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The materials of the conference have presented the results of the latest research in various fields of science: information technology and engineering, economics and jurisprudence, historical, psychological, social end political sciences, philology, psychological end educational sciences, ecology. The collection is of interest to researchers, graduate students, doctoral candidates, teachers, students - for anyone interested in the latest trends of the world of science.

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THE COMPUTING PLATFORM FOR THE IMPLEMENTATION OF THE STATE PROJECT ON STATE UNIFIED HEALTH INFORMATION SYSTEM

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Computing platform combines a server and network equipment. As the subsystem runs on the top of virtualization computing platform, the system actually is a local private cloud environment for the implementation of the provision of services, the regional segment of the Unified National Health Information System (EGISZ).

Computing platform is built on the basis of Blade-servers installed in the chassis. Due to the common use of components such as power supplies, network cards, hard drives, Blade-servers provide a high density of computing power in the rack compared to conventional thin servers, 1U and 2U, which saves space in the rack and therefore reduces number of racks in a data center (DC).

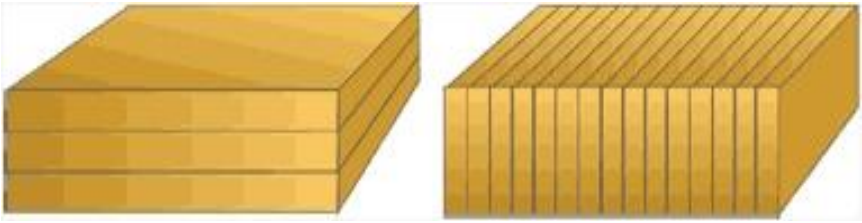

Figure 1 - Three servers, 1U occupy the space which is equivalent to 15 Blade-servers.

The benefits of using Blade-servers can be expressed by the following list:

- Reducing the cost and increasing the reliability of the power supply system and cooling;

- Reducing the number of connection wires;
- Increased comfort and control system;
- Reducing the volume occupied;
- Reducing power consumption and heat dissipation;
- High scalability;
- Flexibility;
- Savings on common components (power supplies, cooling system, drive CD / DVD).

The Blade - system with 5-6 servers costs equivalent to the same amount of rack-mounted servers and a further increase in the number of servers efficiency solutions becomes more significant.

Another advantage is the ability to easily add a new server using single software to control the entire set of servers, which will reduce the service cost and the cost of the whole system.

Blade-servers have an opportunity to replace the "hot" mode not only the server modules,but all the system components including power supplies , fans , switches , modules, monitoring and management.

Each blade is connected to the fail-safe transportation networks due to the presence of a converged adapter that implements the required connection type and speed of data transmission. This approach unifies infrastructure and provides resource allocation on demand. All network communication is carried out through the use of a converged transport network switches that implement concurrent access

equipment, such as network and storage network .

The number of Blade-servers, the size of the installed RAM, frequency, the number of cores and physical CPUs are selected on the basis of the requirements of the applications running on the platform.

Blades do not come with hard drives; hypervisors are available on the internal memory cards, thereby achieving high reliability of disk subsystems servers themselves. The possibility of combining Blade-server chassis or entire racks of "one large" virtual server, and the exact amount of the allocation of production capacity for the task is implemented.

Remote controls access both each server and chassis is done with a single management console and the availability of appropriated management interfaces in the chassis.

Hardware fault tolerance is achieved by duplicating the component lines. Also, the smooth operation of services is achieved through the use of technology migration of virtual machines deployed on a virtualization platform including between the pads.

SECTION 2. Engineering

THE CLIMATE MODEL WITH THE RECOVERY OF DAILY TEMPERATURE VARIATIONS

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One of the productive approaches to solving the problem of simulating the temperature should be regarded as the construction of a stochastic model. In fact, such a model will not be a purely stochastic, as it should be present slow deterministic trends such as the annual temperature trend. The input data for the calculation of the model parameters by the data obtained from the site of the All-Russian Research Institute of Hydrometeorological Information (RIHMI).

According to the temperature the parameters of climate data are presented with a daily resolution in the form of three values: the maximum temperature for the day, the minimum temperature of the day and the average temperature for the day. It is necessary to build a model that would restore the diurnal variation of temperature on the basis of the available data. Consider the basic steps of the method on the example of model building.

Stage 1 of the model parameters calculation:
Analysis and data cleaning.

The first stage can be considered as a visual data analysis and detection of erroneous entries. Correcting erroneous records of temperature can be made on the basis of the analysis of additional fields contained in the same data file, the presence of this field to 9 corresponds to the rejected or missing data. With single omissions or

errors in the data, it is possible to use the method of recovery based on the average of right and left neighboring values.However, with the mass passes of the data (week, month or more), this method cannot be implemented. To solve this problem, the method of substitution [1] is used, which consists of the replacement of the data of the next (or previous) years, for the same days.

Stage 2 calculation of the model parameters:

Selection constant and harmonic components.

The calculation of the value of dc and its exclusion from a number of runs based on the evaluation of the expectation for each of the values-series T :

$$Td_i = T_i - 1/N \sum_{i=1}^{N} T_i \ ,$$

where: N - the length of the analyzed series.

To eliminate the harmonic component (seasonal trend of temperature) to calculate the coefficients of the approximating function $Fg\ t\ = A\sin\ \omega t + \varphi$ To solve this problem we use the method of least squares which form the equation residuals $\Delta^2\ A, \omega, \varphi\ = \sum_{i=1}^{N}\ Td_i - A\sin\ \omega i + \varphi\ ^2$, on the basis of which we construct a system of equations whose solution yields the desired approximation coefficients for the function of the harmonic component.

The final step of this stage is to eliminate the harmonic component of the series analyzed $Tdg_i = Td_i - A\sin\ \omega i + \varphi$.

Stage 3 calculation of the model parameters:

Analysis of the parameters of the random component.

As for the distribution of the random component let us make the assumption that it is a Gaussian one. The analysis of the data series shows that this assumption is fair enough to remove the harmonic form of the distribution is similar to the distribution of the combination of a normal distribution and the distribution of the arc sine.

The next step of calculating the parameters of the model is to calculate the estimate of the standard deviation:

$$\sigma = \sqrt{1/(N-1)\sum_{i=1}^{N} Tdg_i^2}$$

here, writing expressions were taken into account that the expected number of series is zero.

Further, the estimates of the autocorrelation function [2]:

$$\rho_k = \sum_{i=k}^{N} Tdg_i \, Tdg_{i-k} \Big/ \sum_{i=1}^{N} Tdg_i^2$$

here, when writing expressions the expected number of zero was taken into account.

Further, the estimates of the autocorrelation function [2]:

$$\rho_k = \sum_{i=k}^{N} Tdg_i \, Tdg_{i-k} \Big/ \sum_{i=1}^{N} Tdg_i^2$$

here, as in the previous case, it was considered that the expected number of series is zero.

On the basis of the computed approximation function evaluations define and calculate the coefficients of the approximation. In all cases analyzed, the author used the normalized autocorrelation function of the form [2]:

$$\rho(\tau) = e^{-\alpha|\tau|} \qquad (1)$$

where α - the parameter of the function.

To determine the coefficient approximation ofparameter α, as in the case of use of the harmonic component by the least squares. Form the function of the residual:

$$\Delta^2(\alpha) = \sum_{i=1}^{N} (\rho_i - e^{-\alpha i})^2$$

on the basis of which we can write the equation, the solution of this equation corresponds to the ratio of the desired approximation:

$$\frac{d\Delta^2(\alpha)}{d\alpha} = \sum_{i=1}^{N} ie^{-\alpha i}(\rho_i - e^{-\alpha i}) = 0$$

On this stage of the calculation of the model parameters associated with the analysis of the initial series is completed. In what follows we need to calculate the parameters shaping filters, but this

phase will be implemented in the description of the structure of the simulation model.

The equation of the model in a general form can be written as follows:

$$Tm\ t\ = T_{av} + \sin\ \omega t + \varphi_{av}\ + \xi_{av}\ t\ +$$

$$+ \sin\ \omega t \cdot 365\ \times$$

$$\times \frac{T_{\max} - T_{\min} + A_{\max} \sin\ \omega t + \varphi_{\max}\ - A_{\min} \sin\ \omega t + \varphi_{\min}\ + \xi_{\max}\ t\ - \xi_{\min}\ t}{2}$$

where $\xi_{av}\ t\ , \xi_{\min}\ t\ , \xi_{\max}\ t$ - independent Gaussian random processes with autocorrelation functions respectively $R_{av}\ \tau\ = \sigma_{av}^2 e^{-\alpha_{av}|\tau|}$, $R_{\min}\ \tau\ = \sigma_{\min}^2 e^{-\alpha_{\min}|\tau|}$, $R_{\max}\ \tau\ = \sigma_{\max}^2 e^{-\alpha_{\max}|\tau|}$.

Random processes with a Gaussian distribution law and given autocorrelation function of the form (1) are formed on the basis of white noise through linear dynamic transformation. This transformation is typically called by filtration and shaping filter conversion equation [3]:

$$W_{ff} = \frac{K_f}{1 + j\omega T_f}$$

for each of three random processes time constant is calculated $T_{f\ av\ \max,\min}\ = 1/\alpha_{av\ \max,\min}$ and its transmission coefficient $K_{f\ av\ \max,\min}\ = \sigma_{av\ \max,\min} \sqrt{2T_{f\ av\ \max,\min}}$.

The result of the model with the parameters calculated from observations of the Irkutsk observatory is shown in Fig. 1.

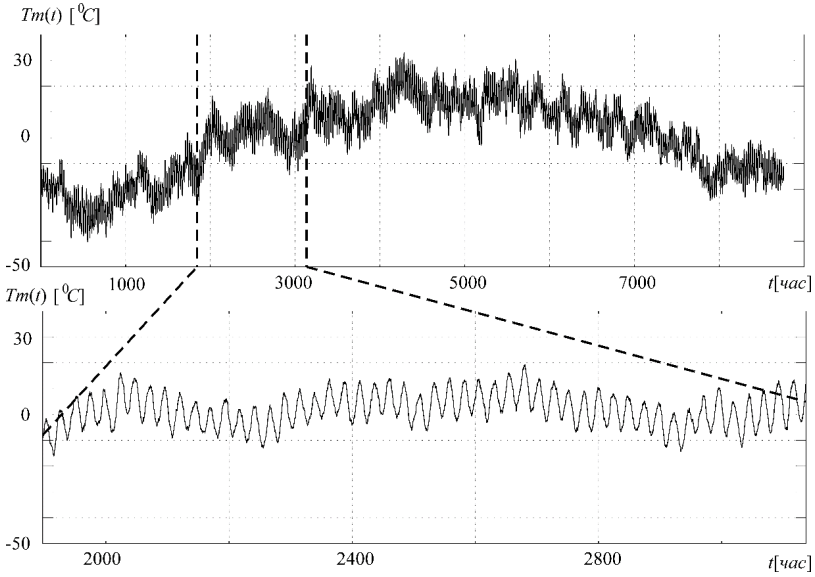

Fig. 1. The simulation result of temperature (356 days) on the basis of the developed model.

The implementation of the climate model developed with the restoration of the daily course of temperature in a Simulink. Setting the block model may be done through Matlab environment using the script rendered in a separate file *m*.

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SECTION 3. Historical Sciences

POLICY OF THE AUTOCRACY TO THE RUSSIAN NON-RUSSIANS AND ADHERENTS OF A DIFFERENT FAITH AT THE END OF XIX – AT THE BEGINNING OF XX CENTURIES

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The Russian state throughout its history has been and is a multinational country, bringing together a huge number of people professing different religions, speaking different languages.

According to the results of the First All-Russian population census in 1897, in Russia at that time lived 125,640,021 people. [11, p. 4-5] Of these, according to our estimates, 44.3% were of the Great (Russian), 17.8% - Little Russians (Ukrainians), 4.7% - Belarusians, total Russian as a whole accounted for 66.8% of the total population.

Representatives of other nationalities, according to our estimates, in Russia in 1897 lived: Poles - 6.3%, Jews - 4.03%, Kyrgyz and Kaysaks - 3.25%, Tatars - 2.98%, Germans - 1.43%, Bashkirs and Teptyars - 1.15%, Latvians - 1.14%, Georgian, and Imeretian Mingrelians - 1.06%, Lithuanians - 1%, Armenians – 0.93%, Moldovans and Romanians - 0.89%, Estonians - 0.81%, Mordovians - 0.81%, Sarts - 0.77%, Chuvashes - 0.67%, Chechens, Ands - Avars, Dargins, kyurints and Kazi-kumyks - 0.65%, Turks, Taranchins, Kara-kalpaks and Kara-kirghyzs - 0.64%, Uzbeks - 0.58%, Zhmuds (a group of Lithuanians – O.F.) - 0.4%, Kalmyks and Buryats - 0.38%, Tats and Tajiks - 0.36% Votyaks - 0.34%, Cheremisses - 0.3%, Finns and Karelians - 0.28%, Kurds and Ossetians - 0.22%, Turkmens - 0.22%, Zyryans and Permiaks - 0 21%, Yakuts - 0.18%, Turks - 0.17%, Greeks - 0.15%, Bulgarians - 0.14% ; Kabardinians and Abkhazians - 0.14%, Kumyks and Nogaitses - 0.12%, Tunguses - 0.05%, Czechs - 0.04% of the total population.

Population by Religion et the end of XIX century distributed as follows: Orthodox and coreligionists - 69.4%, the Old Believers and deviating from orthodoxy - 1.8%, Armenian -Gregorian - 0.9%,

Armenian Catholics - less than 0.1%, Roman Catholic - 9.1%, Reformed - 2.8%, Baptist - 0.1%, Mennonite - less than 0.1%, Anglicans - less than 0.1%, the representatives of other Christian confessions - less than 0.1%, Karaimes - less than 0.1%, Jews - 4.2%, Muslims - 11.1%, Buddhists and lamaits - 0.3%, other persons of non-Christian faiths - 0.2% of the country's citizens to 1897. [10, p. 4-5]

Marital status of the population in Russia at the end of XIX centuries was as follows: idle and girls - 54.5% are married - 39.5% of divorced - 0.1% did not indicate marital status - 0.1%. [10, p. 2]

Pay attention to how little in pre-revolutionary Russia was divorced people (0.1%), and, hence, the divorce rate in general. This seems to be unconditional care about the marital status of citizens by the secular and especially spiritual power.

It is noteworthy in this connection, also the extent in 1987 few people have the physical and other disadvantages: the blind - 0.1%, blinded - 0.1%, deaf - 0.1%, dumb - 0 09%, the insane - 0.1% of the population. [10, p. 6]

According to the scientists' observations, the number of mentally ill people in Russia has increased dramatically in 1905, when psychiatric institutions in St. Petersburg and Moscow were filled as never before. The same thing happened, for example, during the recent "Orange Revolution" in Ukraine. [12, p. 9]

Amazing properties have revolutionary years and the revolutionary propaganda! Ordinary people who do not have a life-changing events of any relationship, going through some mystical invasion of the soul, excited. They literally become infected with revolutionary ideas of individuals who become the head of the rebellion, many of whom were mentally ill. Paranoid "does not know the split, the contradictions of remorse and "accursed questions", which existence of other poisons. Paranoid always convinced that he created for the great event." [8, p. 170]

Years after the revolution were marked by a sharp jump in the number of suicides. Suffice it to recall the names of many members of the so-called "Silver Age" of Russian literature and poetry, graduated from suicide. And the heroes of their work, committed suicide. Thus, the characters and the works and their creators embodied and touted examples of such behavior, becoming a role model for young objects. To stop these ads took action Gorky, who, by the way, has made

repeated attempts to interrupt his life, and the characters of his early works also often commit suicide.

In terms of concerns about non- Gentiles and should pay attention to, for example, on the question of the status of national languages in the liturgy of the peoples of pre-revolutionary Russia.

It should be noted that this chapter in the history of our country are many facets and literally saturated with the spirit of resistance to the phenomenon of monarchical Russia, as widespread Russification (7), in which the Russian language had an advantage over other languages, and Russian Orthodoxy, in turn , was the dominant religion.

Among the church schools in pre-revolutionary Russia were those where studied the so-called aliens. By 1908, these schools were divided into two types:

1. Russian – non-Russian - 5567;

2 . non-Russian - 1615 .

Overall the total number was 7,182 schools.

And the 127 schools of the latter type were mixed non-Russian, i.e. of the children of two or three non-Russian tribes, and others - mixed ethnic homogeneity for 17 years of various tribes. [5, p. 71]

Methods of teaching there were diverse. Traditionally trained in no-Russian parochial schools continued for at least 4 years , as the children acted in such schools do not understand the Russian language. Schools of Oriental foreigners mostly used system of teaching educator Volga Tatars priest Nikolai Ilminsky, developed and successfully applied the methodology of teaching in their native languages are taught. An important tool of education foreigners N.I. Ilminsky is recognized religious education. So, we know that he, along with his associate, V.T. Timofeev, translated into Tatar religious literature. [5, p. 71]

Students are aliens in church schools for 1908 was 132,912, while the heterodox (non-Orthodox) and infidels - 52 238.

With respect to other religions (which in Russia at the turn of the XIX - XX centuries was 57% of the population) Russian autocracy, traditionally prohibiting the dissemination of their faith in the Russian Empire, was pursuing a balanced confessional politics, including in the field of religious education.

According to the "Highest approved February 19, 1868 according to the State Council on the private schools" (Article 9, paragraph a) the

clergy, even if not completed the course in religious seminaries, have the right to study the Law of God in all private schools, with no restrictions. [1, p. 33]

Persons Judaic religion (Jews) do teach their children the laws of their faith (2-sts paragraph of Highest command May 4, 1859) and, if desired, to obtain the title of private primary teacher or tutor, at paragraph 16 of the opinion of the State Council, at the time of this test title in the subject does not examine. However, they had the right to train their co-religionists only that it was noted in the issued certificates. [1, p. 37]

Persons of foreign faiths who wanted to sit for an examination at the same rank in places where there were scribes these confessions were written certificate from their priests and pastors that have the required knowledge of the law of God (his faith – O.F.), and also exempt from the test in the subject. [1, p. 40, § 19]

"The highest approved the State Council opinion on some measures to develop primary public education between the rural population in the provinces with the local self-government" of 29 May 1869 implied grant scholarships (up to 100 p.) of those destined to pupils seminary priests, who, at the end these institutions, elected zemstvos or societies for the posts of teachers in their initial public schools. It was also intended to support benefits (preferably temporary) schools funded by the spiritual authorities, local boards, rural communities or individuals. [1, p. 40-41]

To facilitate the "aliens - Christian" teaching Russian language all the books published by their language, Russian letters (as they often did not have their own written language and alphabet – O.F.), with translation into Russian or without it, with the exception of prayer and all liturgical books, be sure to print with the translation. With sufficient assimilation of Russian children, the law of God was taught to them on a common basis. At the same time in Russian Sacred History repeated itself with the necessary amendments, the principal memorized prayers in Russian and Slavonic languages, taught short catechism. Chant as an important instrument of Christian education of foreigners, has been introduced in all schools, and the singing was executed at the local mixed ethnic dialect, and in Church Slavonic. [1, p. 43]

In areas with a population of mixed "Russian natural" and foreigners, were founded and are common to those of other primary

schools in which all learning delos in Russian teacher, who owned both Russian and local mixed ethnic dialect, which is allowed to use only for oral explanations. If that was not enough, for children up to age non-Russian learning Russian language enough to train together with Russian students at schools were organized by the offices at local facilities aliens.

For children "Russified foreigners" living mixed with Russian, initial public schools were established on general grounds for Russian schools.

