator Amelia Mary Earhart became the first woman to fly a 15-hour flight across the Atlantic alone in 1932 to be awarded the Distinguished Flying Cross (Fig. 2).

American athlete Carolynne Mary Hill, one of the best in the world of sport climbing of the 20th century, became the first person who managed to free climb the multi-pitch rock route on El Capitan in the Yosemite Valley and in the same year broke her record on the same route. In 2002, Lynn Hill co-authored with Greg Child and published her autobiography "Climbing - My Freedom. My life in a vertical world" (Fig. 3). According to writer and sports journalist John Krakauer, Hill is one of the "best female climbers in the world and one of the best climbers of all time." Kristina Choynowska-Liskiewicz, a Polish yachtswoman and shipbuilding engineer, in 1978 became the first woman to make a solo trip around the world in 2 years on the "Mazurka" sailing yacht (Fig. 4).

Figure 1. *Louise Boyd aboard a "Douglas DC-4" plane, 1955*

Figure 2. *Amelia Mary Earhart*

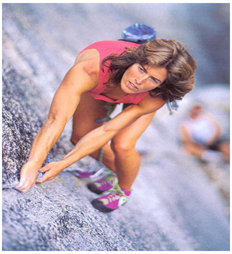


Figure 3. *Photo of Carolynne from Climbing - My Freedom. My life in a vertical world" book*

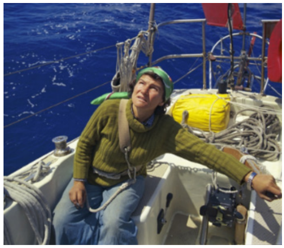


Figure 4. *Christina Hoynowska-Liskiewicz aboard her yacht "Mazurka", Spain, Las Palmas, 1978 photo: Jan Morek / PAP*

Chojnowska-Liskiewicz described her adventures in a book entitled “First Around the World” (“Pierwsza Dookoła Świata”), published in 1979 by the "Wydawnictwo Morskie" publishing house. In an interview with the "Gazeta Wyborcza" newspaper (April 24, 2009) Krystyna Chojnowska-Liskiewicz said: *“I am not afraid of what I don’t know, although it seems that the opposite is true for ordinary people. I didn’t know how to sail around the world, so I wasn’t afraid of it. Going out to sea, I felt real freedom. After all, it was like this: I did only what I wanted, and sometimes what was required of me. There are no restrictions. Never again and nowhere I did not feel so free”* [10].

With the growing popularity of travel, there has been a demand for appropriate products for use outside the home, in extreme situations and the comfortable movement of your wardrobe. The theme of travel, discovery and freedom has been actively used by fashion houses, releasing goods that help people express themselves, feeling like pioneers making discoveries, and motivate them to do so.

One of the fashion houses of the Seekers can be safely attributed to Louis Vuitton, whose history began precisely with the theme of travel and discoveries. Its founder, Louis Vuitton, did not just create suitcases, he invented them in the form in which we know them now, since everything was transported in travel chests (Fig. 5, 6).

Figure 5. *Louis Vuitton French entrepreneur and designer, founder of the Louis Vuitton fashion house*

Figure 6. *Louis Vuitton travel trunks*

Subsequently, he created something new for travelers more than once, and to this day, the basis of the assortment of the fashion house is various bags and accessories for transportation. The company did not limit itself to the chosen direction. It has attracted new interesting and progressive designers. This was done to work in order to expand the boundaries of its assortment.

In 1993, conglomerate Louis Vuitton Moët Hennessy (LVMH) acquired the Kenzo brand, the archetype of which can also be identified as Seeker. The founder of the fashion house, Kenzo Takada, in search of himself, leave with his degree, on which his family insisted, went to the Tokyo College of Haute Couture, and later on his last money went through Asia to Paris. There, thanks to his dedication, he achieved success. After the loss of his partner Xavier de Castella and the departure of his right-hand man hand Atsuko Kondo, the designer went on a yacht on a trip, like Chojnowska-Liskiewicz, around Corsica without communication with the outside world, in order to recover himself somehow. In 1993, the LVMH concern bought a fashion house from Kenzo, leaving him as creative director until 1999. In the same year, Kenzo Takada was awarded the American Time for Peace Award "For a cosmopolitan career and style that has absorbed the echoes of the most diverse cultures and traditions." For the first time in the history of the award, this award was given to a fashion designer. Kenzo immortalized his retirement from fashion with an extravagant show, where he sent viewers on a virtual trip to Hong Kong, Russia, Africa, Japan and, of course, Paris. In the diverse world cultural spectrum, he gradually borrowed different details of national costumes, accessories and hats. As you can see, his entire creative path, his entire career and, as a result, his collections are imbued with the spirit of travel and freedom i.e. what Seeker strives for.

After the departure of Takada Kenzo, the story of the brand as a Seeker does not end. In 2019, Felipe Oliveira Baptista, who previously held the same position at Lacoste, becomes Creative Director of KENZO. His work shows a strong influence of Portuguese culture: the iconic tiger print is replaced by an abstraction by the artist Júlio Pomar, and the medieval outfit with a hood, traditional for the Azores (Baptista's homeland), is literally cited in the line of outerwear and accessories.

