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The materials of the conference have presented the results of the latest research in various fields of science: physical and chemical sciences, biological and earth sciences, philosophy of science and engineering, economics and jurisprudence, architecture and construction, philology, social and educational sciences. 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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SECTION 1. Physical sciences

THE STUDY OF THE THIN FILM RELIEF ON MULTILAYER MIRRORS IN THOMSON DIAGNOSTICS IN FUSION REACTORS T-10

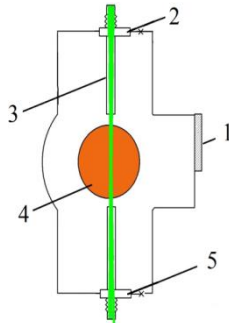
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The complex of plasma diagnostics in experimental thermonuclear reactor is required to obtain complete information about the behavior of the plasma and to control the reactor and maintain its operating mode. During the experimental campaign on a fusion reactor tokamak T-10 it was found that the surface of the mirrors (structural elements of diagnostic systems) produced the film, changing their optical properties. [1]

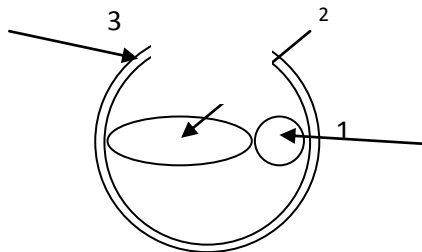
The study of thin films formed on intrachamber mirrors of diagnostic systems - is the first step toward creating a model of working conditions of thermonuclear reactor diagnostic systems (international project of thermonuclear reactor ITER), in which the work must be carried out with mirrors with a minimum percentage of change in their optical characteristics. The goal of the study is to confirm the presence of films formed on the mirrors as a result of erosion and redeposition of materials, in case of their presence to clarify conditions of their formation.

The formation of the flow coming from the plasma radiation and carrying information about the processes occurring in it and its withdrawal from the camera to the recording device is in control of the optical path. Traditional elements of this tract are the mirrors. One of the mirrors is in line of sight of the plasma. This is 'first mirror' which depends on the position in which the vacuum chamber will determine the degree of exposure to the plasma. The larger defects resulting from manual 'first mirrors' receive, the less reliable data on plasma parameters we obtain in the output.



Pic.1. Lead-in of the laser radiation in the T-10: 1 - the window for receiving scattered light, 2 - the top mirror, 3 - laser beam, 4 – plasma, 5 - transparent mirror with a lower field for entering the laser radiation.

Laser Thomson scattering diagnostics on the T-10 (see Picture 1) uses a laser of annular section P-type at a wavelength of 527.5 nm in a multipass mode. This mode is provided with two mirrors 52 mm in diameter and a radius of curvature of 1200 mm for an optical cavity with a focus on the tokamak axis (distance between mirrors 2400 mm). Upper and lower mirrors are covered by a series of alternating layers of silicon oxide and zirconium oxide which provides 100 % reflection at the laser wavelength. Bottom mirror (Picture 2) which is introduced through the laser beam has enlightened flat rear surface and a bright-field diameter of 15 mm within the inner concave mirror on a multilayer coating. The laser beam has an outer diameter of 14 mm and an inner of 5.6 mm, i.e. energy is concentrated in the P- type ring. Upon reflection from the upper mirror laser beam hits the bottom mirror



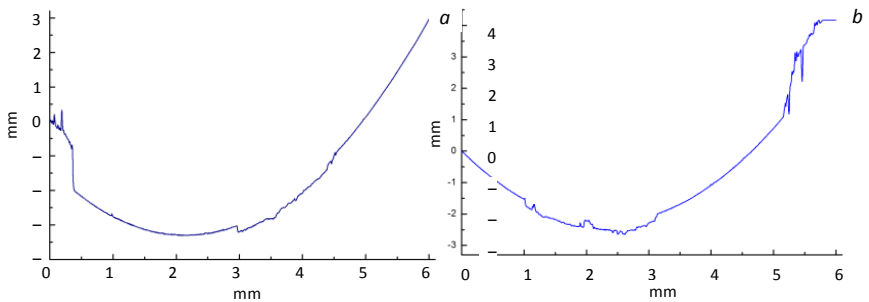
Pic.2. Bottom mirror. 1 – field of lead-in of the laser beam diameter of 15 mm (area enlightened), 2 - illumination area reflected by laser beam, 3- a mirror area of the vacuum seal width of 2 mm.