Near colleges superintendence of the first two categories of the priest - scribe instructed schools, provided possession of the local dialect mixed ethnic and if you want to make such superintendence. If he did not know the dialect, the superintendence entrusted to teachers and the teaching of God's Law could be charged with a secular party.

Translations of sacred, church, doctrinal and even edifying Christian books on different mixed ethnic languages, as well as primers and books for elementary education of foreigners issued by the translation committee for the brotherhood of St. Gury, according to the Circular of the Ministry of Education February 5, 1880, allowed for use in non-Russian elementary schools. [1, p. 44]

In areas with a solid Tatar population in rural and urban primary schools established by the Treasury, were allowed (already at its own expense) to invite the scribes of their faith, which would deal with his subject at certain times with the mutual agreement of the teacher of the Russian language. [1, p. 45]

For reasons of controlling the character is not allowed to open new mektebes and madrasas (Islamic schools – O.F.), except with the obligation to carry with them the teachers of the Russian language by the Mohammedan societies.

In addition, permitted the establishment of private schools at the expense of local funds. However, educational institutions, engaged in home and private training officers from among the foreigners, subject to submission to the educational authorities of the Ministry of National Education Ministry. [1, p. 46-47]

The Ministry of Education during the 1880-1890 years. adopted measures for the control of funds created by the local population schools south-western edge: Baltic Lutheran schools, schools in the Bulgarian and German settlements on the territory of Russia, other

educational institutions for the children of non-Russian nationalities. In 1888, it was found that the chairmen and members of school boards in the towns they could be exclusively Christian. [9, p. 3; 4, p. 144]

In December 1892 circular of the Ministry of Education number 20470 was introduced uttering prayers for the Emperor in Russian in the Evangelical Lutheran schools of the empire. [9, p. 34; 3, p. 17]. Based on this, B.K. Tebiev concluded that the turn of the century in Russia in the field of education by the government policy of Russification was carried out in line with the great-power chauvinism, since the beginning of the XX century they controlled virtually all the national schools in the country. [9, p. 34] From this conclusion we can not agree, because as we can see, the government permitted the schools to explain the study material to use national languages of the peoples of Russia, and then the service, as well as today, (in areas densely populated by people of non-Russian ethnic group) and committed committed in the local language. As is known, departure services in national languages is the distinguishing feature of the cult religions such as Orthodoxy and Protestantism.

Furthermore, we call attention to the curious circular proposal of the Ministry of Education number 42522 of October 27, 1912, sent by the name of the trustee of the Moscow School District. It contained the following information: Section 14 of the highest decree of April 17, 1905 enjoined to teach the law of God according to the language learners. But in some parts of the empire this item violated. For example, the Belarusian and Lithuanian localities with a population of uneducated, illiterate and with weak national identity, the item directly violated to the detriment of the Russian language. Formal justification for the lower of the Roman Catholic clergy in these areas in its outright refusal to teach the Law of God in Russian was a circular Vilnius Roman Catholic Bishop of August 22, 1905 4339 number, to whom the concept of natural language "students randomly explained in terms of doing the teaching The Law of God on the tongue, where children pray at home - in Polish or Lithuanian."

Prior to 1905 only in Russian was taught the Law of God, at least in Livonia (the law of 10 April 1887 "On teaching in Russian"). [2, p. 12] In 1912, the circular said August 22, 1905 was canceled Roman Catholic spiritual heads. We believe that this was due to the fact that Catholicism denies holding services in national languages. The reverse

process, at one time, it was the achievement of Protestantism. And the aforesaid circular of the Ministry of Education reaffirms the connection between the phenomena of this order in Russia and the countries of the religion.

The "natural language" is defined in a written statement, the parents or guardians of students.

In 1912, it began to define (as an experiment) as follows:

- In the lower schools - heads of these schools;

- In all other schools - their superiors on the basis of all factual data available on this subject. [2, p. 12]

Probably quite reasonable to assume that such a definition was related to the ethnic composition of the students.

To determine the natural language learners (normally spoken in the family) named persons treated orally or in writing to the parents of students, checking, if necessary, their testimony in a personal conversation with them or with the students. Difficulties in the application of this rule are allowed, Facilities, inspector and director of public schools in the school district or trustee. The note read: if the person who taught the Law of God non-Orthodox confessions in school, did not own natural language learners (for example, Lithuanian, Latvian, etc.), the teaching of this subject should be made the official language. [2, p. 12]

It seems that in practice, and no publication of this document in such circumstances, it was difficult to come to a different opinion. Although, perhaps, such a situation was extremely rare, because teachers are well-known object must have been close to his fellow environment, where children are taught. Source excludes the idea of publishing this document on Catholics because of an important extraordinary events that occurred in the Catholic religion is Russian, for a copy of the document and in the case of the Lutherans of Russia the same time.

Say more. Prior to the peasant reform of 1861 Orthodox Russian serf in the western provinces was much more constrained than his landlord - a Catholic, and even limited than the Pale of Settlement, but a serf dependence, a Jew who lived in the same area. The explanation of this phenomenon was: put pressure on the peasants landowners - the gentry. And to the higher nobility in Russia belonged not only the Orthodox, but also Catholics, Protestants, Jews and even Muslims, and

even the nobility of the pagan tribes. [6, p. 732] Therefore, after the reform of 1861 is reasonable to assume that the pressure on the Russian peasant landowners in these areas continued. Hence, the neglect of the law on the use of Russian language in education in these areas.

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SECTION 4. Economics

ASSESSMENT OF A SMALL BUSINESS IN THE LABOUR MARKET IN RUSSIA

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In the conditions of the globalization of the world economy the problem of ensuring the effective functioning of national labor markets is one of the most urgent and certainly the priority.

A small businessis beginning to playan increasing role in shaping the employment of the Russian population. Small businesses are inherent objective factors affecting employment allowing determining to what extent the development of small businesses, including even those without the use of hired labor, is an important form of job creation needed to alleviate unemployment.

The first feature of a small business is the ability to create more (compared to large businesses), number of jobs at a lower cost of capital.

Considering all of the social capital, Marks noted that the process of capital accumulation is accompanied by continuous qualitative change in its structure. At constant scope of capital falls absolute and relative size of payroll costs. However, in some areas the capital increases on the technical basis and in proportion to their increase in attracting extra labor. These areas include, for example, services and trade. In these areasas the practice shows there area high proportion of small businesses.

The second feature of a small business is a low maintenance, and therefore the organic composition of operating capital. This is mainly due to two reasons. First, the reduced (compared with the large, corporate business) used the total amount (mass) of invested capital. Second, in a small business (compared to large) per unit of capital, there are more units of work. Of course, it isin comparison with the large corporate entrepreneurship. The first follows from the essence of a small business (see, for example, the criteria for its definition - the

number of employees and the size of annual turnover). The second assertion is confirmed by statistical data on the cost structure of small and large businesses to produce goods and services.

Small business has a lower organic composition of capital. Changing all the time (small businesses appear quickly, but quickly go bankrupt), the system of small businesses in the developed market economies, not only does not cease to exist, but is also constantly expanding.

The third feature of small business is that it gives the development of labor market flexibility and thus the impact on employment. Formation of a flexible labor market can solve two-fold task: to ensure the growth of production efficiency and significantly ease tensions on the labor market.

Ease of formationalso has the impact on employment. For the formation and operation of a small business less capital than for a major is required.

A small business is closely linked with the development of self-employment (enterprises without employees, mostly individual or family businesses). For self-employed workers are those who work at his own expense, he organizes his work, owns the means of production and is responsible for the output. The scope of self-employment, on the one hand, is the normal form of employment, and on the other - a means of survival or additional income for many people in need in their work.

Finally, a small business because of its availability and ease of education is able to promote the employment of the most vulnerable groups of workers, such as young people, women, socially - vulnerable groups of the population.

With the entry into force (1 January 2008) by the new Federal Law "On the development of small and medium-sized enterprises in the Russian Federation" (FZ of 24.07.2007. № 209-FZ),there is the current selection in the structure of small business special subgroup of small businesses "micro-enterprises "(up to 15 employees). In some countries with developed market economies are businesses up to 20 employees.

Exploring of employment trends in the Russian small businesses is not possible without considering branch aspect of their activities.

Table 1 - The number of small and medium enterprises by economic activity in 2011.

Activities	Medium-sizedenter-prises		Smallenter-prises		Micro-enterprises	
	pcs	**%**	**pcs**	**%**	**pcs**	**%**
Agriculture, huntingandforestry	3 128	19,6	59 903	3,3	49 047	3,1
Fishing, fishfarming	79	0,5	3 612	0,2	3 124	0,2
Miningandquarrying	260	1,6	6 218	0,3	5 139	0,3
Manufacturingindustry	3 834	24,1	171 269	9,5	136 325	8,7
Production and distribution of electricity, gas and water	362	2,3	11 427	0,6	8 117	0,5
Constructing	1 969	12,4	202 579	11,2	172 837	11,0
Wholesale and retail trade, repair of motor vehicles, motorcycles and personal and household goods for personal use	3 584	22,5	727 341	40,2	651 905	41,6
Hotelsandrestaurants	197	1,2	53 069	2,9	41 243	2,6
Transportandcommunications	721	4,5	114 870	6,3	102 043	6,5
Real estate, renting and business activities	1 516	9,5	381 438	21,1	332 233	21,2
Education	2	0,0	5 701	0,3	5 378	0,3
Health care and social services	145	0,9	24 906	1,4	21 267	1,4
Other community, social and personal services	144	0,9	46 662	2,6	39 790	2,5
TOTAL	15 941	100	1 808 995	100	1568 448	100

The analysis in Table 1 suggests that the majority of small businesses is concentrated in wholesale and retail trade and repair (40.2% small and 41.6% - for microenterprises). In second place businesses related to real estate, renting and business services, the third - the constructing company.

A very small number of small businesses are observed in the field of education, mining, health and social services.

Small business plays a special role in solving the problems of giving reformation processes of social orientation, with the ability to

quickly form a new generation of entrepreneurs in Russia, especially in small towns and rural areas. It will increase the level of employment, attraction of free funds of the population and, consequently, contributes to the well-being and quality of life of Russians. Small business mobilizes significant financial and operational resources of the population.

Of course, for a country of such magnitude as Russia, a small business cannot be the basis of the economy. However, the development of small and medium-sized enterprises carries a lot of positive things in the field of social and labor relations.

First, a small business can be a place of application of the forces of the huge number of people employed in the past in large industrial plants and have lost their jobs due to their restructuring.

Also, in the future with the growth of labor productivity and the introduction of new production technologies a further decline in the number of hired personnel in large industrial plantscan be predicted.

Secondly, small enterprises can be launched production of the products, production of which is unprofitable for the large enterprise. A small company is able to respond more flexibly to market conditions, to take into account the demand for certain goods and quickly adjust their output. From this point of view, a small business is able to solve problems quickly provide necessary production site.

Third, some of the small businesses can work carrying out orders of large industrial enterprises turning in their division. This approach would eliminate the faults in a large industrial production; reduce the transportation costs for the transportation component parts, which ultimately affect the cost of production and the wages of hired staff.

Fourth, in small firms the approach, bases on the interaction with the large enterprisescan be effectively used. Such firms can successfully lead the work on pre-sales of goods and their subsequent implementation. In this regard, small businesses are the link between the product manufacturer and the consumer.

Thus, the main areas of the effective operation of small enterprises can be defined as follows:

1. All services, including technical services including repair and maintenance of machinery and equipment, consulting services, consumer services.

2. Commerce and procurement operations and brokerage business.
3. Small-scale production of consumer goods.

In the field of social and labor relations employment in small businesses can be divided into the following groups (by its types).

1. Traditional employment in small businesses (leading services and trade).
2. Informal employment.
3. The self-employed.

Thus, today we can talk about a special cut of relations in the sphere of small business - the social and economic relations, where there is a formation of a "civilized" relationship between employees and employers of wage labor.

THE DEVELOPMENT OF INNOVATION PROJECT MANAGEMENT OF A COMPANY BASED ON MULTI-AGENT MODELLINGAND FUZZY-LIGIC INFERENCE[1]

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The analysis of international experience of the economies of various countries has shown that sustained economic growth is possible only on the basis of innovation. In this regard, to date the transition from extensive raw to innovative development of the Russian economy is a necessary condition for strengthening the competitive position of the country on the world stage and is one of the main priorities of domestic public policy.The main problems hindering the process are: the low level of development of innovation infrastructure, weak intra- and inter-sectoral integration of innovative enterprises in the same space , scientific, technical and industrial- technological gap enterprises, the lack of stable information and functional links between science and business , the low proportion of expenditure on research and development activities , research and technological gap between

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the developed countries , the disparity existing management systems problems of transition to an innovative economy in the context of globalization.The existence of these factors indicates the presence of unresolved problems in the business and academic sectors, which leads to the fact that Russian position does not correspond to its level of innovation capacity, high rate which is determined by the large size of the domestic market, abundant natural resources and a quality work force.

One of the most promising areas of the approaches to the management of innovation projects is the use of mathematical modeling and simulation, which allows you to analyze internal and external factors that determine the course of the project and provides a system optimization, eliminating the losses occurring in the case of application of methods for solving local problems [1]. At the same time, the review of various literary sources revealed that currently there is no mathematical and simulation models of innovative projects as complex systems that would fully address management problems and justify the choice of solutions for managing innovation projects under uncertainty, unreliability of information.

The task of developing these models is especially important for high-tech industries. Innovative activities such as market are characterized by a great variety of subjects, high rates of growth in sales of new products and services, dependence on financial and economic indices of the results of the implementation of innovative projects, a high proportion of Research and Advanced Development expenditure in the budget of the enterprise, the need for ever-increasing intellectual capacity.Thus, the management of innovation projects in high-tech organizations should be created to these specific factors based on the use of the principles of mathematical modeling and simulation, which will define the role of all stakeholders of the project, system integration links between them and to improve governance in general in terms of complexity and diversity occurring innovation processes.Currently known modeling techniques include analytical modeling, analytical modeling with elements of discrete-event simulation, discrete-event simulation with elements of analytical modeling, discrete-event simulation with elements of analytical and / or agent-based modeling. Thus, multi-agent systems (MAS) are one of the most promising areas.

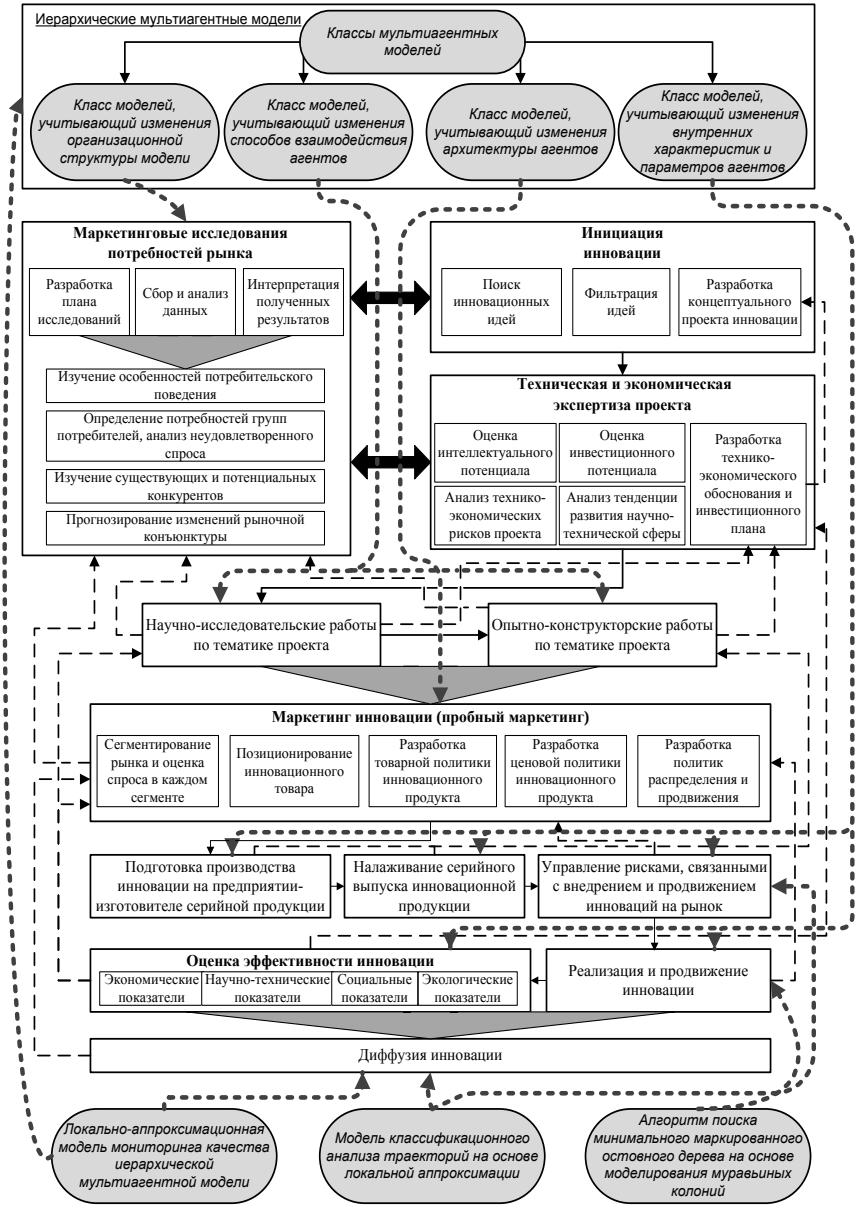

Figure 1 - Conceptual model of management of innovation projects with the use of multi-agent and mathematical methods

Developing the MAC assumes that each agent has a limited view of the problem and can solve only some part of it. In this regard, a comprehensive solution of the problem requires the organization of interaction of agents. In the MAC tasks are distributed among agents - members of a group or organization.The division of tasks involves assigning roles to each of the agents, the definition of the measures of responsibility and experience requirements. The limitations of the classical approach, multi-agent systems that are related to the lack of adaptability to the environment, the author offers a hierarchical multi-agent model. They allowadjusting the structure of the model in the course of its operation based on the identification of different classes of change. The process of monitoring and change detection, as well as the decision to adjust multi-agent model is based on the application of dynamic analysis of the data using an algorithm of fuzzy c-means classification and locally -parameter algorithms [2]. Figure 1 shows a conceptual model for managing innovation projects using multi-agent and mathematical methods.

The use of formal mathematical methods and tools in various stages of management of innovation projects allows reasonable goals and make plans for innovation, effective risk management, optimal use of resources and avoiding conflict, to increase the effectiveness of monitoring, analyzing deviations of actual and planned performance and make timely adjustments.

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SIMULATION OF FINANCIAL CONDITION OF THE COMPANY ON THE EXAMPLE OF JSC "CAUSTIC"

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One of the most important tasks in the development of the company strategy is the creation of evidence-based models of assessment of its financial strength, as it is a prerequisite for economic and institutional development of enterprises. The use of appropriate techniques and models in practice creates the preconditions for making management decisions. Discriminant function, which allows to significantly simplify the analysis of financial stability, give a clear assessment of the financial condition of the company, meets the requirements of most businesses so it is built on the basis of its comprehensive assessment of the financial stability of the algorithm, based on the simulations.

The relevance of this work lies in the fact that at the present time each company must carry out financial analysis to survive in the market and remain competitive. First of all, the owners, as well as lenders, investors, suppliers, managers and tax services are interested in the results of this analysis that build on its base a conclusion about the directions of the company. The more attractive financial results will be published showing the current and prospective financial condition of the company, the higher the probability of obtaining additional financing.

To achieve this goal we have analyzed and evaluated financial condition and developed a simulation model of the financial status of Sterlitamak JSC "Caustic". "Caustic" is one of the largest companies specializing in the production of caustic soda and other chemical products based on chlorine and hydrocarbon gas processing by enterprises of Salavat, Ufa, Nizhnekamsk.