Globally, the collection is inspired by the European culture of philosophical travel and pilgrimage. So, complex, functional things: woolen capes with flying floors, all-weather hats with tails, tent dresses, sleeping parkas. Loose layered sets are basically knitwear: maxi-skirts, sweater dresses with a midthigh slit, vests and ascetic dresses reminiscent of nuns' vestments. Leather accessories also stand out: three-piece waist packs, ankle boots with crinkled leather elements, huge bucket bags".

In the early 1990s, Louis Vuitton hired Yves Carcel as general director, the first outside of the Vuitton family to hire Marc Jacobs as creative director in 1997. The young designer rejuvenated the fashion house and began to produce clothes, accessories, shoes and jewelry thanks to minimal innovations, partnerships and collaborations with other brands, he also breathed new life into the monogram, which again found itself in the spotlight. For example, in 2004 and 2005, as part of a collaboration with Takashi Murakami, a series of colored logos on a white background was created, which became a cultural sensation. Paul Helbers, collaborating with the fashion house, brought comfortable cuts to the men's line, expanded the line of shoes and bags. Kim Jones leveraged the influence of streetwear and partnered with Supreme, which attracted Generation Z and millennials to boost sales and reach the fashion house. Nicolas Ghesquière created the popular Petite Malle wallet, which is shaped like a suitcase. In addition, he brought in Rei Kawakubo, Karl Lagerfeld and Christian Louboutin to collaborate, each of whom designed the Louis Vuitton 160th anniversary bag.

The French fashion house Hermès International S.A., founded in 1837 as a carriage and riding equipment workshop that has had a harnessed crew as its logo since the 1950s, can likewise be classified as the Seeker archetype. The brand continues to specialize in the manufacture of leather goods, and also began to produce perfumes, clothing and various accessories from natural materials. However, the company did not stop there and, in search of its client, began to cover the market of French glass, porcelain, crystal and silver products, acquiring a share of such venerable tableware manufacturers as Puiforcat, St. Louis and Périgord. She has repeatedly attracted various artists and designers to work. For example, the process of collaboration between the Hermes fashion house and Jean Paul Gaultier became a collaboration of two Seekers. The classic image and visual code of the archetype is embodied in shows with bows reminiscent of women's travel suits.

In 2009, the couturier returned aviator chic to the podium in recognizable jackets and glasses to the sound of roaring airplanes (Fig. 7). And in 2011, the farewell collection of the eminent couturier with the House of Hermès, included models in leather coats and boots, stylized as shoes for riders, the designer also moved out live horses to the catwalk as a symbol of perpetual motion (Fig. 8).

Figure 7. *Jean Paul Gaultier Ready-to-Wear Autumn/Winter 2009/10 show*

Figure 8. *Jean-Paul Gaultier spring-summer 2011 show, Paris fashion week*

The relevance of travel does not subside to this day. In search of inspiration, the creative director of the house of Christian Dior, Maria Grazia Chiuri, often turns to the cultures of the countries of the African continent. This time, he chose Morocco - a meeting place for Mediterranean, European and African civilizations, which has long attracted artists, poets, writers and travelers. The venue for the 2020 cruise collection show was the once luxurious El Badi Palace (Qasr al-Badi), located in the heart of Marrakech. Maria Grazia Chiuri has collaborated with designers at the Uniwax textile factory in Côte d'Ivoire to create new patterns based on Dior's DNA - the famous Toile de Jouy and Tarot cards. These patterns have become the leitmotif of the collection's waxed fabrics, which incorporate the traditions of several cultures at once, from which long and cropped bustiers, skirts, overalls, jackets and trousers are made, which are included in an exclusive series called "Christian Dior - Uniwax".

Fashion houses implement images for seekers by combining four attributes: color, pattern (print), texture, shape. So, for example, as a result of studying the visual color of travelers, we can unequivocally say that the main color palette of the Seeker archetype is dusty, restrained and natural shades. But for the Seeker archetype, an experimental search for oneself and freedom by borrowing the values of other peoples - a bright gamut is not excluded.

In conclusion, we can say that each Seeker is characterized by a strategy of individualism and spiritual search. This archetype is prone to doubts about oneself, thinking about the world and one's place in it, desires to express oneself and go their own unique way in search of the promised land, so to speak, to a kind of "longing for paradise."

For the Seeker, the term, form, archetype formula, behavioral and visual characteristics are defined, the systematization of the Seeker archetype, goals and objectives is cataloged, and it can be summed up that the archetype is divided into 2 groups:

The first is the Explorer, as a direct traveler, which includes a thirst for adventure, an ideology of adventurism to conquer new territories and appropriate travel equipment. In the world of fashion, fashion houses such as Louis Vuitton and Hermès, under their historical context, allow themselves to replicate various collaborations with artists and designers of different directions.