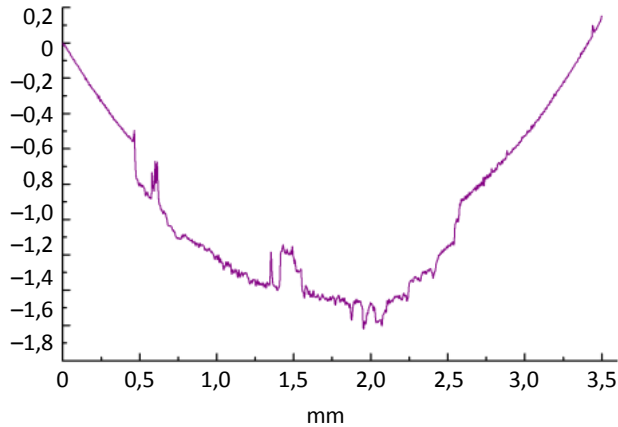
Pic. 3. To the left bottom mirror in full size. To the right enlightened area of the bottom mirror diameter of 15 mm.

In the lead-in of laser beam (enlightened region) in the mirror having no stand in the reactor the multilayer structure is absent. On the surface of a mirror standing in a tokamak the film formed in a ring is visible by naked eye (Pic. 3). The objective of this study was to confirm the presence of the film and to determine its thickness. With the help of the profilometer Dektak 150 profiles of mirrors were obtained: a mirror not in a tokamak and mirrors operated at duty cycles of the reactor.

Pic. 4 and 5 are a graph of depth of the relief of the mirror surface on the step surface. Scanning was performed in the field of homogeneity disturbances formation of enlightened area of one of the lower mirror operated at startup of the reactor.



Pic. 4 Left (a) and right (b) scans of enlightened field



Pic.5 The annular layer of erosion in the input field

Pic. 4 and Pic. 5 the scans along a chord with the capture of the transition to multi-layer mirror coating are displayed. On the left (a) and right (b) edges these abrupt transitions are visible which are also deformed in contrast to a mirror with no stand in the tokamak. Pic. 5 shows in details the mirror eroded surface. As a result of the measurements done a region of erosion is detected instead of the alleged thin film from redeposited materials. Erosion in the enlightened part of the mirror emerged as a ring width of about 2 mm and a depth of ~ 0.2 m. Radius of the ring erosion ~ 5 mm size coincides with the introduced annular laser beam. It is assumed that the laser radiation leads to impaired surface mirrors in vacuum. The obvious solution to this problem is to reduce the laser power. If this solution does not fit, you may need to replace the mirror with the material more resistant to laser exposure.

Conclusion

The undertaken study showed that there are no thin films from redeposited materials on the surface of mirrors. Region of erosion reducing the intensity of the input of laser beam has been detected. Solutions to this problem have been proposed.

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SECTION 2. Chemical sciences

THE IMPACT OF THE INTRODUCTION SULFO GROUP FOR STABILITY OF VNE AND OIL CAPACITY OF SUPERFICIALLY ACTIVE SUBSTANCES

**Dashkina E. F., Vashenko A. V., Prochukhan K. U.,
Prochukhan U. A.**

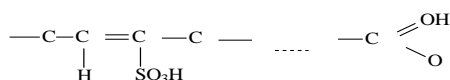
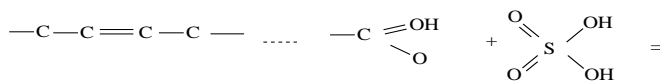
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Sulfonation is the process of introducing sulfo group - SO₃H into the molecule of the organic compound. In this case the reaction products are sulfonic acids (sulfonic acids commonly called).Sulfation is one of the most important reactions in the organic synthesis and is widely used in the production of surfactants for processing hydrocarbon intermediates in various structures, and synthesis of products for imparting certain properties.

For the introduction of sulfonic groups different sulfonating agents are used, and self sulfonation was carried out directly. In this study conducted by sulfonation of unsaturated double bond of

hydrocarbon acids C₁₄-C₁₈. Direct sulfonation of aliphatic hydrocarbons was carried by oleum.