In the course of analyzing the economic activity of JSC "Caustic" we have assessed all key indicators of financial condition, and also identified negative aspects relating to its financial condition. Analyzing the level of the key financial indicators for the period under review we can see unstable dynamics: JSC "Caustic" has a "heavy" structure of assets - the level of profitability of sales has slightly decreased due to

inflation and the pricing of chemical products in the global market. Thus, the level of profit and profitability rises mainly due to higher prices, indicating a significant overhead and high profit sensitivity to changes in revenue. In order to maintain the financial stability the company needs to have a high proportion of equity in funding.

The analysis and assessment of the financial condition of the company allow us to conclude that the system of management of financial - economic activity of JSC "Caustic" is relatively efficient, since there are a number of positive trends, as well as there are some negative points about the financial situation of the company. Negative trends in the financial activity of JSC "Caustic" made it necessary to develop measures and models to improve the organization of the system of financial and economic activity of the enterprise, as well as finding ways to improve the financial standing of the company.

In today's world, information systems and technologies, processing economic information, are being used more and more. To assess the financial condition of the company on the model of "risk analysis of bankruptcy by Altman" in the program package MATLAB Simulink was written, in order to facilitate the calculation of the required quantities.

In order to construct a simulation model of assessing the financial soundness of the enterprise the adaptation of the discriminant model was made, shown in Figure 1). Calculation by Z-model - based simulation in Simulink program is implemented on the basis of statistics of JSC "Caustic". Figures were obtained according to the balance sheet (form number 1) and the income statement (form number 2) in the three years 2010-2012.

Table 1.

Index	The procedure for calculating	2010	2011	2012
X1	(page 290 F.1- page 690 F.1)/ page 300 F.1	0,305	0,346	0,412
X2	Page 190 F.2 / page 300 F.1	0,136	0,73	0,602
X3	Page 140 F.2 / page 300 F.1	0,163	0,432	0,269
X4	Page 490 F.1 /(page 590 F.1+page 690 F.1)	1,43	3,219	4,536
X5	Page 010 F.2 / page 300 F.1	1,287	1,202	1,14
Z	Formula (3.2.)	2,722	3,021	2,891

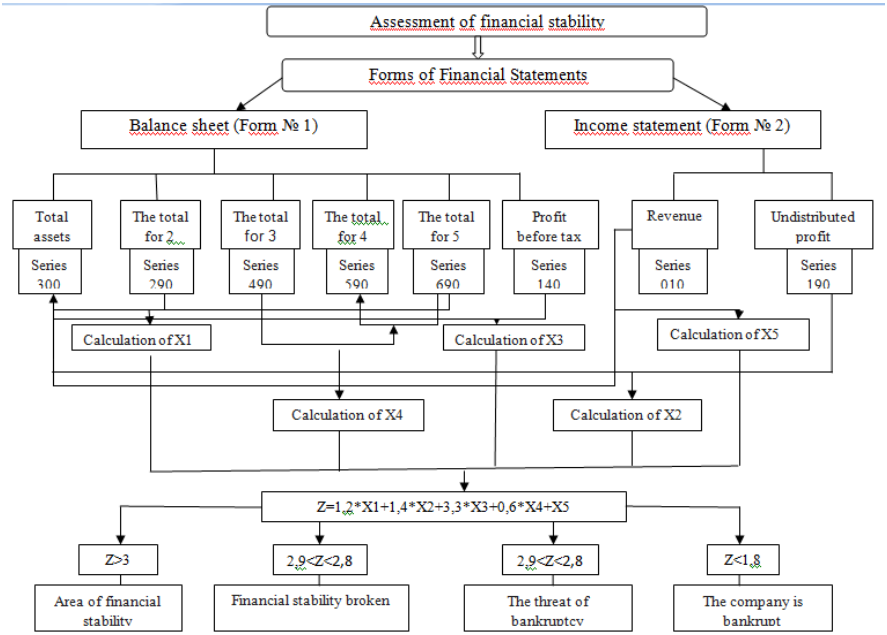

Figure 1. Adaptive scheme for calculating the index of financial stability.

Having done experiments on a simulation model, we conclude that the company will respond to the changes under the influence of external and internal factors, if there are no possibilities to monitor these processes in reality. Block "numerical representation" of the program Simulink allows you to view the results of numerical simulations. The result of this experiment is the following (see Table 1).

The calculations show that in 2010 the company JSC "Caustic" was in a state of crisis, the extremely negative trends in the enterprise were observed, a high threat of bankruptcy was evident. Dynamics of Z-score values in 2011-2012, the trend indicates a stable financial stability. Thus, a simulation model of financial stability is quite simple to use: just by changing the input parameters, the financial and economic performance for the period, you can quickly and easily assess the current situation of the company.

THEORETICAL ASPECTS OF INDICATORS FOR COMPETITIVENESS EVALUATION ANALYSIS

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The scientific literature analysing the competitiveness theory gives several general models for evaluation the competitiveness. In the scientific literature (Porter 1990; Rugman, D'Cruz 1993; D'Aveni 1994; Weston, Chung 1990; Balassa 1965; Vollrath 1991) is presented a variety of methods used in competitiveness analysis, but they are often used as stand-alone methods for assessing competitiveness of the countries, the product and so on. The analysis of these authors' works, exploring the valuation of competitiveness techniques can be divided into the following groups:

1. The multidimensional, of all branches of the national economy, or any one industry competitiveness rating. After the issue of the branch (s) indicators system describing the competitiveness of the branch (or one complex variable), is determined competitiveness of the branch in international markets. The objective of the study - to determine competitive sectors of the national economy and to assess their development prospects in international markets. There might be used statistical data about foreign trade indicators (export and import volumes, net income from foreign trade and so on.) and individual operational and financial indicators of industries (labor productivity, production volume, value-added indicators of investment volume, high-skilled workers proportion and so on.);

2. Analysis of industrial clusters, analyzing links of the selected sector with other sectors. It covers not only the economic sector entities, but also suppliers of goods and services necessary for the manufacturing process. This analysis is based on M. Porter's proposed methodology, which dealt with all the production process from raw materials to its submission to the consumer;

3. Single product (item) competitiveness setting. Analyzing the individual competitiveness of entity by using the product volumes produced in the economy and in the branch in the average production;

4. The environment performance assessment. These can include special industry operating environment assumptions, and using competitiveness ratings of the country as an economic unit. The latest study provides an illustration of aggregate living standards, foreign trade, labor force potential, infrastructure conditions and other indicators that show how develop the environment formed in a specific industry. One or more separate entities does not create competitive advantage, therefore, external environmental factors are very important. Increasingly, the use of indicators that reflect innovation, information and communication technology level of education and the relationship between economic sectors.

After the examining methodologies of competitiveness evaluation in Table 1, it was determined that key indicators can be divided into the following groups: 1) measurement ratios of competitive advantage, 2) profitability ratios, 3) the level of state aid governing ratios. The main task of research was to determine which economic sector may have a competitive advantage and build up the country's competitiveness. The authors concluded that economy competitiveness is determined by structure of economic entities in manufacturing production, the behavior of market and adaptation to a changing competitive environment conditions. Therefore, it can be assumed the necessity for adequate selection of indicators, exactly reflecting the formation of competitive advantage opportunities.In order to assess fully the economic competitiveness of each subsystem (the country's economy, industry, economy entity, etc.), it is necessary to select the most appropriate indicators reflecting the nature of their activity. Analysis of indicators for competitiveness evaluation can be identified by parameters for each group-specific (Table).

Table. Competitiveness evaluation indicators
(Source: compiled by authors)

Group of indicators	Name of indicator	The index value
Assessment of national competitiveness	1) intense competition index (S) (Assessing the Competitiveness 2000; Competitiveness factors 2003)	The higher the indicator, the stronger competitive position among the countries in surveyed sectors of the economy
	2) international competitiveness branch index (RW) (Assessing the Competitiveness 2000; Competitiveness factors 2003)	Industry has s a profit when the index value greater than 0.
	3) comparative advantage index (RCA,) (Assessing the Competitiveness 2000; Competitiveness factors 2003)	Indicates whether the industry is able to establish itself in the market better than the other branches.
Economic evaluation of competitiveness clusters	1) M.Porter - Diamond model (Портер 2000)	
	2) OPERA method (Lithuanian industry competitiveness 2000)	Identifies the key problems of industry competitiveness and makes proposals to deal with them
	3) SWOT analysis (Lithuanian industry competitiveness 2000)	Identify clusters strengths, weaknesses and opportunities-threats.
Competitiveness assessment of particular product	1) integral performance index (Ij) (Моисеев, Анискин 1993)	The higher it is, the more product is competitive compared with competitors
	2) competitiveness index (Ikj) (Моисеев, Анискин 1993)	If it is greater than 1, the product is more competitive than the prototype, if equal to 1 - is identical to the prototype, if less than 1 - uncompetitive

Assessment of operational environmental	***Market share figures***	
	1) the degree of concentration of manufacturing industry (CR) (Яковлев 1990)	Estimation of the concentration of manufacturing industry. The higher it is - the stronger the concentration
	2) Herfindal index (H) (Яковлев 1990)	If the index value exceeds the 1800 limit - the state must intervene in the market to normalize relations
	3) Rozenbliut index (IR) (Яковлев 1990)	Sets the ranks of the entity
	Competition intensity indicators	
	1) the market shares of competitors similarities evaluation (UD)	What kind of market share from competitors, occupies an economic entity
	2) The coefficient of variation (V) (Boguslauskas 1999)	The higher rate, the lower the intensity of competition
	Market growth rate indicator	
	1) market growth rate (UAT) (Закутина 2003)	Down in the growth rate range (70 and 140 percent.), Which can be shared on competition intensity indicator values
	Market profitability indicators	
	1) market profitability index (RR) (Закутина 2003)	The higher it is, the higher the profit share of the relevant market has a pending economic sector
	2) competition intensity index (UR) (Иванов 1980)	
	3) Lerner monopoly power index (L) (Иванов 1980)	The higher it is, the stronger the economic entity market power and the less it is dependent on its competitors, suppliers, customers and so on.

It is widely used to measure competitiveness scorecard by Clara A.L., Porter M.E., Schwob K. (2005), under which the parties are assigned into two groups: an innovative and non-innovative. Innovative countries are those countries where the most of entities are registered. In these countries are evaluated technologies and the level of development in addition. Analysing the indicators and significance of them, it was found that for the full evaluation of competitiveness it is important to calculate and evaluate all indicators. It is visible that in the groups of indicators are dominating the competitive advantage indicators (RW, RCA), profitability ratios (market growth, market profitability index) and state aid level indicator (Herfindal index, index at Lerner). Each subsystem has its own economic characteristics and specifications, and for preparing the competitiveness evaluation indicators subsystem, it is necessary to take into account the accumulated amount of information and the quality and depth of the competitiveness assessment.

The topic of economical sustainability recently has received growing attention and has become an increasingly popular research area. Today business is getting the new challenges in meeting with financial crisis and changes in prices, the growing public interest in ecology and business also are going to ensure environmental sustainability and energy efficiency. And we can agree that business competitiveness is a key of economical sustainability.

Sustainable competitive advantage is a key concept in strategy practice and research, because of the intended result of sustainable competitive advantage is persistent superior economic performance (Baaij et al. 2004). Sustainability has restrictions on the implementation of its practices, apart from government decisions, there are other restrains on sustainability approach, in this field – despite its multidisciplinary character – cannot replace other non-sustainable initiatives, because the relation involving demand and supply goes beyond any perspective of sustainability, due to the modus operandi of societies as a whole (Novais et al. 2012). Since sustainability issues should be analysed and solved on the system levels where they develop and manifest themselves, one can consistently formulate respective aims of the sustainable development policy for separate dimensions (economic, ecological, social, and institutional) of sustainable

development on each of these levels of economic development policy, thus obtaining the matrix of the aims of sustainability policy (Čiegis et al. 2009).

Bartelmus (2003) conclude that economic sustainability keeps the total value of produced and non-produced, natural capital intact — allowing for the consumption of fixed and natural capital, and ecological sustainability, which aims at 'dematerialization' of economic activity; the objective is to reduce material throughput through the economy and its pressure on nature's carrying capacities. Grodach (2011) find that six key barriers – a conventional economic development mindset, incentive-based practice, a lack of resources, ad hoc planning, inter-regional competition, and a lack of coordinated regional planning – impede sustainable economic development in the region.

Bertinelli et al. (2012) find that once the optimal scrapping age of technologies is reached, an economy may achieve two possible cases of sustainable development, one in which pollution falls and another in which it stabilizes, or a catastrophic outcome, where environmental quality reaches its lower bound. The relationship between growth and pollution is studied by Bertinelli et al. (2012) through a vintage capital model, where new technologies are more environmentally friendly. The outcome will depend on the path of countries' investment and their propensity to innovate in environmentally clean technologies, both of which are likely to differ across economies. Bertinelli et al. (2012) conclude that empirical results using long time series for a number of developed and developing countries indeed confirm heterogenous experiences in the pollution-output relationship.

Specifically, technology-based design efforts, as opposed to design more broadly defined, best enable the designers' capabilities to accumulate and gives them sustained advantages, because of the cumulative nature of technology progress, technology-based design is most valuable for sustaining economic growth (Luo et al. 2012). Luo et al. (2012) analysis first identified that the cumulative nature of technology based design has important strategic value for sustaining long – term economic growth, economic growth will be sustained when a country's future success can accumulatively build on its prior achievements and expertise. And Luo et al. (2012) argue that, countries (such as Singapore, China) striving to sustain knowledge-based

economic growth should focus the innovation policies on technology-based design and building national capabilities for such design.

Committee on Singapore's Competitiveness (1998) made the report in response to the regional economic crisis at that time, and to achieve sustained growth, the report recommends the following: (1) Reduce business costs, to help viable companies tide over the crisis and minimize unemployment. (2) Ensure that the framework for economic activity continues to function effectively. (3) Maintain investor confidence. (4) Step up capability-building and economic restructuring. (5) Further expand trade with growth markets in the developed countries and seek out new markets beyond the region. (6) Leverage on market opportunities in regional economies to form strategic partnerships.

County economy is developing rapidly, meanwhile, there are serious problems existed, such as over-consumption of resources, devastation of the environment, and degradation of ecology, which hinder the sustainable development of the county economy seriously, thus, designing a set of index system for assessing sustainable development of county economy to save natural resources, prevent environmental deterioration and coordinate the sustainable development of county economy and environment has been the point of economical development (Peng et al. 2011). Sustainable development of county economy is very complex in content, seeks to maintenance the mutual harmony between man and nature, and requires the development of economics, society, resources, and environment, which is a comprehensive large-scale system, objectives are: county economy and the capacity of sustainable development increase; economic restructuring has achieved remarkable results; the total population has been effectively controlled; the quality is improved significantly; promote harmony between man and nature; promote the development of the whole society onto the production and living well off the road of civilized development (Peng et al. 2011).

Peng et al. conclude that it is quite beneficial to realize the main factors affecting county economic development and the characteristics of economic development in different counties, for their combination plays an important role in upgrading the comprehensive competitiveness of the county economy and adopting the suitable way to sustainable development of county economy. Generally speaking,

there are six factors: 1) Natural and Local Advantages; 2) Human Resources; 3) Industry and Enterprise Competitiveness; 4) History and Culture; 5) Government's initiative and management; 6) Interactions (Peng et al. 2011). Issues of sustainable development of county economy (Peng et al. 2011), mainly are the increasingly serious resource and environmental problems in the traditional concept of development, these problems are mainly in the following areas (Peng et al. 2011):

- more and more prominent contradictions between shortage of resources and population growth and economic development emerge;
- the pollution exerts more and more pressure to sustainable development;
- the deteriorating of the ecological environment has a bad effect on human living environment.

For a better environment business and countries governments need to achieve economic sustainability and only mobilizing forces we can achieve this. Sustainable development of business economy is complicated in the content, and this requires the development of large network system: economics, community, resources, technology, environment, ecology.

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THEORETICAL INTERPRETATIONS OF THE COMPETITIVENESS CONCEPT

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Increasing competition and the country's economic ability to withstand competition in the domestic and foreign markets became the main tasks for economic entities. Ability to respond to sudden changes in the market associates with competitiveness of companies, with their ability promptly maintain their positions. Success in this field will depend on what particular actions will be taken by economic entity in the market competition, or which criteria of the evaluation will be used to determine the competitiveness of entity and what recommendations should be made to improve the situation.

Competitiveness of economic entities in the market is determined by the external, internal, economic, technological, social and other factors as a whole. But it is not enough just to identify the key determinants of competitiveness, it is necessary to select the data, metrics and evaluation methods, to carry out a coherent economic assessment of the competitiveness by providing directions to increase it. The most competitive incentive measures applied in response to the changes going on, so they often cometoo late and require certain organizational changes in the branch. For each business entity which is seeking to develop a successful business and to ensuredevelopment opportunities,for production manufacturer is necessary not only to identify the determinants of competitiveness, but also to get a profit from economical activity.

The present day organizations are faced with a new, more demanding business environment, which is often described as unstable, volatile, hostile, and for the following reasonsunpredictableor even chaotic. A new technological and market opportunities are arising from the development of science, technology and international markets, i.e. processes outside of a particular organization. In such a situation is highlighted the importance of the organization's power to gain and maintain a competitive advantage in the long term and the aspiration to gain competitive advantage is not possible without adequate environmental strategy.

The information age is characterized by dynamic changes which is crucial for the competitiveness of enterprises. Improperly formed decisions on companies competing strategy can have disastrous consequences. Therefore, one of the main objects of interest of modern strategic management researchers and businessmen in dynamic and uncertain business environment arethe appropriate decision – making on competitive strategy and achievement of competitive advantages. The dynamism of the business environment and uncertainty creates for businesses the need to act in accordance with accepted competitive strategic decisionsof high quality that are formed by using the methodological tools which facilitate the company's competitive strategy decision-making, evaluation and selection processes. The analysis of the competitiveness concept can be divided into the following aspects of the competitiveness description and evaluation according to the approaches of authors exploring problems (Table 1).

Table 1. Aspects of the competitiveness assessment in the areas studied by the authors (Source: compiled by authors)

Area of research	Autors exploring problems	Competitiveness Research Content
Comparative advantage and absolute advantage	D.Ricardo (1817), M.Durand, C.Giorno (1987), B.Balassa (1965)	The importance of country-specific advantages, i.e., , importance of economic characteristics. The country's competitiveness depends on the capacity of the use of resources, minimizing production costs
Market structure types and their impact on competitiveness	J.B.Clark (1991), R.T.Ely (1894), F.H.Knight (1934). V.Snieška (2002), D.Bernatonytė (2003)	The following issues are analysed: the degree of monopolization and the effect on competition, oligopoly, influence of perfect competition market power to existing processes
Theoretical and empirical studies of competitiveness	E.Chamberlin (1962), J.Robinson (1933), G.W.Stocking (1949), M.W.Watkins (1949), J.S.Bain (1956), F.M.Scherer (1970), W.Weiss (1990), T.A.Wilson (1974), M.Porter (1990), A.M.Rugman, J.R.D.Cruz (1993), M.Wise (1999), C.Pitelis (1999), G.Boyle (2002), I.Ferto (2003), J. Tvrdon (2001), Z.Lydeka (1994), L.Šliburytė (2000), A.Bartkienė (1993), S.Valentinavičius (2000), B.Barzdenytė (2001), V. Ven-grauskas (2002),	The following points highlight the competitiveness determinants: the available resources and their use, production capacity, the role of government and expenses, market share, economies of scale.