The second is Seeker, as an experimenter who is in search of new aesthetic concepts for personal self-knowledge and knowledge of the world around him. In the fashion world, Seeker does not have a clear strategy, which is confirmed by an unconventional approach to business, regular experimental collaboration and work with various design spheres, for example, such fashion houses as Christian Dior, Kenzo and Kenzo Takada himself, as well as designer Jean Paul Gaultier. This is the DNA of the Seeker collections, where there is always a different theme for creativity.

Seeker and Researchers are making an incredible impact on the fashion world, thereby unleashing a new pulse of the trend, finding new solutions that often combine them with long-standing traditional values, satisfying the needs of consumers.

References

1. Rebeko T. A. Archetype // Encyclopedia of Epistemology and Philosophy of Science / Ch. ed. I. T. Kasavin. — M.: Canon +, "Rehabilitation" RSDP, 2009. — P. 72-73. — 1248 p. — 800 copies — ISBN 978-5-88373-089-3.

2. Jung K. G. Symbols of Transformation = Symbols of Transformation. — M.: AST, 2008. — 731 p. — (Philosophy). - 3000 copies. - ISBN 978-5-17-039319-0.

3. Pearson C. The hero within: Six archetypes we live by. — 2nd ed. — San Francisco: Harper & Row, 1989. — 210 p. — ISBN 0-06-254862-X.

4. Problems of the soul of our time. M. [et al.], 2017.

Jungian thought in the modern world / Ed. E. Christopher, H. Solomon. L., 2000;

5. Personality in the intellectual discourse "Byzantine scientist Dmitry Chalkokondil in the cultural space of Renaissance Florence" P.A. Ryazanov, L.V. Sofronova, 2015 BBK 63.3 (4Ita) 4-283.2

6. Christopher Columbus — biography [Electronic resource] URL: https: // to-name.ru/biography/hristofor-kolumb.htm;

7. Documentary film "LUISA BOYD'S FOREST – RUS" [Electronic resource] URL: https://www.youtube.com/watch?v=c38aoONqAZw

8. Lady over the Atlantic. Pilot Amelia Earhart. July 01, 2018, Marina Efimova [Electronic resource] URL: https://www.svoboda.org/a/29318350.html

9. Lynn Hill. Climbing is my freedom. My Life in the Vertical World = Climbing Free: My Life in the Vertical World / transl. from English A.G. Shtukenberg. — Nestor-History, 2012. — 268 p. — 2000 copies. - ISBN 978-5-90598-791-5.

10. Krystyna Chojnowska-Liskiewicz [Electronic resource] URL: http: // proboating.ru/articles/people-and-sea/kristina-hojnovskaya-liskevich/

*11. Krystyna Chojnowska-Liskiewicz, kapitan żeglugi wielkiej jachtowej, inż. budowy okrętów * [Electronic resource] URL: https: //wyborcza.pl/7,76842,6434117,krystyna-chojnowska-liskiewicz-kapitan-zeglugi-wielkiej-jachtowej.html*

12. Encyclopedia: Louis Vuitton [Electronic resource] URL: https: // theblueprint.ru/fashion/history/louis-vuitton-encyklopedia

13. Mark Tangeate. Brand building in fashion: from Armani to Zara = Fashion Brands. Branding Style from Armani to Zara. — M.: Alpina Publisher, 2014. — 310 p. - ISBN 978-5-9614-4618-0.

14. The life and work of Kenzo Takada from A to Z [Electronic resource] URL: https: //style.rbc.ru/people/5c762ac79a79472943fc221a

15. EXCLUSIVE: Felipe Oliveira Baptista Takes Over Creative Direction of Kenzo [Electronic resource] URL: https: //wwd.com/fashion-news/designer-luxury/felipe-oliveira-baptista-kenzo-humberto-leon-carol- lim-lvmh-lacoste-1203206652 /

16. Fundamental and applied scientific research: problems and vectors of development. Collection of scientific papers based on the materials of the International Scientific and Practical Conference. Section "art history design." Sysoyeva O.Yu., Kozhenbaeva K.V. "The KENZO revolution: the significance of a fashion house for the latest fashion" p. 17, February 15, Moscow, 2021. WWW. scipro.ru

17. Van Dyck, Grace, Hermès: Old World Luxury in The New World, USA Today, July 1994.

18. Jean Paul Gaultier [Electronic resource] URL: https://en.wikipedia.org/wiki/Jean_Paul_Gaultier

19. Kozyreva N. V. Essays on the history of southern Mesopotamia in the era of early antiquity (VII millennium BC - mid-II millennium BC). — SPb.: Contrast, 2016. — 551 p. — (Studia Mesopotamica). - ISBN 978-5-4380-0149-2.

20. Under the sky of Marrakech: Dior Cruise 2020 collection [Electronic resource] URL: https://vogue.ua/article/fashion/brend/pod-nebom-marrakesha-kollekciya-dior-cruise-2020.html

科学出版物

上合组织国家的科学研究：协同和一体化

国际科学大会的材料

2021年12月8日。中国北京

编辑A.A.Siliverstova
校正A.I.尼古拉耶夫

2021年12月12日。中国北京
USL。沸点：98.7。 订单253.流通500份。

在编辑和出版中心印制
无限出版社