Oleum - SO₃ solution in 100% N₂S₀₄. Upon dissolution of the SO₃ in concentrated sulfuric acid, a whole series of polymeric acids:



Sulfonic acids are generally prepared in the form of salts of alkaline or alkaline-earth metals which are highly soluble in water.

The studies have shown that for the sulfonation reaction the optimal selection of component concentration and temperature synthesis is very important.

In order to prevent the growth of competing reactions such as oxidation, etc., sulfonation was carried out at a temperature not higher than 30-35°C, followed by neutralization with alkali.

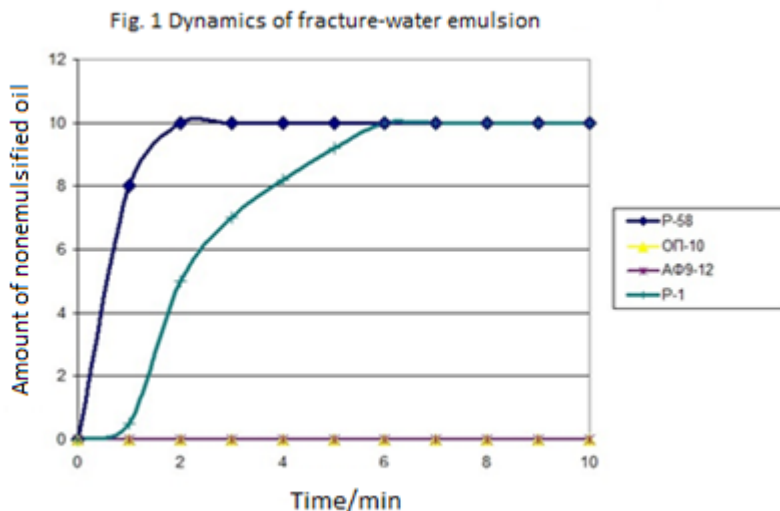
In the process of sulfonation, through increasing the amount of reaction products intense heat and increase in the viscosity of the reaction mass is observed, which increases the processing time and it does not let to increase the oleum feed rate in order to keep the temperature at optimum conditions. Thereby, the duration of sulfonation increases, but decreases the yield of side products which reduce the emulsifying ability of the final product.

EXPERIMENTAL PART

The aim of the work was to determine the effect of sulfo in the skeleton of the molecule on the surface activity of surfactant developed. In this regard, we tested developed a reagent P-58 by a variety of criteria, in particular, in the research article touched oil intensity determination 1 -% wt. reagent solution and its influence on the stability of oil-water emulsion (VNE). As a surfactants comparison, the

surfactant was selected previously developed a reagent R-1, designed on the same basic raw material, but not containing a sulfo group, as well as other commercially produced surfactants such as OP-10-12 Neonol AF9 [3]. For comparison were taken 1% solutions of the surfactants. Determination of stability VNE conducted according to traditional methods in static conditions. Visually determined amount of emulsified oil at the surface of the test solution based on the time range from 1 to 10 min.

Dependence on oil emulsion stability time is shown in Figure 1.



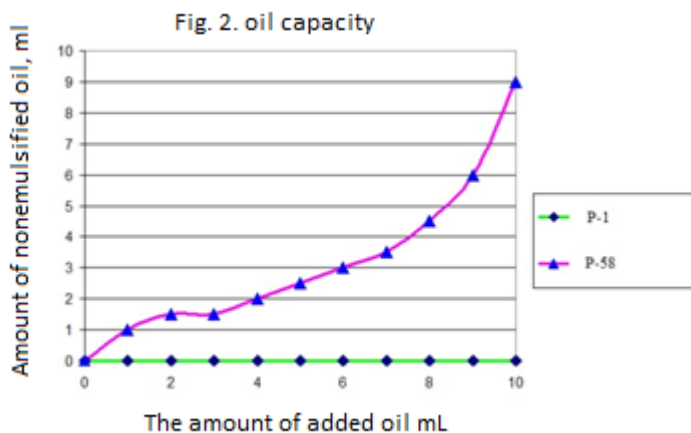
As shown in the graph, the compositions of the P-1 and P-58 form unstable easily-filterable VNE, which breaks down pretty quickly in time. So, after 10 minutes in static conditions, there is almost complete separation of the water and oil phases. While widely used as reagents Neonol AF9-12 and OP-10 are forming a stable emulsion of poorly degradable. In the case of developed reagents P-1 and P-58, their application can achieve a more effective oil treatment plants (OTP) for the separation and drying oil.