	A.Poviliūnas (2001), V.Vitunskienė(2001), I.Krikščiukaitienė (2001), Dumčiuvienė (1999)	
Competitive Strategy Formation	M.Porter (1990, 2000), E.Masfield (1920), F.M.Scherer (1970), R.Grant (1991), V.Mathur (1992), M.L.Kotz (1994), W.Kwasnicki (1992), N.M.Paula (2001), D.Beeg (1991), S.Martišius (2001), R.Ginevičius (2001)	Examines the importance of exclusive competences, product quality, innovation and investment in information systems
Political, legal, and cultural aspects of competitiveness	F.Bradley (1996), P.Hardwick (1990), E.Pitts (1998), T.L.Vollrath (1991), D.Aakers (1989), P.R.Ferguson (1994), G.Startienė (1999), J.Bivainis (2002), B.Melnikas (2004)	The concept of competitiveness is estimated in economic terms, is seen by historically formed an integral part of the political, cultural and geographical context of globalization aspects

M. Porter encourages players to seek the advantage in the market, choosing a product differentiation or lower cost, allowing them to get a higher profit in the market (Porter 2000). Formation of strategic competitive advantages gets special ttention. M. Friedman competitive market evaluates as impersonal. Business entity in free market is not opponent for another business entity (especially if the products are homogeneous), i.e., none of the participants can't dictate terms to which others should follow, or to set market participants having the maximum comparative advantage (Friedman1998). Comparing M. Porter's and M. Friedman's descriptions of competitiveness and competitiveadvantage, it should be noted that there arises the problem of definitions. In some research (Porter 1990; Rugman 1993; Pitts

1998; Fridman 1998; Boyle 2002), competitiveness is understood in two ways -like advantage of certain indicators, and as advantage of existing system of legislation, political, economic, social and other factors. In this way a new approach is formed -which involves not the competitive fight itself, but the ability of market participants to participate successfully in that struggle, i.e., competitiveness. According to M.Friedman the definition of competitiveness is abstract (Friedman1998). It is not related with the specific events that take place in a particular place and a particular time, but allows to summarize separate eventsand the situation, showing their common features. For this reason, the term "competitiveness" does not have the unanimousdefinition, but these theoretical and practical authors, studying the phenomenon of the competitiveness, uses it for defining different states of market players, to describe market players in the same markets.

The concept of hyper-competition (Ferguson P. R.) describes such situation where for entities of economy have a greater impact the overall competitive effect of factors previously isolated from each other.It is argued that the competition at the same time includes a number of aspects of economic activities, the most important of which is the quality, cost, deadlines, know-how, market barrier, strengthening of financial position (Beeg 1991). The efforts of economic entities in hyper-competition can't be concentrated only on the one aspect of economic activity -all must be taken into account simultaneously. The important role in researching this situation, has the assessment of international competition and competitiveness of the individual country's economy because the global market in the 9th decade of twentieth century has been taken specific dynamics, which now is developing in two directions:

1.Globalization of competition on the supply side, occurring in integration of planning and cooperation of economic in the global market, in order to stand against other global competitors. Watching a steady supply growth caused by global suppliers, who are working on the base of international labor division.

2.The acquisition and maintenance of competition globalization and competitive advantage is determined by homogenisation of demand. The number of globally operating customers and sales agents is constantly increasing (Melnikas 1998; James 1999; Glebocka 1997).

Themarket polarization occurring due to the economic globalization process is particular that one group of consumers prefer high-quality and high-value commodities more often, while the other – low cost, ignoring the medium-quality goods.K. B. Clark, T. Fujimoto (1991) works show that the competitiveness concepts can be combined into a single system, named SER paradigm (Table 2).

Table 2. Competitiveness conceptual framework
(Source: K.B.Clark, T.Fujimoto, 1991)

Factor	The economic entity	Business type	Party	Block	Global block
Subject	Skilled workers Trade Unions	Astivity leaders Politicians	Politicians	Block leaders	Global leaders
Environ-ment	The external and internal environment related and supporting industry random-events	The external and internal environment related and supporting industry-random events	Random events	Demand for block level random events	Random events
Resour-ces	Acquire and develop resources skilled workers	Acquire and develop resources skilled workers business strategy	Acquire and develop resources the external and internal environment related and supporting industry local demand	Acquire and develop resources the external and internal environment Related and supporting industry demand for block level skilled	Acquire and develop resources the external and internal environment related and supporting industry global demand forskilled

			skilled worker	workers macroeconomic polic	workers block policy
Business strategy level	Busi-ness strategy of eco-nomic entity	Industry policy	Macroeconomic policy, industry policy	Block policy	Global policy

Using SER paradigm, the relationship between market structure, the behavior of entity and performance ratio can be explored in the industries of the economy. As the lack of application of this paradigm, we can distinguish the uncertainty of selecting indicators describing the paradigm of SER cells. This system allows to assess main factors determining competitiveness of the economic entity, industry, country, block or the world. For such factors might be attributed the continuous update of market valuation (analysis) (Brander 1987). The main reasons for such need -fast-changing markets and monitoring of competitive industries environment and the operational changes towards efficiency. Entities who are forming national policy or business strategy affect competitiveness by grouping and organizing the available resources in a given environment. Thus the response to changes in each of the levels will be different because of different disposable resources.The evaluation of the economic literature of various authors (Pitel, Lindroos 1999; Porter 1990; Trabold 1995; Heis 1992; Schumpeter 1965), dealing with competitiveness and the factors shaping it, suggests that competitive advantage of economic entity and competitiveness are formed by these factors (Table 3).

Table 3. Competitiveness Factors (Source: compiled by authors)

Group of factors	Factors
General factors	The geopolitical situation of the country; Legislation system of the country; The economic situation of the country; The economic and social policy; The demographic situation of the country; Natural-ecological situation of the country
Main characteristics of the market economy	Regional disparities; The cost of production; State financial support; Market capacity and consumer solvency; The tax system
Operational infrastructure factors	Form of ownership; Staff; Entity's economic capacity; Industrial structures and infrastructure re-engineering; Research

In order to evaluate the competitiveness, given factors of competitiveness must be examined in complex, because they are all interrelated and form a single system.Following presented in scientific literature factors influencing competitiveness and analysis of detection the sources of their impact, it can be said that the complexity of the competitiveness concept is determined by its breadth and versatility, as competitiveness is analysed in different environment and context.

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SECTION 5. Philosophy of Science

HERMENEUTIC STRATEGIES IN THE COMMUNICATIVE PRACTICE (THE PHILOSOPHY OF SCIENCE PERSPECTIVE)

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The problem of analysis of the hermeneutic practice today claims to be one of the central questions of philosophy of science. This is useful when you consider that in line with the following "humanistic tradition" in the "human sciences", as well as in philosophy in general, there is a constant need for functional studies of the results of the theory of text comprehension. According to Paul Ricoeur, Conflict between understanding and explanation takes the form of a true dichotomy in the moment begin to correlate the two opposing positions with two different realms of reality: the nature and spirit of [6; p. 5]. This attraction to the practice of the speech given text can be logically justified because it is based on the ontological, cognitive and social levels of existence Language Usage - language status. Furthermore, given theory progresses so that the functional phase of its development, apparently becomes inevitable condition verification.

One of the highlights of rational attempts to solve the problem of the hermeneutic practice in modern philosophy and social sciences can be considered the position of Habermas, as outlined in his work "The Moral Consciousness and Communicative Action" [5]. The founder of the Theory of Communicative Action and analyst of many fundamental methodological issues hermeneutics subjected to the test in practice meta-linguistical context, and it is a test, as will become apparent from the above below with honor has passed.

However, starting a more detailed analysis of this theory and, ultimately, seeking to manifest the answer to the question in the title above should highlight a number of important thematic and functional aspects of the study.

Habermas's theory of special term is "communicative action." Under such actions are understood interaction in which the participants

agree on and coordinate their plans of action, "and the agreement reached during business agreement commensurate" inter- subjective claim of the importance of: accuracy and truthfulness" [5; p. 91]. Hermeneutics interpretation of the text Habermas appears in two historical meanings: in the understanding of Schleiermacher and Dilthey, when it comes to scientific methodology (and it has a claim to correctness, that is the social aspect) in understanding Gadamer, when it comes to philosophical methodology (and it has a claim to the truth, that is ontological aspect).

In addition, the hermeneutical practice is based on the operations of reflection, rehabilitation and integration; subjective world lies in the intersection of two historical values of hermeneutics and implemented in their interaction (the definition of the position K.-O. Apel).

Thus, the application of hermeneutical reflection operations, reconstruction and, in particular, the integration [2; p. 334], according to Habermas, facilitating the deployment of the hermeneutic process in the communicative context and to achieve efficiency in the inter - subject relationship. Interpretive procedure allows the actors to understand each other and establish a sense of mutual relations, and communication- conventional practice formalizes and regulates such interactions, processing them as the most important factors in the formation and structuring of communicative action.

Understanding and agreement as a result of targeted communication practices are the embodiment of the aspirations of the participants pragmatic interaction, focus specifically on the objective, subjective and social significance of these interactions. While claiming to be the truth, accuracy and veracity, the actors come in the epistemological and ontological interactions, as long as they found a claim to an absolute rationality of truth and morality [5; p. 245], on the one hand, the recognition of the correlation of consciousness and being, on the other hand, and the desire to reunite all of the approaches identified in the transition from the "critics of consciousness to the criticism of language" [1; p. 33].

But within this approach to reach agreement, in my view, a clear distinction between communicative and strategic practices. Thus, the vast majority of situations with a hint of how the strategy argues, actually belong to the sphere of strategic actions, as they are formed in

the atmosphere of reticence, silence and, therefore, lack of freedom of communication.

In such a case, it can rarely be considered as options for the actors understand each other "at a glance", and this means that the sender is not able to encode the message in such a way as to be absolutely sure of its exact decoding and adequate understanding of the recipient.

On the strategy of argument by a direct claim to say that it refers to the classic manifestations of strategic actions in communication when, first, the rationale and motives of the relevant requirements of course there are, and secondly, they are rational and, thirdly, omitted only for objective reasons, in order to save communication tools, either because the actors prior mutual agreement when the message has served as its conventional formal confirmation.

The strategy to support very vividly highlights the system of rewards and punishments as a basis that is strategic communication practices on the part of the sender of the actor in relation to the recipient. Clearly marked position setting and observing the hierarchy of relations, between actors in view of prevailing opinions sender the message. Recipient of the information has the ability to influence the sender or the situation of communication only at the level of the construction of assumptions that are scanned by trial and error.

The effectiveness of this indirect influence is very relative, in addition, the state of the situation of communication can reduce it to the minimum possible, or zero if the objective reasons for the construction of communication will be stronger than others (or seem such actor - sender) . The situation is bracketed already raised the question of the criteria for determining the extent and degree of the impact of the actor of the sender, the environment, etc. to the message, there arises the problem of good faith in carrying out such a review and its attendant actions, which in itself is a direct access to the plane of the moral order.

As for the strategy of deception, then, in my opinion, it does not belong to the practice of strategic actions, much less communicative action. With the latter are all relatively clear, since by definition the type of communicative action oriented to the achievement and the declaration of truth, accuracy and veracity, and data maxims are opposition in principle false and distorts reality phenomenon.

In general, as noted above, communicative action allows actors guided by rational motives of communication , relying on a fastening force illocutionary effect in the speech act. Distorting reality and false communication practices devoid of a rational basis in the sense that in the context of communicative action perspective of relations between actors fully mutually transformed, which means that the lies and distortions will automatically return to their sender.

It is much more difficult to prove that the action and strategic view of the situation of communication in a deliberately distorted way, using false reasons, promises punishment, promotion, etc. also not typical. Although the practice of strategic actions declares empirical impact on the actor recipient, up to threats and coercion to continue its desired communication, though in fact it does not specify the possibility of using in the construction of communication on the part of the sender actor false grounds. But on the other hand, the definition of strategic actions and contains no denying the possibility. Obviously, there is a need to analyze the situation.

As Habermas considers strategic action type as conventional [3; p. 167], the characteristic, for example, the controversial behavior pre-conventional egocentric actor install the sending fade into the background here. In contrast, the prospects for effective multi-directional actors where applicable thesis of "the end justifies the means", a strategic action is a situation where "the prospect of an observer merges with the prospect of I am – You relationship" [4; p. 18].

Thus, there is formed a system perspectives actions that can be transformed into each other. Faithful implementation of the agreement obligations resulting actor - sender to the situation of possible transformation of the prospects of action, in which case a lie intended recipient, goes back to her the generating. And the more thought will be concluded between the actors of the convention, the greater the probability and frequency of this mechanism will work.

This situation is not peculiar to a constant use of actors rational motives of communication, similar to the system of communicative action, but there is a clear trend to whether the principles of conventional signed the agreement. Actor sending in a strategic action - it is rational thinking (although the system of hierarchical systems and

dependencies) the subject, who made their choice in favor of the conclusion and implementation of the convention.

Given the regularity in the practice of strategic weakness of the subject of the recipient (it makes sense to insist on this, because equality in dialogue as a reference is a direct indicator of an action communicative order), actor - sender almost unilaterally working on implementing the principles of the convention promoting and applying sanctions the partner in order to get him to step in the same direction.

Here, apparently, is not paradoxical possible, when the use of all sorts of distorting the facts and the situation of false deviations will come precisely from the actor recipient, resorting to such irrational methods to ease the pressure on the part of the subject of the sender .

This can be facilitated several reasons: unwillingness recipient pre-conventional level of adversarial behavior to move in the conventional level of organization of relations (and then strategic action can not be carried out from the beginning, since the convention actually is enclosed or will not be done); underestimation actor recipient opponent (and, therefore, the desire to mislead it, to the extent possible, to cancel its effect in the communication situation and put yourself in the place of the leader) and a re-evaluation of the subject, the sender's opponent (if such a situation, the recipient does not see the possibility of becoming a sender, but tends to resist the growing influence of the opponent in such a way that, in the case of a continuing relationship to be able to hide the existence of such action on its part , and in the case of strengthening mutual contradictions out of the game) .

It is the third reason, in my opinion, gives rise to the greatest likelihood of appealing to the subject of the false arguments, as it prevails over fear, and he does not see or can not see the other, more efficient methods of building communication. As for the second reason, there is great potential for the development of relations between actors as a critical examination of the role of the opponent (and thus its own) can lead to a shift of the center of gravity in the hierarchy of relationships subjects of communication, a fact which will only contribute to the content of the convention and even in the long term will determine the principles of movement in the plane of communicative rationality.

The very first reason, though, and includes the observation of one of the actors unwillingness to log in strategic action, but has a very

important point: the actor - sender (even unilaterally) clearly recognized the situation for a possible transformation of prospects actions in the system I am – You, and this means that there is a chance to get back produced false . Actor as the sender for that too rational and, I would say, conventional, so he is not inclined to deceive himself.

So, in theory, the problem of interaction of knowledge of communicative action and conventional strategies can be considered, first, legally formulated taking into account the inherent categories presented rationally justified the focus and the importance of the claim and, second, methodologically resolvable by the analysis in the discourse interaction meta- integration forming their components and inter - subjective claims to truth, accuracy and truthfulness.

Habermas, a clear trend of differentiation of human and epistemological issues of scientific knowledge. This division is made, in my opinion, is very specific, as is an example of the simultaneous use of a communicative action rationalized and rational research moments in their relationship, without the use of competition and crowding each other.

For example, a claim to objectivity (habitually perceived by us as a classic rationalization) in the context of interpersonal interactions not preclude the application of interpretive practices and thought from the perspective of a threefold relationship with statements communicant and the world. Strictly rational understanding of objectivity is impossible, since the interpretation is not without the application of rational reasoning and fundamental [4; p. 15], and is perceived by us, to use an analogy, as a classic of irrationalism, and therefore, in the hermeneutical and communicative context, it holds claim to objectivity as an ideal of knowledge.

Claim knowledge on objective truth, with all it's quest for absolute, flows under the sign of norm- regulation and ethics. It is thought that the way to overcome the communicative action is objectivity itself, and its output beyond the natural sciences and the conditionality of evidence does not mean their denial, but, on the contrary, they can establish communication with the accuracy of subjective and social truthfulness. This triad is the epitome of inter-subjective claims on the importance of communicative action.

In general, an appeal to the interpretive practices and hermeneutic understanding should recognize the constructive part of the analytical study of the communicative philosophy of science.

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SECTION 6. Philology

PRAGMATIC AND COMMUNICATIVE POTENTIAL OF THE ENGLISH PROVERBS

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It is a matter of common knowledge that the most complicated, topical and complex side of a proverb is its pragmatic and communicative component, causing proverbial ambiguity and originality determining its further research.According to it, the question of central importance presents revealing and establishing the precise set of the components causing unique pragmatic and communicative potential of English proverbs, that is grounded on its complex semantics and rich pragmatic potential of grammatical structures providing various time and addressee orientation and proverbial diverse interpretation. The vocabulary that is closely connected with the history and principal concerns of life of Englishmenaccording with some proverbial features among which are didactic and dogmatic meanings, sense and meaning generalization, available semantic invariant and its concrete-situational realization can also influence pragmatic and communicative potential of English proverbs.In terminological nomination the listed features serve to distinguish proverbs from other phenomena (sayings, idioms and phraseological units).

Having appealed to the history of English proverbs occurrence and usage, it is possible to confirm, on the one hand, their genetic (family) relationship with maxims, traditionally understood as short rules managing life and behavior of representatives of a nation and culture; on the other hand, their frequent use for didactic purposes (reflection, prohibition, veneration): “they express the ‘common sense’ by which a people is defined; they preserve the knowledge which they find most useful; they enshrine the values which they hold most dear”[1, p. 113]; “it addresses the listener directly telling him how to behave or how not to behave; it advises or gives direct orders or prohibitions; it warns of dangers and pitfalls and it criticizes man’s behavior” [2, p. 618]. The given fact not only allows to define a

proverb as a judgement (saying) of didactic character, but also serves as a basis for the obligatory (primary or secondary) general edification and general-instructive meaning(function) shown in context and live usage: *When the poverty comesin at the door, love flies out at the window* [3, p. 322] *Better be the head of a dog than the tail of a lion* [3, p. 63].

The wide use of proverbs in speech is often promoted by their semantics, structure and function: the neatness of a proverb hides wise universal statements, semantic potential accentuates only in a context, short forms contain"moral or categorical imperatives in fixed metaphorical paradigmatic form"[4, p. 741]. In this case, a particular speech context and situation in accordance with the communicative aim and some extralinguistic factors define the utter pragmatic function of a proverb and the sequence of primary and secondary meanings: *imperative* (it has a particular addressee and is focused on future); *reactive-evaluating* (it deals with actions of the 3-d person singular in the past);*general edification or* general instructive meaning(it states a veritable fact of real life and doesn't have a particular time focus). In other words, in the context we are dealing with accentuated semantic and pragmatic potential of the predicate with semantic ambiguity that serve a basis for the further proverbial interpretation admitting various time and addressee orientation.

The possibility of a proverb to have a complex of primary and secondary meanings provided with various illocutionary force of impact on emotions and will of the addressee may be called apragmatic and communicative potential of a proverb. For instance, the proverb:*"You cannot get blood form a stone"*[3, p. 330]used in the particular context:"*You cannot get blood form a stone… A single effort of the will was sufficient to exclude from his view whatever he judged hostile to his immediate purpose*"[5]realizesreactive-evaluating meaning and function characterizing deals of a certain person singular in the past. The main aim of this utterance is to censure, blame, assess. The same proverb used in the context:*You'll never get it … He'll have to pay me when loses! You cannot get blood form a stone* is a demonstration of a secondary imperative (directive) function characterizing actions of a particular person (2-nd person singular) in the future. Now the proverb is focused on the edification or prohibition proclaiming the idea of pointless efforts and attempts.

The existence of communicative-functional synonyms in this situation is of great advantage and importance for the perlocutionary effect achievement. The primary or secondary imperative meaning of the English proverbs expressed by non-specialized means has no less illocutionary force than the means of direct imperative meaning and function (*the Imperative mood*). They do not only operate with the indirect (oblique) or even hidden imperative meaning but also contain the warning of negative consequences of the action in the future. In the situation when the orders or edifications are expressed by means of non-specialized forms, thesyntactical forms justify the speaker's will to intervene in the affairs of other people reducing the degree of impact on emotions and will of an addressee, creating the apparent possibility of pragmatic and communicative success. In this case the content and intention of a proverbial invariant might be understood as having no particular addressee.

The complicated semantic character of the predicate of a proverb allows several functions realization in the context. As a result the formal structure of the sentence is unique (zero paradigms, no need to change the syntactical structure and lexical components when realizing various pragmatic functions) and witnesses the fact that in spite of the formal side of the proverb, it always corresponds to the tasks of communication and aims the communicative success achievement and perlocutionary effect.

In this case the usage of a proverb is not only "convenient" but also necessary: its content at first perceived by an addressee as a demonstration of folk wisdom, as a rule doesn't cause a negative feedback either it had a direct imperative or indirect imperative form. At the same time fixed and described in the centuries old tradition of knowledge provides the addressee with some confidence, reduces or even eliminates his personal interference in the situation and doesn't leave him alone with the problem. The fact that the used proverb ceases to function as a fact of speech but could be understood as a realization of the true values of former generations up to a point reduces its impact on the addressee.

The meaning of general instruction or edificationexpressed directly or indirectly in the form of a proverb seems to be the most neutral in terms of its impact on the addressee's emotions and will. It only eliminates the acting subject out of the context, minimizing its

personal interference, but also doesn't assume the addresser's direct participation in the given situation. This fact affects a broad set of syntactical patterns used in the English proverbial fund ("Better" + Inf-ve, "It" + inf-ve (Gerand), Modal Verb + Inf-ve, the imperative without a verb construction, the construction with a performative verb, the infinitive construction, the indicative construction with imperative meaning (bezymperativnaya)) which serve the witness of the English tact, self-control and restraint.

The reduced effect of the general edification of proverbs provides further successful communication, while the realization of the principle of comity, the focus on preservation of the contact, the unwillingness to interfere in the life of others, fixed in the syntactical form of a proverb, are historically laid down in the English mentality. So the proverbial patterns' choice, preference and usage seem to be connected with some lingvocultural factors.

Pointing to the fact that"a proverb is a relationship between some abstract quantities"[6], A.A. Potebnya certainly accentuated his attention on the unique character of the content of proverbs, that is the specific cloth of its invariant which provides its usage in different situations and serves as a constant. Taking into consideration the quoted idea it's necessary to point out the specific abstract character of the proverbial meaning and semantics, which, on the one hand, is a transient component with the optional feature of the meaning; on the other hand, it extends the pragmatic and communicative potential of a proverb. So we can draw a conclusion that the abstract content and semantic generalization of the invariant of a proverb define its unique time and addressee orientationwhen used in the context.

The highest degree of the semantics and content generalization of proverbs is also shown in the abstract character of the general edification. Used in this function a proverb is beyond time, place, situation and addressee. Its subject is not defined – a proverb seems to be a characterization of everyone and nobody, so it may be addressed to any person without naming him directly. The possibility to apply it to the unlimited number of situations with various time orientations only enforces abstract semantics:general edification and general instructive meaning.

However, the realization of direct and indirect imperative, as well as reactive-evaluating meanings, oriented to the particular person

and time, fills the abstract meaning of a proverb with a concrete content and subject. The fixed proverbial structure and lexical means stay the same, maintaining the fixed relationship in the proverb. If we use a proverb: *"Don't swap horses when crossing a stream* [3, p. 94]in the context: *"it was just a word, forget about it and don't swap horses when crossing a stream"*it will witness the realization of the imperative meaning and function addressed to the 2-nd person singular and oriented to the future. At the same time the proverb:*"Don't keep a dog and bark yourself"*[3, p. 93]used in the context: "H*e is a secretary andshould know rules… Don't keep a dog and bark yourself. It's not your aim to answer the phone calls"* is also multifunctional. Although the grammatical form contains a verb in the imperative mood, one could either proclaim the imperative function realization oriented to the actions of the 2-nd person singular and to the future or general edification and general instructive meaningwithout certain time and address orientation (focus).

The fact that a proverb has its invariant and concrete-situational meaning might be considered as the ratio of the general to the specific, the abstract to the concrete, the global to the individual. Functioning as a realization of the invariant meaning in the context, the concrete-situational one loses its semantic ambiguity and shows its concrete meaning, whereas the invariant itself proves the abstract character of the English proverbs in the language. At the same time the possibility to use a proverb in a metaphorical or literal meaning (free word combination) witnesses the opposition between these meanings which determines the genre of the utterance and its pragmatic and communicative orientation.

The last example serves the most interesting one, as the usage of a proverb in the general instructive meaning, on the one hand could hardly define particular subject, time and place of the proverb; on the other, may notice the existing possibility to characterize a particular man and his work. As a result, on the first level the fixed invariant in the dictionary duplicates its generic-instructive meaning in the context and a proverb with the imperative verb does not render either imperative meaning or function. On the second level the genre change provides a proverb used in the context with particular subject, time and place, although the meaning may verify: imperative, generic-instructive orreactive-evaluating.

Clarity and the proximity of images and themes contained in the metaphorical form of the English proverbs can also increase their meaning the generalization. Among so-called lexical peculiarities of the English proverbs, signaling their pragmatic and communicative characteristics one may refer to the usage of proper names and historical figures. Taking into account the idiomatic character of the proverbial fund we may declare the possible transition of proper names to the category of common nouns. Thus appearing in the English proverbs anthroponims realize the meaning, determined by the character of the object they refer to. Their existence has a particular value for the allocation of pragmatic and communicative features of proverbs. First of all, a proverb being a piece of culture itself, fixes the connotative meaning, defining the sphere of its usage (role relations of the communicants) as well as the intention implementation in the context. Moreover, small number of anthroponims in the English proverbial fund gives the opportunity to judge about the deliberate unwillingness of the Englishmen to specify proverbs, on the one hand, to consider them abstractly, on the other – to assume any subject. In this case the wise truth of a proverb creates the impression of the undoubtfulness, cogency and authenticity. As a result the factors contributing to the specific pragmatic and communicative character of the English proverbs are: the vocabulary and formal structure, the form of the verb, containing great opportunities for the various speech acts implementation and complex semantics (the existence of the semantics invariant and concrete-situational realization) connected with generalizing and literal meanings, time and place orientation.

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SECTION 7. Jurisprudence

NOVELTIES IN RUSSIAN LAW CONCERNING CIRCULABILITY OF CIVIL RIGHTS OBJECTS

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The amendments to the Civil Code of the Russian Federation (hereinafter - the Civil Code) relating to rules on objects of civil rights came into force October 1, 2013[2].

One of these changes relates to such a key position in terms of the doctrine and practice matter as the circulability of the objects of civil rights. From the text of Section 1 of the nominal Article 129 of the Civil Code in the new version, the words "not withdrawn from circulation or" were deleted and now this rule reads as follows: "The objects of civil rights may be freely alienated or transferred from one person to another by way of universal succession (inheritance, reorganization of the legal entity) or otherwise if their circulability is not limited. The restated edition of item 2 of this article now has *no reference to the objects taken out of circulation*; the explanation of the objects of limited circulation remains the same - restrictions may include either the ability of certain types of objects to be owned by certain turnover participants, or a special permit to conduct transactions with them.

[2] Adopted by the Federal Law of July 2, 2013 № 142-Federal Law "On amendments to subsection 3 of Section I of the Civil Code of the Russian Federation" [electronic resource] // The official internet-portal of legal information. URL: http://www.pravo.gov.ru, 03.07.2013.

We can assume with high probability that due to these legislative changes in the next editions of most classic Russian civil law university textbooks the objects of civil rights (or more narrowly - things) will be divided into only two groups on the basis of circulability: 1) fully tradable objects and 2) objects of restricted circulation[3]. At first glance (formally), it will be well-founded, as there is no legal basis (in accordance with the new edition of article 129 of the Civil Code) to single out the third kind of objects of civil rights - "objects taken out of circulation", which, however, for a long time has been customary for domestic civil law.

At the same time, the classification of civil rights objects into only two categories - freely tradable and of restricted circulation - can lead to the conclusion that all civil rights objects are tradable in this or that way, it is only that sale of some of them requires special permit or a special legal entity (Section 2, Art. 129 of the Civil Code). The existence of non-tradable objects that is the objects which are virtually *can not be traded* is not considered by the following classification.

Meanwhile, for example, intellectual property and equivalent means of individualization, as well as intangible benefits can not be alienated or otherwise transferred in this or that way from one person to another, not only because of the rules, Section 4 of Art. 129 and Section 1 of Art. 150 of the Civil Code. The non-tradable status of these objects is objective, because it is determined not by the legislator's fiat to allow or not allow them to be tradable[4], but by *the properties of the objects* which are virtually (really) not transmittable. Such objects are not involved in the circulation, not because they were withdrawn from it (their circulation is not allowed), but because of their non-tradability (due to their intrinsic properties).

[3] At present, the academic literature, as a rule, considers objects (things) taken out of circulation in addition to these types. See, for example [3, p. 136, 4, p. 380, 5, p. 248, 6, p. 181, 10, p. 97, 11, p. 304-305].

[4] Thus, in the previous version of Section 2 of Art. 129 of the Civil Code objects taken out of circulation were defined as "a kind of objects of civil rights, the circulation of which *is not allowed* (emphasis added. – Y.V.)"

The terms "inadmissibility " and "inability" are not semantically identical[5]. Due to this, the concepts of "objects withdrawn from circulation" and "non-tradable objects" are not interchangeable either. In this regard, we should support the opinion, not having received a wide recognition at present, though. According to it, the single-level tripartite classification of civil rights objects on the principle of freedom of circulation, which is considered traditional, in fact is a two-level four-term classification. In this respect, the objects of civil rights should be divided into 1) tradable, which in turn can be free in circulation and limited in circulation, and 2) non-tradable, which encompass non-tradable due to their natural properties objects and objects taken out of circulation until the considered changes in Art. 129 of the Civil Code [1, p. 280 , 2 , p. 130-131 , see also 8 , p. 118].

The legal exception of category of objects withdrawn from circulation does not affect this two-level classification of civil rights objects into tradable and non-tradable (the objects previously recognized as withdrawn from circulation receive the legal status of limited circulation). In contrast, changes in Sections 1 and 2 of the analyzed articles while maintaining the same version of its Section 4 determine the need to recognize the existence of these inalienable objects that are, however, not "withdrawn from circulation". According to this, the dichotomy which covers *all possible civil rights objects* should not be seen as " freely tradable objects - objects of restricted circulation" but as "*tradable objects – non-tradable objects*".

Of particular interest here is the place of such civil rights objects in the classification, which, on the one hand, are tradable, but on the other hand, their circulation is possible only under certain conditions, which are not covered at the same time by Section 2 of Art. 129 of the Civil Code (the presence of a special permit or a special legal entity). In particular, it refers to the limited property rights that are not subject to self-alienation, that is, the alienation in isolation from the thing for which they are established. Thus, analyzing the priority right on purchase of alien real estate, I. A. Grebyonkina describes it as a limited right in things and notes that it "*is not tradable* (emphasis added. – Y.

[5] In the Russian language "допустимый" – "permissible" – means "possible, permitted," whereas "способный" – "capable" - "the one that has some property" [9, p. 176, 757].

V.) in isolation from the object itself – real estate" [7, p. 10, 20]. It seems that these objects should still refer to those tradable ones. However, is it necessary to allocate a special class (subclass) - "conditionally tradable" objects? This issue needs to be reconsidered.

It should also be noted that despite the legislators' not considering the category of objects withdrawn from circulation as a special type of objects of civil rights, the objects' withdrawal from circulation itself was preserved. Moreover, by adopted Federal Law, July 2, 2013 № 142-Federal Law standards have extended the area of withdrawal from circulation as the main legal implication of the misuse of a specific object introduction into circulation, that is the introduction, which is carried out without the consent of the owner.

Prior to these changes the withdrawal from circulation was used primarily for the protection of exclusive intellectual property rights, namely, the so-called pirate objects, which as a general rule under court decision are to be withdrawn from circulation and to be destroyed without any compensation (Section 4 Art. 1252 of the Civil Code). Current Russian legislation provides for other grounds for withdrawal of certain objects from circulation[6].

In the new version of the Civil Code of the Russian Federation the withdrawal from circulation acts as a possible measure of protection of non-material values. In particular, the concept of "taking out of circulation" was enshrined in Section 2, Article 152.1 "Protecting citizen's image" [7]. The withdrawal and destruction without any

[6] See, e.g. Art. 24 of the Federal Law of January 2, 2000 № 29-Federal Law "On the quality and safety of food products" (Official Gazette of the Russian Federation. 2000. № 2. Art. 150), Art. 25 of the Federal Law of November 22, 1995 № 171-Federal Law "On state regulation of production and turnover of ethyl alcohol and alcohol-containing products and on limitation of alcohol consumption (drinking) " (Official Gazette of the Russian Federation. 1995. № 48. Art. 4553).

[7] Which states that under the court decision the copies of physical media produced for commercialization and tradable copies that contain the image of a citizen, obtained or used without his consent (or, after the death of the citizen when used without the consent of the surviving spouse or children , and in their absence - without parental consent) should be withdrawn from circulation and destroyed without any compensation; Section 1 of Art . 152.1 directly specifies instances where such consent is not required.

compensation of physical media copies containing information that discredits honor, dignity or business reputation, or information about the private life of the citizen are also considered in Section 4 of Art . 152, Section 4 of Art . 152.2 of the Civil Code. With the adoption of the changes to the Civil Code that relate to property rights, the withdrawal from circulation can obtain a general consolidation in the list of the grounds for termination of property rights (see Subsections 12-16 Section 2, Art. 261 of the Civil Code as in the draft of the Federal Law of 27 April 2012, № 47538-6[8]).

Finally, providing an overall assessment of the new version of Article 129 of the Civil Code "Circulability of the objects of civil rights" it should be noted that attributing to the objects previously seen as withdrawn from circulation the characteristics of objects with limited circulation just reflects adequately the real current situation: the *state's* economical, political and social ownership of the most important and significant objects, that were "withdrawn" from circulation. The following in fact meant that such objects "can only belong to certain participants of the circulation", according to that on specified grounds they were originally of limited tradability.

At the same time, though in the updated version, the analyzed article is not without its weak sides: the inalienable (which, within the Section 1 of Art. 129 of the Civil Code should be interpreted as "non-tradable") objects are represented as the intellectual property only. The non- material values being inalienable because of its natural properties, were not considered in this article, which enshrines the *general provisions*, that is, on the circulability of *all the objects of civil rights*. Moreover, there is still an issue of the location of objects whose circulation is only possible under certain conditions, that cannot be reduced to circulation restrictions specified in Section 2 of Art . 129 of the Civil Code .

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[8] Amendments to the first, second, third and fourth chapters of the Civil Code of the Russian Federation, as well as to some legislative acts of the Russian Federation: the draft of the Federal Law on April 27, 2012 № 47538-6 [electronic resource] / / Access of the service network of legal information "ConsultantPlus". URL: http://www.consultant.ru/law/doc/gk/

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SECTION 8. Educational Sciences

SEMULATION STUDY OF LITERATURE

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The specificity of literature as a school subject, that is a combination of features of discipline and art form, it demands special attention to the problem of analyzing a belles – lettres text. Teachers need to balance between the scientific presentation of the material and to realize didactic purpose, emotional "coloring" of lesson, which is impossible when you research the art of word.

To make the process of analyzing belles – lettres texts isn't limited to talking about reading or not increased attention to one text's components, leveling others we should apply to the simulation study of literature. In our opinion, this approach has several advantages:

- Predictability of the analysis process of text and its results;
- Control of the educational process;
- A combination of reproducing and creative activity of pupils;
- Deliberate, continuous development of students' skills to analyze a belles – lettres texts;
- Saving training time.

Interprets the term " training model for studying literature" as a system of pre -planned training situations in the context of the topic, that is studied and take into account the requirements of regulations (State standard of school education, Concept of literary education, curriculums) that help to achieve a goal of lesson and literary education in general.

The proposed model provides purposeful development of students' skills to analyze and epic texts, that include:

- optimal studying principles, that aimed at developing skills to analyze text;
- the typology of skills analyze texts in the psychological plane;
- training tasks which aimed at developing a systematic and consistent reproduction of given skills;

- standard bases of mental actions, that ensures compliance with relevant training tasks;

- the means of controlling and correcting the effectiveness of the analysis model;

- the conditions for effective implementation of the model

Literature has dual nature of the functioning at school as an art form and discipline, so spread the principles of analysis into two groups: objective and general pedagogical. The first group includes the principles of interaction between the content and form of a literary composition, the principle of unity of thought and feeling, the principle of psychology. The second group includes the principle of modeling the studying process, the principle of individually oriented learning of literary analysis.

Types of skills to analyze composition in the psychological area related to the problems which are identified in this case: an analysis of the composition due to the way the author analyzes the character, psychology focused on images of the characters and their means of expression, analysis of the composition from the personal position of the reader. The identification of problems allows classifying skills, which needed to overcome them.

The skills of the first type are the ability of reader to consider not only the characteristics of the artist, his performing tasks and notice authors marks in the text, obvious and hidden. The second type involves developing skills to comprehend the images system of text in the psychological sphere: focus not only on the hero's actions, but also explore his psychology through analysis of mental states and the psychological techniques of drawing through psycholinguistic orientation. The ability of the third type is enclosed in the understanding the reader not only the content of the composition, but its personal meaning for themselves.

With help of this classification of skills we can develop a training and educational system of tasks which aimed at the development of students' skills to analyze epic works. According the psychological factors of artistic perception and proposed types of skills, we try to sort tasks for developing these skills not only defined problems, but according the levels of difficulty.

The orientation systems of actions provide process algorithmization of analyzing literary compositions.

Then the generalized scheme:

1. First impressions and attitudes toward what has read (introspection).

2. The system of characters in the text.

3. Means of psychology in a literary work.

a) disclosing the methods of images external manifestation of mentality and psychology of the hero:

- psychological portrait;
- social and domestic way of life;
- psychology of relationships with other characters;
- acts;
- psychological description of the author;

b) analysis of the internal condition of the hero:

- internal dialogue (auto -dialogue, dialogic monologue);
- internal monologue;
- introspection of the character;
- stream of the consciousness ;
- hero's visions, delirium, dream, fantasy;

5. Role of archetypes for creating and decoding of characters in the text.

6. The psychological portrait of the writer, his influence on product creative activity.

7. The main idea of the text, the author's idea.

8. Typological connections with other works of Ukrainian and world literature and other art forms.

9. The personal influence of what has read, comparing it with the first impression.

Keep in mind that the algorithm represents the concept of mental actions that should be performed in a given sequence for a successful solution of the literary problem, so it is support for teachers. For students, there are some ways of solutions the problem - a system of tasks and questions of incentive nature:

1. Tell me pleas, what thing excited you most of all in work, which you have read?

2. Highlight keywords in the passages, which you select. Explain the lexical meaning of these words.

3. Compare the direct meaning of the word with a meaning which it has in the context of the work. Make a conclusion about the external and internal forms of expression.