Comparing compositions P-1 and P-58, it can be said that the introduction of the sulpho, several changes its properties. First of all, it affects the dynamics of destruction VNE. Experiments conducted with

the composition of R-58 showed that fracture occurs faster than with the composition of P-1. Oil capacity of these reagents also differs.

Table 1. Comparison of oil intensity formulations P-1 and P-58

V(ad. oil), ml	P-1	P-58
	Reagent P-1, 1% weight.	Reagent P-58, 1% weight.
	V(oil), ml	V(oil), ml
1	0	1
2	0	1,5
3	0	1,5
4	0	2
5	0	2,5
6	0	3
7	0	3,5
8	0	4,5
9	0	6
10	0	9



From the data presented in Table 1 and the graph above it can be said that the introduction of sulfonic groups greatly influences the properties of the test surfactant, in particular oil capacity.

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SECTION 3. Biological sciences

EVALUATION OF URBAN ENVIRONMENT BY BIOINDICATION METHODS FROM POSITION THE CONCEPT OF URBAN SETTLEMENTS BIOSPHERE COMPATIBILITY

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The modern environmental legislation in Russia cannot decide ecological problems of city planning. For effective management of city planning we need a new ways of evaluation of the environment. One of this ways is the concept of biosphere compatibility [1, 55].

The concept of biosphere compatibility is means the balance of

biosphere and technosphere, for evaluation of this balance we can use as indicators of environmental pollution traditional values of industrial emissions compared to maximum permissible concentration, green areas, the intensity of a cleaner environment by recreational areas and other indicators of the anthropogenic impact on the biosphere [1, 57]. As one of the instruments of the assessment of the urban environment we can use bioindication methods as an effective and reliable way of evaluation of human influence on the ecosystem. As indicators are most suitable urban wood plantations that neutralizing pollutants of the environment [2, 36].

As an example, we have analyzed the land territory Oryol city as a typical regional center of Central Federal District of Russia. To detect anthropogenic impacts on urban ecosystems we have identified ecotopes - land urban areas with similar parameters of the biosphere (the area and species composition of green territories), the technosphere (polluters), demographic (number of inhabitants) and urban development (type of building, the proximity of industrial enterprises, roads etc.) factors. As these areas we have chosen the following areas: the area adjacent to the housing number 7 (Moscow street 77) State University - ESPC (section 1), the park near main building Oryol State University (Komsomolskay street 166) (section 2), area adjacent to the Museum of Oryol writers (section 3). All of these areas are characterized by the similar buildings (five-storey buildings, the lack of high-rise buildings, flat terrain), the characteristics of human impact (prevalence of vehicle emissions from major highways), similar areas (about 4 ha), the same composition of green spaces (the main tree species are the English oak, Norway maple and heart- linden, plants of the same age and size), the same number of inhabitants (about 14,000 people). All of these areas are characterized by the same set of factors of anthropogenic impact and varying degrees of quantitative manifestation of these factors. As a control area that not feel the impact of these factors, we have chosen the area of Medvedevsky forests (section 4).

The main source of pollution at all this sections was selected vehicles, as it accounts for a significant part of the emissions in atmosphere Oryol. To determine the number of vehicles for the subsequent calculation of emissions, at study sites were counted in the rush hour, within a year. Noted the number of cars in 30 minutes,

followed by recalculation of 1 hour. Car traffic was divided into categories: passenger road transport; cargo, with a diesel engine; truck, with a carbureted engine; bus, diesel engine; with carburetor engine bus; trolley bus; minibuses. Separation was made to more accurately assess the environmental burden, as each of these categories is characterized by a specific set of emissions.

Traffic is amounted 2067, 1528, 1231 cars in hour, for sections 1, 2 and 3 respectively. Foliage urban green space was selected according to accepted procedures in the lower part of the crown at arm's length with the side facing the roadway. The leaves were collected one part of the medium sized type.