4. Think, which character does you remembers most of all? Why is he interested for you?

5. Find the description of the appearance of the hero. What psychological traits do you notice in the character? Identify the author's attitude.

6. Define the influence of character's social and domestic way of life on his psychology.

7. Determine how the emotional condition of the hero can be traced through the features of the language, manners of speaking.

8. Explain what the character's actions struck you the most? What are they explanation?

9. Find the methods of representation the internal condition of the hero. And comment it.

10. Make a table of methods of creating the character and include the means of creation of internal character and external manifestations of the characteristics of his psychology. Give a conclusion about this hero.

11. Identify individual and typical for this character. Name the archetypes of behavior. Follow influence on the mentality of the character traits.

12. Give a psychological characteristic of the hero.

13. Remember biographical facts that prompted the author to write the work. Follow how they are transformed into artistic canvas.

14. Explain the interrelation of characters in the work (not forgetting the word-image) and psychology of writer.

15. Identify the author's intent, main idea of the text.

16. Expand the features of psychological image in the researching text, find similar in the works of Ukrainian and foreign writers and in other forms of art.

17. Explain how this text touches your feelings, consciousness? Do you have the same impression as the first time when you read this? Why?

Means of controlling and correcting the effectiveness of the analysis model developed by typology logic of skills, so they will be used to test the acquired skills in the ability to analyze the character of

the author in the work, to characterize the images of heroes in the literary and psychological terms and explain the tools of psychology at all levels of the composition, understand the influence of learned works on his own personality.

We emphasize, that the proposed model is not dogmatic. Effective technology development of students' skills to analyze text only with creative teacher for each of the proposed units, their ability to transform , specify , depending of the purpose of the lesson , the content of a belles – lettres material, age and psychological characteristics of students, intellectual and creative potential, their psychological ready for the lesson.

LEARNER-CENTERED APPROACH IN THE EDUCATION OF PATRIOTISM

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Learner-centered approach in the center of the pedagogical process puts a person as a subject of culture, which, along with the natural features, is the bearer of the social properties and spirituality, creative beginnings, moral qualities. However, according to Е.В.Бондаревской, «development of both natural and social, and cultural started should be presented in the context of properties that have universal, national and regional value»[1,с.331] The developing process of humanization of the society moved the learner-centered approach to education, considering the problem of self-realization, self-determination of personality in the process of its socialization. According to the remark M.N. Дудиной, «modern pedagogy is the pedagogy of social order on personality (which does not mean neglect of the interests of the state, society, on the contrary, presupposes their coincidence непротиворечие growing personality). This pedagogy is aimed at the development of a free person. Hence the concept of politeness as the resulting phenomenon has other criteria, which require the actual adherence not only in words (they, of course,

should be responsible), but at the behavioral level, humanism, ethics of life, responsibility for it»[2,p.64].

For our study, the provisions above shall have the following meaning:

- formation of social characteristics, qualities (patriotism) is not a direct effect of the consciousness, and through the formation of personal motives, meanings, the interests underlying life (and with it the social position;

- understanding of the human as a subject of culture of orients our scientific research towards the justification of the essence of the concepts of «patriotism», «patriotism».

The main principles of student-oriented learning:

1. The principle of self-actualization. In each student, there is a need to mainstream intelligent, communicative, artistic and physical abilities. It is important to encourage and support the efforts of the student to exercise their abilities.

2. The principle of individuality. Creation of conditions for the formation of personality, further promote development, the main task of the educational process.

3. The principle of subjectivity. You must help the student to become a true subject of life in the classroom and the school, and promote the formation and enrichment of its subjective experience.

4. The principle of creativity and success. Thanks to the creativity of the student identifies his own ability, learns about the strong sides of their personalities. Achieving success in one form or another activity contributes to the formation of a positive self - concept of the individual student, stimulates further self-improvement.

5. The principle of trust and support. A resolute refusal of the authoritarian nature of the educational process. No external influence, as internal motivation must contribute to the success of training and education.

6. Selection principle. Without choice is to be the development of individuality, self-actualization abilities. Pedagogically appropriate to the student lived, studied and brought up in the conditions of constant choice, authority in the choice of goals, contents, forms and methods of organization of educational process and activity.

Main principle of development of personality-oriented teaching system is the recognition of the individuality of the student, the

establishment of necessary and sufficient conditions for its development.

To work individually with each student, taking into account his psychological characteristics, it is necessary differently to build the educational process. Creation of conditions for the manifestation of cognitive activity of students: using various forms and methods of training activities to disclose the subjective experience of the students; to create the atmosphere of interest of each student in the group's work; encouraging students to statements, use of different methods of performing tasks without fear to make a mistake, get the wrong answer; assessment of the activities of the student not only by end result (correct wrong), but also on the process of its achievement; encouraging the student to find his own way of working (the decision of a task): analyze other ways to work during the lesson, select and acquire the most rational; creation of pedagogical communication situations in class, allowing each student to take the initiative, independence, selectivity in methods of work, creation of environment for natural expression of the student.

Work on Patriotic education, formation of traditions both in the University and faculty teams of the Ural state forestry University is well-established. Students will independently develop and conduct city tour, take part in festivals and city holidays, different social projects. For example, in the framework of our program students regularly take part in city holidays as assistants to the Director, actors, they play games and competitions. Our students connected to the organization of the following social projects: «Chusovaya Russia», all-Russian festival of documentary travel film «a Date with Russia», «Verkhoturie - spiritual capital of the Urals», in annual action «Spring week of kindness».

In lectures, seminars, practical classes on disciplines of the humanitarian and artistic series we have used different forms of teaching: problem lectures, in which encouraged reflection and most contradictory statements students on a stated theme; lectures together, held in the dialogue of teachers and revealing the different faces the content of the positions of different disciplines; lectures-visualizations of the demonstration and analysis of the videos, slides, illustrations; lectures, practice, role-playing games, including students in interaction

with each other, creative tasks in the form of group projects (for example, «Walks of Yekaterinburg», «Unique natural parks of Ural»).

Along with the main form of education - classroom lessons, used various forms of extra-curricular activities of students: seminars and conferences on problems of spiritual and moral development of modern Russia; meeting with workers of culture and arts (creative contacts between the University choir of Russian song and the Urals folk chorus); participation in work of the Round table «Tendencies of development of the Urals» (in which the speeches were made by architect Belyankin GA, iconographer T.A. Водичевой, employee gallery «Eclectic» M.P. Прозоровой, masters of Ural trades); conducting teachers of the University the master classes (for example, teachers of the Department of philosophy C.Ф. Maslennikova and the Department of organic and inorganic chemistry T.B. Golubeva on themes: «hardware in the arts and crafts», «Golden Khokhloma», «Art paints»); performances of Amateur groups of students within the educational events, calendar holidays («Maslenitsa», «Dedication in students»), rallies, (volunteer action in school № 76 Yekaterinburg), lectures («Almanac of art», «Voyage to бажовским places and crafts of Ural», «pages of Russian art»), joint discussions of films and performances associated with the relevant moral issues in society.

Extra curricula activities of students in the University creates optimal conditions for the disclosure of their creative abilities comprehensive development of a personality, the acquisition of organizational and managerial skills necessary for the future expert. Problems of education students have been regularly discussed at meetings of the Scientific councils of the University, faculties in classrooms. We agreed that educational work must create conditions for the development of spirituality of students on the basis of national and universal values; to assist them in their life self-determination, moral, civil and professional becomings; contribute to the realization of a personality.

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PROFESSIONAL ACTIVITIES OF FOREIGN LANGUAGE TEACHERS UNDER CONDITIONS OF EDUCATIONAL INFORMATION ENVIRONMENT

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The World society is undergoing rapid social and economic development. Under the conditions of constant changes people need to get new high quality knowledge and practical training to develop their personal qualities and professional skills. In this respect educational system has to be constantly improved to reply to the challenges of contemporary society. Today's educational system is influenced by such irreversible progressive factors as rapid development of information and telecommunication technologies, change of the English language status. In fact, English has become the language of international communication. Therefore, nowadays neither successful business nor cultural communication can be organized between the members of different language social media without English language. The aim of the article is to make analysis of didactic and methods aspects which characterize contemporary pedagogical system existing in today's information and education environment and to suggest the variant of the professional development program for the teachers of English to introduce high technologies in the professional activities of the higher school teaching staff.

Creation of the high quality and high technology system (Educational Information Environment) is considered to be a rather complicated technical problem which opens up possibilities to modernize cardinally technological basis of the educational system as a whole. Nevertheless, we can not see EIE development as a pure

technical assignment. To design, develop and successfully apply EIE we have to attract scientific and methodic educational potential as well as organization, pedagogic aspects of education. Besides, the pedagogic problems which arise in the course of the new education and information environment functioning must be taken into account. Creation of the education and information environment has become the object of research for many scholars such as V, Bikova, S. Hrihoriyeva, I. Zakharova, M. Kozyara, S. Sisoyeva, S. Panyukova, S. Pozdnyakova, Y. Polat, I. Robert and some others.

There are a lot of EIE definitions and their analysis allows concluding that EIE is the totality (system) of information, technical, education and methods sub-systems which supply purposefully both the education process and its participants. The core of EIE is a pedagogic system itself. More and more scientists speak of such new direction of pedagogic science as "Electronic pedagogy", which deals with research of the pedagogic processes in this new formation (EIE). The structure of open education pedagogic system is logic continuation and further development of traditional system. But the content of elements of the last one is being changed: aims, substance of education, and human factor (both those who teach and those who study).

The aim of contemporary education is to provide the system of knowledge, habits and skills which are formed according to the required education professional standards:

- development of the personal abilities required by the individual and society;
- engaging social and values activities of the individual;
- effective provision of self-education (in-service training beyond the educational centers in particular).

Under the EIE conditions the teacher's methods are being changed in the main and what is the most important, the results of teaching process are being changed as well. It is pointed out by many scientists such as N. Holiver, V. Monakhov, S. Panyukova, M. Poteev, Y. Shafran, Y. Skibitskiy, M, Chvanova and many others. For instance, N. Holiver gives such distinguishing features of the teaching process with new the information technologies application as:

- specific weight increase of the students' project (creative) work , their work volume increase as for their individual and in-pairs work as well;

- changing of the teacher's role from "a teacher is a source of knowledge" into "a teacher is an instructor and supervisor";

- the students' higher responsibility for the results of their education [1, p.9].

In this respect the issue of the teacher's skills is getting more and more important. As for the notion of the teacher's skills, it should be determined clearly as well as its constituents. Under the conditions of educational information technologies development the problem of a standard program for the teacher's information technologies training arises. Besides, we need to work out clear criteria to evaluate the level of information technologies possessed by the teachers. The matter is that the level of the teachers' high information technologies skills under the EIE conditions is favorable for the complex solution of deductive EIE projecting and organization of educational process on the EIE basis.

The studies of the high schools' experience proves the fact that academic plans and programs for academic process organization are developed by the high schools themselves taking into account special features of the process members' role functions. The programs educational content designers are the teachers. They create electronic text-books, texts, tests and other educational materials. In this respect the requirements to the teachers' skills are rather traditional. They are to possess:

- subject knowledge (professional knowledge of the material introduced);

- didactical knowledge (abilities to sort out the material on the subject and prepare educational material the way it is available to the students,, ability to introduce it clearly, motivate the students' cognitive and moral needs);

- scientific and cognitive ability (the ability to further development of scientific knowledge on the subject taught);

- research ability (ability to research and evaluate objectively pedagogic processes and situations};

- communicative ability (ability to socialize with the students within the limits of the education process);

- psychological (perception) ability (ability to evaluate objectively emotional state of the students, to take into account special characteristics of their psychics).

But one of the main principles of today's educational process on the basis of EIE is the requirement to have certain knowledge and skills of information and telecommunication technologies and ability to operate technical equipment used in EIE. In this respect there is the need to examine educational programs and plans of the teachers' training high schools and in-service training courses as for introduction and development of information technologies as a subject focused on specialized professional training.

European theoreticians and practical professionals put forward different ideas as for the pedagogic education organizing. The most popular of them are to create pedagogic teams in the high schools for teachers to participate in the international projects development; to include methodology course of comparative pedagogic as an obligatory subject into the teachers training high schools' curricula etc. It is emphasized that innovative practice at the pedagogic high schools must be introduced much earlier than a traditional one [2]. It will make innovative practice a usual performance for the future teachers. Thus, the teachers training optimization to academic process projecting in EIE can be achieved by the set of objectives separation, which will be connected with the trainees' teaching practice and transforming these objectives into the knowledge and skills mastered professionally by each of the trainees.

Nowadays in-service training for those teachers who strive to be professionally updated in EIS environment should be considered as a continuous self-development process. Such in-service training means: short and long periodic seminars, round-table discussions, meetings, which would favor mutual relations genesis; provision of evaluation system and official in-service training courses; interdisciplinary approach development in integration of many scientific knowledge fields etc. The teachers' information competence must be closely connected with both their professional activity and their professional needs.

The in-service training syllabus suggested below was worked out by studying and generalizing the existing in-service training syllabi for the high school teaching staff. The in-service training syllabus presented below was elaborated to train the high school teaching staff to perform their professional functions in EIE applying new teaching information technologies.

High School Teaching Staff Performance Organization under Conditions of Educational Information Environment	
Module 1. ***Educational Information Environment (EIE).***	1. EIE, its aim and implementation directions. The present state of EIE. 2. Principles of academic process organization with EIE application. Psychological aspects of teaching in educational information environment. 3. Modern technologies possibilities for teaching. Platforms WEB 2.0. 4. Modern platforms for teaching: LMS (Learning Management Systems) – overview, possibilities, concept, resources.
Module 2. ***Information technologies and teaching process.***	1. The main forms of information introduction in modern information systems (text data, structured tables data, graphic data, audio and video files, container files and presentations). Means of information conversion and transition. 2.Information presentation in Internet network. Effective Means of different kinds of information searching. Complicated enquires building in WEB- searching systems. 3.Modern electronic teaching means (according to on-Line/off-Line access): their kinds, principles of teaching, creation bases, advantages and disadvantages. 4. Distant teaching system (LMS) Moodle. Principle of its functioning, the courses structure and their elements, statistical filing. Testing and communication means. 5. LMS application as a classes support. Principles of a course building in Moodle. 6. Telecommunication supply of teaching process in TEIE.

The in-service training course for the high school teaching staff based on the syllabi given above may be favorable for the formation of a certain professional competences complex with the focus on the professional competences of the foreign language teachers. Such

structural elements of the professional competences complex can be formed in result :

- Competence approach to foreign language teaching. European language portfolio;
- Complex multilevel program packages of foreign language teaching (both in the classroom and self-reliant students' work organization);
- Practical application of a WEB 2.0 kind Internet resources for foreign language teaching at the lesson (both specialized and widely used resources, design of both in the classroom lessons and distant lessons, sub casts and other multimedia resources application for foreign language teaching);
- Application of the modern web-focused program means such as electronic teaching shells (LMS) in distant learning courses development.
- Application of module teaching environment *Moodle* as a basis for distant teaching programs and as in the classroom lessons support;
- Development and implementation of the web-focused electronic teaching and methods complex (TMC) (taking into account linguistic and methods principles of electronic both teaching course and distant teaching course construction, statistic and interactive means of the courses development);
- Creation of both student's and teacher's portfolios as a means of teaching languages and cultures individualization (*Mahara* as one of the modern means of e-portfolio system creation based on the international standards);
- Providing automation of knowledge tasting (*Moodle* means for testing; tests creation in the *HotPotato* program; Internet services for on-line tests creation);
- Application of social networks' linguistic and didactic resources. Usage of Google services in language teaching (Google Wave, Google Calendar, Google Maps and Google Groups etc).

It goes without saying that conditions of innovative informational technologies of the society nowadays urge development of new high school teachers' competences. These new competences possession will be very helpful for the teachers in organizing their academic activity effectively and fruitfully. Knowledge of new technologies, their active application can automate routine academic

procedures; open up new possibilities for searching new creative methods and technologies in languages teaching.

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SECTION 9. Psychological science

INFLUENCE OF SIBLING POSITION ON CHOICE OF ADAPTIVE BEHAVIOUR STRATEGIES

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Sibling subsystem acts in the child's life as first ‘peers group’, in which it is necessary to learn how to build relationships. Siblings in the subsystem gain experience of interaction with peers, build an idea of their personalities and behavior patterns in a variety of life situations. A. Adler was the first to describe the features of personal development taking into account the position of the family (including birth order), revealing positive aspects, negative trends, difficult situations of development. Every child in the sib’s subsystem takes its unique and different from other children place and space, finds his or her scope for self-expression and demonstration of individuality.

In our paper, which is a continuation of the study of ontogenetic dependence of coping behaviors on the individual and environmental (family) factors that determine its formation, we consider adaptive behavior as a system of active internally interconnected actions with the

environment. The present study is dedicated to the investigation of formation of adaptive behavior in a couple of siblings. Currently, the approach, which is in line with individual and personal characteristics of siblings that are considered in the context of overall family relationships and family functioning, is according to some researchers the most productive. In accordance with current knowledge of stress-coping process and psychology of the regulation concurrent behavior and psychological defense are considered to be mechanisms of behaviour constituting a continuum of adaptive behavior, which is based on individual variability of human resources, his subjective choices.

Considering current scientific knowledge relative to the mechanisms of formation of the child's personality, formation and development of concurrent behaviour is seen as in dependence of individual and family factors that determine its development. Analysis and systematization of factors allow us to present them in a unified model of coping behavior formation in children. As for the factors that determine formation and establishment of concurrent behaviour, they were identified: the quality of attachment, the system of personal relations of a child, family context, parent-child relationship (child relationship experience), a model of coping behavior of parents. Each factor has a specific effect and determines also efficiency of coping in adulthood.

In 2011, we initiated a longitudinal study of sibling pairs. The selection includes 35 sibling pairs aged 8 to 17 years. The difference in age between siblings did not exceed six. The average age of the oldest child at the beginning of the study is 14.1 years, the youngest one - 9.7. At the moment, two cross-sections have been held in increments of one year.

The study of features of sibling relationships in the family was conducted using a questionnaire of siblings relationships (Sibling relationship inventory - SRI) (C.M Stocker, M. McHale) and Questionnaire of brothers and sisters (The brother-sister questionnaire - BSQ) (S.A Graham-Bermann). The diagnostic of indicators of regulation of behavior test was conducted using a questionnaire method ‘Map of evaluation of child protection mechanisms’ (modification of E.V Chumakova techniques, K. Perry and R. Plutchika), ‘Youth Coping Scale’ (Adolescent Coping Scale – ACS), (E. Freidenberg, R.

Lewis, adaptation of T.L Kryukov, 2002, 2007); adapted form of the method 'Life style Index' (Life style index - LSI), (Plutchik, Kellerman, Conte, 1979; adaptation of Romanov, Grebennikov, 1996); 'The questionnaire of coping strategies of children of primary school age' (Schoolager `s Coping Strategies Inventory, N.M Ryan-Wegner) adapted by N.A Orphaned, V.M Yaltonskii, modification of I.M Nicholdkaya (2000). We received a large amount of data that requires careful analysis.

The comparison of psychological defenses indicators of older and younger siblings revealed differences at different stages of the study:

I – differences between siblings:

First cross-section – a higher level of tension belongs to mechanisms of Negation (U = 425,5, p = 0,026), Reaction Formation (U = 446,0, p = 0,048) and Substitution (U = 401,0, p = 0,012) for the older siblings compared to younger ones.

Second cross-section – for older sibs it is more common to use such psychological defenses as Projection (U = 238, p = 0,000) and Substitution (U = 309, p = 0,000).

II – dynamics of indicators (longitudinal cross-section): the older siblings are marked with reduction in tension of Repression mechanism (W = 2,226, p = 0,026), the younger ones showed a reduction in the use of such a mechanism as Substitution (W = -2,241, p = 0,025).

The comparison of coping strategies of older and younger siblings revealed differences. The positive changes in older sibling can be attributed to the decrease in the process of growing of use of such strategies as discharge (W = -1,822, p = 0,042), relating to the non-productive style. Negative trend should be regarded as increasing relation of older siblings getting older to unproductive strategy Withdrawal (W = -1,561, p = 0,048).

The comparison of indicators of coping strategies choice for younger siblings revealed the decrease in the frequency of relation to strategies oriented on destructive-emotional expression (W = -1,847, p = 0,042).

The study of relationships between indicators of youngsters' defense mechanisms and coping skills reveals some changes: from 9 to 10 years the number of links reduces as well as the pole changes - from positive to negative (indicates a compensatory nature). Thus, the non-

constructive conditionally constructive strategies (search for social support) connections with psychological defenses disappear, and connections of compensatory nature protection with

In the group of older siblings in the structure of relationships between protection mechanisms and coping a greater number of significant correlations was noted, rather than in a group of younger siblings (the first cross-section - 9 and 4 correlations respectively, and the second cross-section - 13 and 2), which indicates a greater variation in the choice of forms of behavior regulation of the older sibling. The dynamics of correlation between coping-behaviour strategies and psychological defenses allowed to establish that the group of older siblings with the compensatory nature of the protections are associated with strategies focusing on the emotional acting out and avoidance, as well as social support. That is an active choice of passive strategies (emotionally focused and avoidance), bringing temporary relief, and strategies for control of stress (focused on social support) reduce the level of intensity of psychological defenses. It should be noted that psychological defenses vanish with strategies aimed at problem-orientation. Apparently, during the introduction and passage of puberty (older siblings at the stage of the first cross-section had a middle age of 14.1 years) strategy of avoidance and focus on emotions can be useful in uncontrolled circumstances, the passage of the crisis rather than focus on the behavior of the solution of problems. Thus, in our opinion, the change in the ratio of active and passively controlling styles of adaptive behavior reflects the emergence of forms of behavior regulation to facilitate the development of problem solving, and, therefore, has a productive effect.

The following differences in the dynamics of siblings' correlation indicators were revealed.

For the younger siblings by the 2nd year of the study there is a decreased hostility towards older sibs ($W = -1{,}996$, $p = 0{,}044$). Dynamics of hostility indicators is repeated by indicators of *Competition* - they decrease in the younger group ($W = -2{,}013$, $p = 0{,}042$), and high ($W = -2{,}151$, $p = 0{,}031$) siblings. The indicator of attachment has remained stable over the two cross-sections.

It is feasible to state that in a pair of siblings a reduction in the struggle for parental attention occurs at the same time. The competition is a source of conflict relations and quarrels, if not complemented by

the desire to work together (collaboration). Probably new challenges of personal and social development challenges facing children reduce the level of competitive relations.

Younger siblings from the 1st to the 2nd year of the study were noted with a decrease in empathy for older sibling and the feeling of manipulation reduces.

In general, it reflects the dynamics of the transition to more tolerant and closer relationships. We have found differences in siblings in terms of between boundaries expression between them. It turned out that the senior saw a greater lack of boundaries, which is probably due to the frequent violations of the part of the younger, which may make it consciously or unconsciously. That is, the older sibling's need of autonomy is higher than younger ones', which is quite natural with the needs of adolescence.

However, it is definitely possible to say that the choice of indicators of older children coping ways discover more connections with the parameters of sibling relationships compared to younger children. This can probably be attributed to a greater variability in the choice of coping strategies.

Overall, it is feasible to point out the following trends:

Firstly, the need to be closer to a sibling, manifestation of affection and similarity of siblings reduce the choice of unproductive coping strategies.

Secondly, the propensity to choose non-productive coping, temporary care, problems resolution may belong to siblings who have dominating relations based on coercion of one of the siblings, the competitive relationship between the siblings.

The given results suggest the influence of sibling stereotype on the formation of a specific style of defensive behavior in the child. The next stage of research is to study the nature of the relationship of family relationships and styles of adaptive behavior.

SECTION 10. Social sciences

EFFECTS OF SOCIAL INTERACTION BETWEEN ELECTRONIC GOVERNMENT AND SOCIETY: A COMPARATIVE ANALYSIS OF RUSSIA AND THE U.S.

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Currently, the information society is actively forming in the Russian Federation: the computerization is covering more areas of modern society; the role and availability of the Internet are increasing. In this regard, the government is facing the need to use these technological developments for performing their functions more effectively. Information and communication technologies (ICT) enable the government to work in completely different, more complex conditions - with the help of the e-government. In practice, the purpose of the e-government can be defined, in the broadest sense, as the formation of a higher-quality management. Programs called the "e-government" (EG) have been developed and have been actively implemented in the world's leading countries over the last decade. For instance, the United States, which started the EP in 1993, is now one of the leading countries in the field of the EG, ranked the fifth place according to the UN [8]. As a management tool the e-government enables better implementation of government policies, the provision of higher-quality services and the improvement of the level of cooperation between the state and society. It is believed that in the future the key to success concerning the state management will be determined by the level of development and effectiveness of the e-government.

The need for the EG implementation results from several reasons such as the improvement of the state apparatus functioning, the improvement of the quality of public services, pursuing various policy

objectives, as well as contributing to the implementation of reforms and the formation of trust between the state and its citizens.

Today, in the scientific world the concept of the "e-government" (EG) is quite ambiguous. The Ministry of Communications and Media of the Russian Federation defines the e-government as a new form of organization of public authorities which provides more efficient and convenient ways for organizations and citizens of obtaining government services and information on the government agencies' performance through the extensive use of information and communication technologies (ICT) [6]. In the U.S., the e-government refers to government computer systems designed to interact with the country's population (U.S. citizens and foreigners, e.g. tourists) and non-governmental institutions. These can include business or public organizations, regional and municipal governments, and others [5]. The e-government is not aimed at supplementing or replacing the existing government, it only creates a new form of interaction, the active use of information and communication technologies (ICT) to improve the efficiency of public services delivery. Summing up, it is possible to define the e-government as a means of providing information and public services to citizens, businesses and other branches of the government and public officials, with a wide use of information technology, minimized direct interaction between the state and the applicant and reduced costs.

Creation of the e-government requires constructing a structured government system, whose aim is to address the broad list of tasks associated with providing information to the citizens and document management. The creation of the EG should provide not only more efficient and less costly management, but also a radical change in the relationship between society and the state. Ultimately, this will ensure more democratic governance and higher level of accountability of power to the people.

There is a list of features and services that citizens are to expect from the state with the EG. Different segments of the population are united by a common desire to obtain information more effectively, the following reduces costs and makes the interaction of society and the state more affordable, convenient and fast. Thus, the main objectives of the EG include:

• optimization of the delivery of government services to people and businesses;

• providing more opportunities for citizens' self-service;

• minimizing the impact factor of the location.

However, there is a number of problems that hinder the development of the EG in Russia. The effectiveness of the Federal Program "Information Society" remains low. The use of the e-government services in Russia considerably differs from the situation in the U.S. - only 10% of the Russian population have been informed about the state and municipal services through the Internet, which is at least three times less than in the U.S., 8 % of the population has downloaded application forms and other documents (in the U.S. - 25 %) , only 5 % of the Russian population (21 % in the U.S.) has sent the completed documents in electronic form, and only 4% of the population of Russia has received the feedback of public and municipal services in electronic form (for example, by e-mail or in a personal study). As a result, we see a lot of negative reviews concerning the EG activities in different regions of the country. In this regard, the analysis of the experience of the countries leading in terms of the EG development and its adaptation to Russian conditions are becoming increasingly important.

In the 90s President Bill Clinton's administration started work on the development of the e-government in the United States. They used a systematic approach to its development, which included the reduction of bureaucratic costs and avoiding excessive government functions.

In Russia, the sector of information and communication technologies received considerable attention and started to be actively developed only in the 2000s. In 2000-2008, the annual growth of the industry was 25%, which was significantly higher than the growth of other industries and the average annual growth rate of gross domestic product.

In the U.S. Federal Government possesses no big powers of authority in respect of the municipalities and the state, as an exception we can be name cases when the link is through grants. As a result, the focus is on the strong information policy and on the study of the authorities' preparation for the introduction and use of innovative technologies and IT projects. If the level is low, there are targeted

programs aimed at the elimination of weaknesses, which include adopting decisions, various trainings and accumulation of funds.

As a result of these enshrined in law reforms of the central government and all federal government agencies, the Office of the Electronic Government, one of the major government agencies within the Executive Office of the President, has been entrusted with the full rights and obligations under the Government concerning all processes of collecting, processing, protection and dissemination of information as well as the issues relating to procurement policy and the use of information technology. Management of the e-government is headed by the Federal Chief Information Officer [11].

In Russia methodological support and coordination of activities which involve the use of information technologies for solving management and branches tasks, stated by federal authorities and federal subjects are carried out by the Ministry of Communications and Media of the Russian Federation. The Ministry also develops policies for the establishment of patterns as well as information and telecommunications infrastructure.

The work of the federal government is defined according to the Resolution of the Government of the Russian Federation dated May 24, 2010 N 365 "On the coordination of the use of information and communication technologies in the work of public authorities".

An important feature of the management of the EG in the United States includes building the EG strategy on four principles:

• "Information-centric" approach, which implies the transfers from document management to the management of the individual open data segments that can be presented in a way convenient for the consumer of that information;

• "Common Platform " approach, which promotes cooperation, both within and among agencies to reduce costs, in order to simplify development and guarantee the production and maintenance of information;

• "Focus on the customer" approach controls the creation, management and presentation of data through websites, mobile applications and other ways of providing information as well as it allows customers to generate , share and retrieve information anytime and anywhere;

• "Security and Privacy " approach guarantees the safe delivery of innovations by using digital services, which protect this information [9].

The program "Information Society" is the regulatory and legal framework for the EG development in Russia [2]. The program is designed in accordance with an innovative scenario of the socio-economic development of the Russian Federation, defined by the Concept of long-term socio-economic development of the Russian Federation for up to 2020 [1]. In Russia activities of the program are implemented within four subprograms. "Information and telecommunications infrastructure of the information society and services provided at its basis" ensures the development of the information society in a technical and technological aspects. "Information Environment" is designed to meet the challenges of the media to prevent the dissemination of illegal content, to ensure the public access right to the services provided by ICT and the expansion and modernization of the forms of providing information to citizens. "Security in the Information Society" performs the functions of state control and supervision over the implementation of the Program, particularly through the creation of information security tools and their subsequent monitoring and maintenance. "Information State" provides individuals and organizations with the access to the ICT services, which allows to reach a new level of delivering government and municipal services to the citizens and receive information about the results of their activities.

In the U.S., the EG operates on the basis of the government of each state. IT-based projects of the federal level work independently of each other. As an example of a well-functioning EG project in the U.S. we can look at the State of California website. There one can find not only general information about the state (history, culture), but also many other important features and data available online. For instance, checking the expiration date of a driver's license (enter its number into the form and get a result). Besides, the drivers are provided with a wide range of features, such as the extension of a driver's license, vehicle registration renewal, fines payment. The section "Education" displays an extensive range of services available online. These are, for example, enrollment, submission of an application to a college or a registration in the library. California authorities are also concerned with the effective

interaction with local businesses, providing members of the business-community with lots of information on tax rates and the ways of their payment, it is also possible to write a request to participate in various tenders. Besides, it is possible for individuals to calculate individual taxes and their payment. The site also includes such specific online services as a search for a foster child, an appointment to the vet, etc. If for whatever reason one has to report to the authorities in person, it is easy to find the necessary address and indicate your status (U.S. citizen , immigrant, guest), the purpose of the visit (ranging from the change of the name or address to taking a written exam for driving a motorcycle) - and find the appointment time [10]. Summing up, the precise legislation regulation of the EG program at the federal, regional and local levels can ensure the most effective use of budget funds allocated for the development of new technologies. It should also be noted that the more effective IT state project is, the more profit the state agency that implemented it can obtain.

Indicators of the Information Society Development in Russia [13]

№	Indicator	Unit	2011г.
1	The number of the Russian Federation population enjoying the benefits of obtaining public services in electronic form to the population total	percentage	9,2
2	The number of civil and municipal employees, who in the last year have been trained in the system of additional professional education in the "information-analytical" field.	percentage	9,8
3	The number of authorities having access to the Internet at speeds of at least 2 Mbit/s to the total number of authorities at federal, regional and local levels	percentage	24,4
4	Number of personal computers (PCs) used for training purposes, per 100 students of federal and municipal educational institutions	items	8

In Russia the quality of ICT services provided to citizens does not meet the stated requirements. There is a little promotion of the use of ICT in work and daily life, civil servants' skills and computer literacy level are insufficient either. The domestic information technologies continue to be dependent on the supply of foreign products. In addition to the mentioned above one should note a low level of legal protection of intellectual property.

An important feature of the EG management in the United States is the Council of CIOs industry federal ministries (CIO), whose work is very important for the implementation of the development strategy of the EG in the country. Another key aspect of the development of the EG in the U.S. is the flexibility of the Public Service Acts, aimed at attracting professionals from the commercial IT sector into state organizations for a short and medium terms. At the same time there is a reverse process of civil servants training in commercial IT companies with the purpose of establishing partner networks in the EG implementation projects and finding the best ways to introduce IT in the public sector. The budgetary costs of the EG program shall be reported by the Office of Management & Budget to the U.S. Congress.

After examining the various sources, we came to the conclusion that presently, in Russia the development of the EG is hampered by the poor development of the information technology industry, with low public awareness of the existence of the e-government, a high level of computer illiteracy, poor optimization of the process of providing public services through electronic resources, unequal information development in the regions, due to the low growth rate of the economy as a whole and by region.

To solve the existing problems the authors consider it necessary to establish a Center of Information and Communication Development, the state executive body, which will ensure implementation of a common information-communication policy in Russia and will coordinate activities in this area and other federal executive bodies. Carrying out its functions the Centre will collaborate with other executive bodies - federal, subject bodies, local authorities, public associations and other organizations. The structure of this body will be composed of an IT-Director of each of the federal ministries. This will allow for a uniform policy on the introduction and development of IT-technology in government agencies. The interaction with the Centre

departments in each subject of the Russian Federation will make it possible to solve problems of their different EG development levels. By analogy with the laws of the United States we propose to improve the regulatory and legal framework of public services aiming at a more effective interaction between business and government in the field of ICT. In particular, hiring skilled IT-professionals from the commercial sector, and vice versa - training civil servants in the commercial IT-companies.

It should also be noted that the Center of information and Communication Development is to consist of three departments in the main work areas:

1) Department of Information Security;

2) Department of Collecting and Processing Information;

3) Department of the E-government Management Development.

The main tasks and functions of the Centre:

1) Development and implementation of the common information and communication policy in the Russian Federation;

2) Dealing with issues connected with the procurement policy and the use of information technology;

3) Development and implementation of the common policy in the field of public procurement and payments for information projects, as well as the introduction of new technologies;

4) Providing methodological guidance over information data;

5) Regular competitions for projects based on public data to create a large number of applications useful to society;

6) To ensure the interaction of the e-government with the business;

7) To develop and implement training programs including ways of using electronic services for the elderly and people having no computer skills,.

Summing up, this paper presents a comparative analysis of the e-government in Russia and the United States. Based on a detailed analysis of Federal Special Purpose Program, statistics and study of a variety of sources on the issue, the authors have identified the main problems of the EG in Russia. The comparative analysis of the EG in the Russian Federation and the United States has identified the main ways of solving the above mentioned problems, which were also

established as the key ones in the survey, which is being conducted by the authors at present moment. One of the major problems hindering the development of the EG in Russia is the insufficient development of ICT. In this regard, we have carried out the analysis of one of the countries leading in the development of ICT - the United States.

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SECTION 11. Political science

EU-TURKMENISTAN GAS DIALOGUE

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Energy Policy in the context of the global financial crisis is an essential component in the system of International Relations. Geo-economic space with its energy component becomes, on the one hand, the arena of competition and serious contradictions, on the other, the subject of agreements, compromises and joint action in International Relations.

Due to fluctuations in economic conditions, cyclical and temporary downturn in the global economy, which is normal for a market economic system, the demand for energy, particularly natural gas, will inevitably grow. Important role in this plays natural gas, which is considered as «the cleanest» fuel, i.e. gives the smallest amount of harmful emissions into the atmosphere, along with such energy resources as oil and coal [1].

World gas reserves are concentrated mainly in Russia (32.9 trillion tons), USA (8.5 trln.t.), Iran (33.6 trillion tons), Qatar (25.1 trillion tons) and Turkmenistan (17.5 trln.t.). As for his production, the leader in 2012 were the United States with the highest rate in the country's history (619.2 million tons), and in second place last year's leader Russia (533 million tons) in which there was a decline in gas production by 2.7 %. While maintaining current levels of inventory

(187.3 trillion cubic metres) [2] and gas production growth should be enough to slightly more than 55 years [3].

The prospect of electricity shortages for humanity seems quite likely, especially the total volume of consumption is growing permanently. According to BP review the global gas consumption rose by 2.2% (82 bcm) in 2012, faster than in 2011, but below the ten year average (2.7%) [3].

Hence, undoubtedly that European Union (EU) interests in Turkmenistan only as a stable source of natural resources. EU Energy policy toward Turkmenistan was formed owing to the following factors:

- Critical and progressive dependence on energy imports of the overwhelming number of EU member states;
- Turkmenistan is a second largest after Russia's vast gas reserves in the former Soviet space;
- A favorable geographical position of Turkmenistan,
- The growing dominance of external actors in Turkmenistan, such as China, Russia, etc.

Despite reformat gas supply in Europe, which gradually acquires its visible outlines, in connection with the filling with gas of the two strands of "Nord Stream" and the start of construction of the offshore section of the "South Stream", energy dialogue with Turkmenistan has not lost its relevance [4].

Strategy and tactics of Turkmenistan, by-turn, like as others Central Asia countries, in relation to the European Union based on the understanding of its role on the world arena and the mutual interest in the diversification of natural gas supplies as well .

The main problem, aggravating the political cooperation between the EU and Turkmenistan, is the authoritarian regime of the second. Turkmenistan is an authoritarian state in which Berdymukhamedov, who calls himself Protector (Arkadag), has absolute power and absolute control over all aspects of society. Since 2001, the organization "Freedom House" invariably announced Turkmenistan as "the worst of the worst" among the most repressive regimes on the planet [5]. The Government of Turkmenistan strongly punishes anyone criticizes of its policy, including human rights defenders, journalists and lawyers. In 2008, the European Parliament formulated the human rights criteria as a precondition of its relations with Turkmenistan. However, after that EU

officials consistently avoided the issue of Turkmenistan's terrifying reputation in respect of human rights and trying to attach Ashgabat to energy and security cooperation.

Another consequence of the Turkmen authoritarian regime is the lack of a legal basis for bilateral political cooperation. The Partnership and Cooperation Agreement (PCA), which is a basic document for all Central European countries, including other former Soviet countries such as Russia, Azerbaijan, Georgia, Armenia, Ukraine, etc. Because of unwillingness of Turkmenistan to ensure real progress towards democratization, the European Parliament has been repeatedly postponed consideration of the ratification of the Agreement on partnership and cooperation with the republic.