We obtained the following data (Table 1):

Table 1 - Area of leafs of green spaces

Sections	Tree leaf area of urban green spaces, cm ² .		
	English oak	Norway maple	linden
Section 1	15,20	20,70	14,50
Section 2	19,70	25,30	16,05
Section 3	26,30	36,70	20,30
Section 4 (control)	27,50	44,30	24,20

Common to all of those species examined trends relates the fact that the area of leafs with decreasing the number of vehicles is increasing and is the highest in the control group of plants. The biggest area of leafs for all three species (after the control group) is marked on the section 3, then section 2 and the smallest in the section 1. Thus, we have established the effect of vehicle emissions on the studied plants, which is higher in those areas where more number of cars. But each breed has their differences.

Leaf area of Norway maple (*Acer negundo* L.) is the highest among the studied species of urban green space, which is related to species characteristics of the breed. The largest area of leaf falls on the plants in the control group (section 4), followed by plants section 3, section 2 and the minimum area is marked to plants section 1. The difference between the highest and lowest value was 2 times.

Thus, the observed correlation between the number of vehicles

and the amount of leaf area on the test plants. This dependence confirms the correlation coefficient constituting $r = -0,92$.

Average values of leaf area of English oak less than Norway maple, but more heart- linden, which is also associated with species characteristics. The highest values of leaf area also fall on the plants in the control group (section 4), then, as in the previous case are plant of sections № 3, № 2, № 1. The difference between the highest and lowest values is also 2 times.

The correlation coefficient values of the leaf area of English oak and vehicles on study sections is $r = -0,96$ and indicates a pronounced inverse relationship.

Average values of leaf area linden is lowest among the studied species of urban green spaces. The highest values of leaf area in the breed also fall on the plants in the control group (section 4) and the whole dynamics of the distribution of leaf area linden on test site looks the same as in the previous two cases. Differences between the linden leaf's areas on the sections are not as big as the other species studied urban green space this fact indicates the greater stability of this breed compared to other breeds.

To assess the impact of pollutants we used the method of study of fluctuating asymmetry coefficient, the values of which are given in Table 2.

Table 2 - Values of the coefficient of fluctuating asymmetry

Sections	Fluctuating asymmetry coefficient values for plants		
	English oak (Acer negunda)	Norway maple (Quercus robur)	linden (Tilia cordata)
Section 1	0,025	0,020	0,017
Section 2	0,023	0,017	0,015
Section 3	0,020	0,014	0,010
Section 4 control	0,006	0,005	0,005

On the storage capacity of green space influenced by many factors, from weather conditions to species composition, because different types of urban green spaces are characterized by unequal

resistance to absorbed pollutants. Thus, the biosphere compatibility can be calculated by the formula:

$$\xi^* = 1 - (S_{озел} \cdot \sigma) \quad (1)$$

where $S_{озел}$ - the total area of green spaces;
 σ - coefficient of fluctuating asymmetry .

Using the above formulas were obtained the following results shown in Table 3.

Table 3 - Values of the coefficient of uniformity of the biosphere on the studied sections

indicator	studied sections			
	section 1	section 2	section 3	section 4
ξ_{in}^*	0,15	0,19	0,23	0,79

In the results obtained in the formula [1, 56] biosphere compatibility obtained the following data indicator given in Table 4:

Table 4 - Values of the coefficient index biosphere compatibility on the studied sections

indicator	studied sections			
	section 1	section 2	section 3	section 4
η	0,24	0,32	0,41	0,97

From the obtained values of the biosphere compatibility can be concluded that the current state of ecosystems at all studied sections, the Eagle indicates the presence of degradation processes due to anthropogenic impacts that the biosphere cannot fully accumulate and regenerate the city ecosystem.

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SECTION 4. Earth Science

THE KINETICS OF COMBINED CHISEL

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To do a full use of reliable exploiting the kinetics of roller cutter picks and intermaxillary tool legs we have conducted and deepened and thought territorial research. During this research work the followings were dissolved.

1) By using the calculation method for cinematic criteria of assessment for capo city of drillings roller cutting chisel in the shapel formation of corporative specific and contact A'_j , and volumetric A'_k , of fracture energy, we have estimatedly determined the number of chisel used in a roller cutter [1].

2) First of all we had to necessary find the quantity of transmission ratio

3) Identify the quantity of external magnitude of comparative specific contact A'_{\max} and volumetric – A'_{\min} of fracture energy. The magnitude of $A'_{j\max}$ determines j – gear roller cuts, and consequently, the same thing becomes the source of initiator by dynamic vibration as roller cutter and intermix; vary tool leg of roller cutter by whole.