Last years have shown the significant strengthening of relations between the EU and Turkmenistan. The particular relevance for development of the EU-Turkmenistan energy dialogue attach:

- ✓ Adoption by the European Union the New Energy Strategy ("Green Book" , in the framework of which, according to experts of the European Commission, 25% of energy imports to the EU would be from the Caspian region);
- ✓ the signing of Memorandum of Understanding on cooperation in the field of energy between the EU and Turkmenistan;
- ✓ including Turkmenistan into EU's Strategy for Central Asia" (2007-2013);
- ✓ opening the Permanent Mission of the EU ("House of Europe");
- ✓ the establishment of the EU Special Representative for Central Asia.

Turkmenistan is a partner of the EU in the framework of INOGATE and unrealized projects to develop energy transportation networks, such as the Trans-Caspian gas pipeline and TAPI [6].

In space-geographical sense pipelines always concentrated around itselves pipeline alliances and dynamized geopolitical space through which its pass. Trans-Caspian gas pipeline will be built between Turkmenistan and Azerbaijan, bypassing Russia and Iran and which will be an alternative to Caspian gas pipeline, initiated by Russia. The planned pipeline should pass through the Caspian Sea from Turkmenistan Turkmenbashi to Sangachala, where connect with existing pipeline, leading to Azerbaijani Erzurum, which as previously

planned, would be connected to the Nabucco pipeline (at the time was regarded as the Nabucco project is quite real), so it still not been realized [7].

Another pipeline project for supply the Asian gas to Europe, bypassing Russia, will be TAPI (Turkmenistan, Afghanistan, India, Pakistan). Optimistic statements are made mostly of Indian and Turkmen representatives, casting doubt on the project, taking place in Afghanistan and Pakistan that makes difficulties in realization of TAPI [8]. Recently in November, members of the project construction of TAPI during the International Oil and Gas Conference have signed the service agreement with the transactional advisor, which became Asian Development Bank. The main purpose of the signing of this document is creation of the consortium TAPI Ltd., which will deal with the practical implementation of the project [9].

Probability of emergence of the Central Asian energy resources to the European market also exacerbates the impact of natural gas on the problem of global warming, the activation of the EU policy on renewable energy production, the theory of "decorbonisation".

Researchers was giving different recommendations for extinction EU energy dependence and predicting scenarios of the future development of energy networks, among which I would like to highlight Clare Dupond's work on decorbonisation [10]. She argues logically to the benefits of decorbonisation and because of the energy vulnerability and dependence supposes three strategic steps of the EU. The first step is increase EU production of natural gas. Second - the diversification its sources of natural gas for avoiding dependence on Russian raw materials, which undoubtedly affects on the activation of the energy EU cooperation with Caspian countries, such as Azerbaijan and Turkmenistan. Third – EU reducing of gas consumption, which will be possible due to "decorbonisation" logic. Given the strategic steps are feasible according the EU effort to move towards low-carbon economy by 2050. But author didn't mentioned the following counterarguments such as:

- Gradual depletion of energy nonrenewable resources. And compering the reserves of natural gas of several European and other countries, may conclude that such countries as USA, Russia, Turkmenistan etc. have more longer and bigger to product gas then European partners;

- Increasing of criticism of EU rapprochement with authoritarian countries, what according to Freedom House, Amnesty International, Human Rights Watch reports are Azerbaijan and Turkmenistan, negatively affected on the interactions between EU and Turkmenistan;

- Difficulties of finance for the development of alternative energy during the global financial crisis.

Despite of that the current stage of a discussion of various energy projects and program for the supply of Turkmen gas to European markets was too long that evidenced by the fact that nowadays there is no gas infrastructure between the EU and Turkmenistan. All previous facts, factors and common interests show the improving in energy cooperation between the EU and Turkmenistan, for instance the recent event of signing agreement with Asian Development Bank. Turkmenistan is one of the leading energy powers. It takes, in particular, the fourth place in the world by proven reserves of gas. Gas reserves in the newly discovered field Galkinish by the estimates of geologists constitutes more than 26 trillion cubic meters. Gas is about twice as much as in the famous Russian Urengoy. Functioning of all international pipelines and activation energy dialogue the EU and Turkmenistan will depend on prompt overcoming objectively existing difficulties and political barriers.

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SECTIN 12. Ecology

ECOLOGICAL CONDITION OF THE KLYAZMA RIVER

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The Klyazma River is the water source for industry and people of Moscow, Vladimir, Ivanovo and Nizhny Novgorod regions (Russia). The main factor affecting the ecological condition of the river is the discharge of waste water and domestic water from the plants. It has been found that in the river Klyazma the most serious water contamination is observed in the districts of Moscow region (except Solnechnogorsky and Khimki regions). The paper presents the results of the water quality studies in the river Klyazma in Vladimir region.

Taking water samples from the river Klyazma was performed according to the special schedule (3 times daily) for 12 months in 2012 with estimated minimum, maximum, and average values for each analyzed indicator. In the course of the studies obtained indicators' values (mg/dm^3) of water quality are the following:

aluminum – min. 0,0 / max. 0,122 / avg. 0,0173;

ammonium – ion – min. 0,08 / max. 2,17 / avg. 0,515;

anionic surface-active agents (A – surfactants) – min. 0,0 / max. 0,072 / avg. 0,0139;

acetone – min. 0,0 / max. 0,0 / avg. 0,0;

biochemical oxygen demand in 5 days (BOD 5) – min. 1,3 / max. 29,3 / avg. 5,44;

suspended materials – min. 9,1 / max. 87,8 / avg. 29,1;

suspended solids calcined – min. 6,6 / max. 69,6 / avg. 20,4;

pH value – min. 7,03 / max. 9,22 / avg. 7,71;

total iron – min. 0,104 / max. 3,93 / avg. 0,861;

fat – min. 0,0 / max. 5,41 / avg. 0,17;

cadmium – min. 0,0 / max. 0,0 / avg. 0,0;

fatty acids – min. 0,13 / max. 3,95 / avg. 1,93;

copper – min. 0,0 / max. 0,0124 / avg. 0,00299;

methanol – min. 0,0 / max. 0,0 / avg. 0,0;

nonionic surface – active agents (N – surfactants) – min. 0,0 / max. 0,0 / avg. 0,0;

petroleum products – min. 0,0 / max. 0,133 / avg. 0,0345;

nickel – min. 0,0 / max. 0,0 / avg. 0,0;

nitrate – ion – min. 0,63 / max. 43,6 / avg. 14,32;

nitrite – ion – min. 0,0 / max. 1,66 / avg. 0,1958;

genuine transparency (cm) – min. 4,0 / max. 31,0 / avg. 19,6;

dissolved oxygen – min. 6,46 / max. 10,85 / avg. 8,74;

sulfate – ion – min. 0,0 / max. 123 / avg. 51,9;

dry residues – min. 188 / max. 594 / avg. 341;

dry residue calcined – min. 109 / max. 374 / avg. 232;

temperature (° C) – min. 0 / max. 23 / avg. 10;

phenols – min. 0,0 / max. 0,002 / avg. 0,00062;

formaldehyde – min. 0,0 / max. 0,0 / avg. 0,0;

phosphate phosphorus – min. 0,046 / max. 1,3 / avg. 0,347;

chemical oxygen demand (COD) – min. 15,6 / max. 180 / avg. 42,5;

chloride – ion – min. 0,0 / max. 69,3 / avg. 33,0;

chromium (III) – min. 0,0 / max. 0,016 / avg. 0.0005;

chromium (VI) – min. 0,0 / max. 0,0 / avg. 0,0;

cyanide – ion – min. 0,0 / max. 0,0 / avg. 0,0;

zinc – min. 0,0 / max. 0,044 / avg. 0,00618.

The comparison of the water quality values with their possible concentration maximum is shown in the graph in Fig. 1.

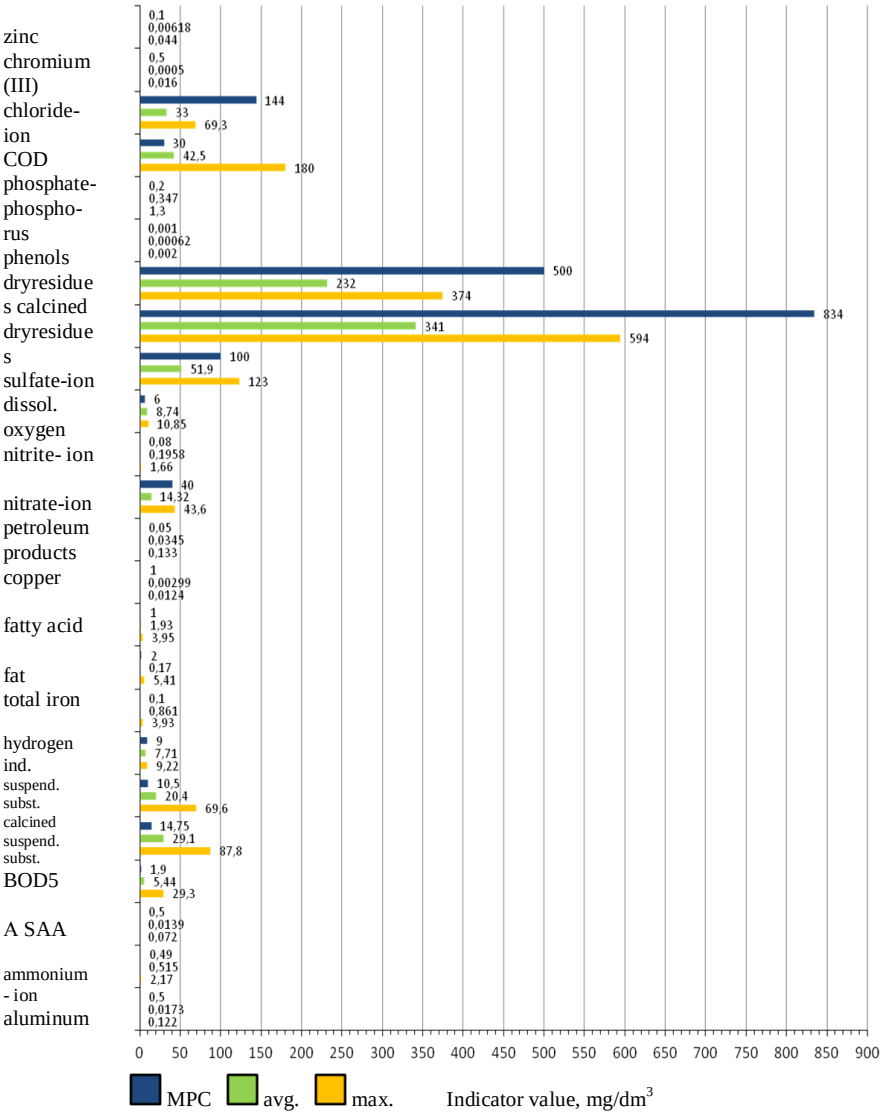

Figure 1. Average, maximum, and MPC indicators of water quality in the river Klyazma for 2012

According to the graph, the content of harmful substances in the water is: phenols – up to 2 MPC, petroleum products – up to 2,7 MPC; nitrite – ion – 2,45 ... 20,8 MPC; nitrate – ion – up to 1,1 MPC. The content of substances reflecting the water pollution degree is exceeded: fatty acids – 0,93 ... 3,95 MPC; fat – up to 2,7 MPC; ammonium – ion – 1,05 ... 4,43 MPC; BOD5 – 2,86 ... 15,4 MPC; COD – 1,42 ... 6 MPC. Other indicators are normal (below MPC). The degree of contamination of the river Klyazma (Vladimir region) – it is polluted.

PROBLEMS OF NOISE POLLUTION DURING CONSTRUCTIONS IN THE BUILT-UP AREA

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In the modern society there's been a tendency to growing urban development. At the same time urban areas are extending not only as housing estates but also as a centre of industrial, energy, transport and other enterprises. As a result the increase in the amount of newly built and reconstructed objects takes place. Such building sites may produce a harmful effect on city pollution and bring other environmental problems, increasing anthropogenic load and causing negative changes in human health.

The well-known typical pollutants coming from building sites are dust, polluted waste waters, construction waste. Among energy pollutants noise pollution has got the absolute leadership.

The problem of noise pollution has been treated by experts in ecology and sanitary inspectors. The given materials[1] show that noise pollution can affect such human systems as:

- organ of hearing
- central nervous system
- cardiovascular system

Present-day studies[2] note that noise pollution can increase the influence of other negative factors. There was also mentioned the

negative influence on child-bearing[3]. Thus noise pollution may be a serious stress factor for urban population.

Specific feature of building sites located in the urban area is the direct influence of noise and other kinds of pollution because of their co-location. We can even observe the interesting effect of "ping-pong" in the form of multiple reflection and even acoustic-wave amplification from the surfaces of high-rise buildings around the building site[4]. This effect makes the noise dissipation difficult and intensifies its affect.

The problem of noise in building sites is still important in Russia today. The problem becomes more acute due to mistakes taken place during the application of the city plans. Disorder planned city development appears in separate type of building up in inhabited areas, when newly built objects are located on every vacant territory without taking into account earlier built objects as well as engineering systems, to say nothing of ecological consequences.

Building site is the place where noise pollution accompanies nearly all stages of construction, mainly during building the foundation. It can be explained with the usage of powerful technical resources such as bulldozers, excavators, pile drivers, concrete-mixing devices, hoisting machines and motor vehicles. At work these machines produce significant power which dissipates into the environment in the form of heat and acoustic pollution.

It's widely known that in engineering environmental protection the following principles are used:

- danger suppression in the emission point
- screening or isolating the source of negative influence
- absorption of negative influence.

The application of the first principle in the building sites is appreciably coming to nothing due to actual impossibility not using all the equipment and mechanisms, or possible difficulties during their modification. In modern practice such methods as screening or isolating and sound absorption have been widely adopted. As a rule, the whole area of building site is subjected to screening or isolating. The same happens with separate engineering vehicles and mechanisms, situated on the limited site. Sound absorbing screens and walls with the similar disposition[5] are also used.

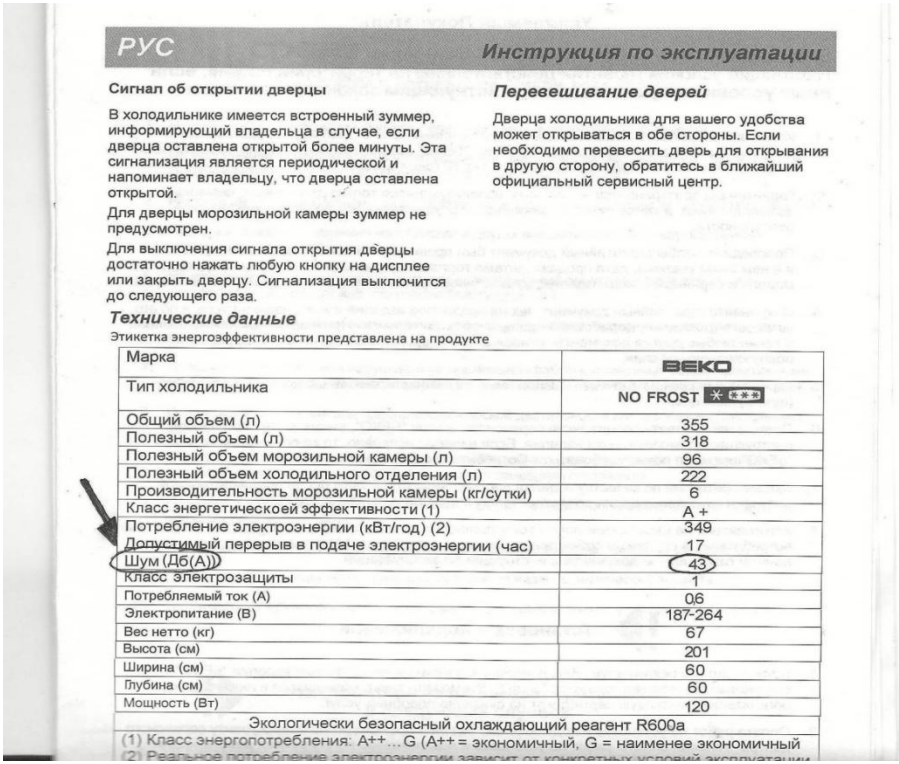
Nevertheless the application of these principles and special devices is becoming fundamentally complicated because of the absence

of actual information about noise characteristics of machinery and mechanisms. The producing companies of construction and road-building machinery do not give any information about noise characteristics in the manuals. Direct measurement is also considered to be a complicated procedure because of great variety of types and brands.

Noise characteristics after direct measurement alter profoundly at different operating modes, technical condition, weather condition, relief, housing density, echo surface and other factors. In most cases direct measurement poses hazard to the operator, has access restriction to the building site or imperfection of working acts and standards. There's a restriction on the working methods of audio measurement near the sites[6] as well as the results of the measurement do not allow to assess the work of separate mechanisms or groups in whole noise conception.

To solve the above problems ecologists are in process of searching the new engineering and methodological approaches. Thus it's offered to use acoustic screens with complicated configuration[7] and cabinets for separate mechanisms[8]. The appropriate investigations are being pursued to develop new measurement methods[9].

The authors of the article came to the conclusion that information about noise characteristics of construction site equipment and machinery will improve the matters. We inclined to believe that manufacturers have to take an example from producers of household appliances, who give such characteristics not only in the engineering data but in the preview trailers and advertisements (fig. 1).



РУС Инструкция по эксплуатации

Сигнал об открытии дверцы

В холодильнике имеется встроенный зуммер, информирующий владельца в случае, если дверца оставлена открытой более минуты. Эта сигнализация является периодической и напоминает владельцу, что дверца оставлена открытой.

Для дверцы морозильной камеры зуммер не предусмотрен.

Для выключения сигнала открытия дверцы достаточно нажать любую кнопку на дисплее или закрыть дверцу. Сигнализация выключится до следующего раза.

Перевешивание дверей

Дверца холодильника для вашего удобства может открываться в обе стороны. Если необходимо перевесить дверь для открывания в другую сторону, обратитесь в ближайший официальный сервисный центр.

Технические данные

Этикетка энергоэффективности представлена на продукте

Марка	BEKO
Тип холодильника	NO FROST ****
Общий объем (л)	355
Полезный объем (л)	318
Полезный объем морозильной камеры (л)	96
Полезный объем холодильного отделения (л)	222
Производительность морозильной камеры (кг/сутки)	6
Класс энергетической эффективности (1)	A +
Потребление электроэнергии (кВт/год) (2)	349
Допустимый перерыв в подаче электроэнергии (час)	17
Шум (Дб(А))	43
Класс электрозащиты	1
Потребляемый ток (А)	0,6
Электропитание (В)	187-264
Вес нетто (кг)	67
Высота (см)	201
Ширина (см)	60
Глубина (см)	60
Мощность (Вт)	120
Экологически безопасный охлаждающий реагент R600a	

(1) Класс энергопотребления: A++...G (A++ = экономичный, G = наименее экономичный

(2) Реальное потребление электроэнергии зависит от конкретных условий эксплуатации

Noise level……43Db(A)

Figure 1. Data about the BEKO fridge model CN 335220 noise level.

We also consider necessary to establish the united data bank that include noise characteristics of construction site equipment and machinery. One of the most appropriate forms will be creation of the web site, where the manufacturers from state and profit-making organizations performing noise measurement could install the data. At first the limited access within professional community might be supposed with further data base developing and easy access.

This approach may at least guarantee the awareness of specialists and population, assist in accuracy and efficiency in measuring, cut down the expenses and reduce time for noise work realization.

The available data about noise characteristics of construction equipment and machinery designed by the competitors will aim the manufacturers at developing less noisy equipment for better distribution and gaining a good image.

So the realization of the activities for acoustical environment may substantially improve the noise situation in cities by means of taking into account noise characteristics of the equipment during planning and fulfilling construction work, reducing time and increasing the efficiency of control measures and finally developing and using less noise machinery.

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