The point and aim is the gear with A'_{\min} persists by hole moucins from the it can be judged about vertical oscillations such of roller cutter and the whole chisel.

In order to meet the decision of the tasks, a method worked out which:

First of all according to requested geometric parameters of roller cutting kinetical characteristics are calculated by formula

$$A'_j = \frac{S_j F_j}{\Delta S} \quad (1)$$

$$A''_j = \frac{S_j \cdot F_j \cdot z_j \cdot d_j}{V_K} \quad (2)$$

Where S_j – the direction of teeth contact, j – gear for a single hole making in the soil

F_j – resistance face of moment j - hole makers are in contact to sort,

ΔS – single area of tooth is of roller cut, mm^2

z_j – number of mass on k -coring brt of borehole court during a single deepening of teeth to the mass mm .

Here, V is calculated by formula

$$V_K = \frac{2\pi R_K D_K \delta}{i} \quad (3)$$

Where R_K – radius of middle of borehole curf mm

D_K – width of ring curf

δ – of enterins tooth to sort mass

i – angular speed ratio

Secondly a programme is composed for acceleration of solving the issue, which date is shown in the table 1.

By results of calculation and geometry of culture if is obvious mat minimum A_j and A'_k falls on third gear starting from periphery by transmittance relation $i=1,474$, consequently the corresponding gear of cutter determines the oscillation process in vertical surface .Quantify of shock pulses is easy to calculate from here

$$n = i \cdot z_3$$

$$n = 1.474 \cdot 15 = 22$$

This way are retraction of chisel does 22 axial vibration, which provides the same quantity of force generation of intermaxillary legs of chisel on the surface of borehole curtes.

Table 1 -Tabulation explanthen of kinetic characteristics of combined chisel

Program - «KIPNV» Input - «dkk» Date - "1. 04. 2012 "					Transmission magnitude		1,474
Diameter of 190.5 mm					Depth of the introduction		1,000
					Pitch angle		60,000
					Gear awanhty		7
					Distance between the centers		88,212
					Radius of oscillated gear		42,000
					Radius of borehdes		95,000
Geometrical parameters					Energy characteristics		
Room crown (J)	Crown radius (RB, mm)	Well radius (RO, mm)	Numbe r teeth crown (Z, pcs.)	Width teeth crown (D, mm)	Speed teeth (V0, m/h)	Speci- fic contact work (A', N/mm.)	Specific volumetric work (A'', N/mm)
1	42.00	95.00	24.0	1.00	22.32	16.014	154.650
2	50.95	90.61	20.0	2.00	10.53	7.576	31.685
3	54.00	81.31	15.0.	3.00	1.17	3.181	10.786
4	51.07	65.64	15.0	3.08	-6.53	5.180	19.445
5	44.70	49.86	15.0	3.06	-10.87	7.913	40.761
6	34.2	34.89	12.0	3.00	-10.58	8.640	47.298
7	22.90	23.32	8.0	1.02	-7.07	7.272	41.906

Secondly now it is easy to calculated by given parameters of drilling regime and composing vectors of intermaxillary legs during their contact with of intermaxillary legs during their contact with the soil according to formula.

$$V_k = \frac{\pi m}{30} \sqrt{A + B(C - D)^2} \quad (4)$$

$$V_y = \frac{\pi m}{30} \sqrt{A + B(C + D)^2} + E \quad (5)$$

Where V_k -speed of contacted teeth of third gear and edge of legs
 V_y -speed of gear teeth theth of №3

$$A = \frac{\left\{ r \left[R - r(1 - \cos\psi) \cos\alpha \right] \cos 2\cos\psi + r^2 \sin\psi \cos\psi \right\}^2}{\left[R - r(1 - \cos\psi) \cos\alpha \right]^2 + r^2 \sin^2 \psi} ;$$

$$B = \left[R - r(1 - \cos\psi) \cos\alpha \right]^2 + r^2 \sin^2 \psi ;$$

$$C = \frac{2r \cos\psi}{\sqrt{(R - r \cos\alpha)^2 - r^2 \sin^2 \psi}} ;$$

$$D = \frac{Rr \cos\psi}{R^2 + r^2 \sin^2 \psi} ;$$

$$E = r^2 \sin^2 \psi \sin\alpha ;$$

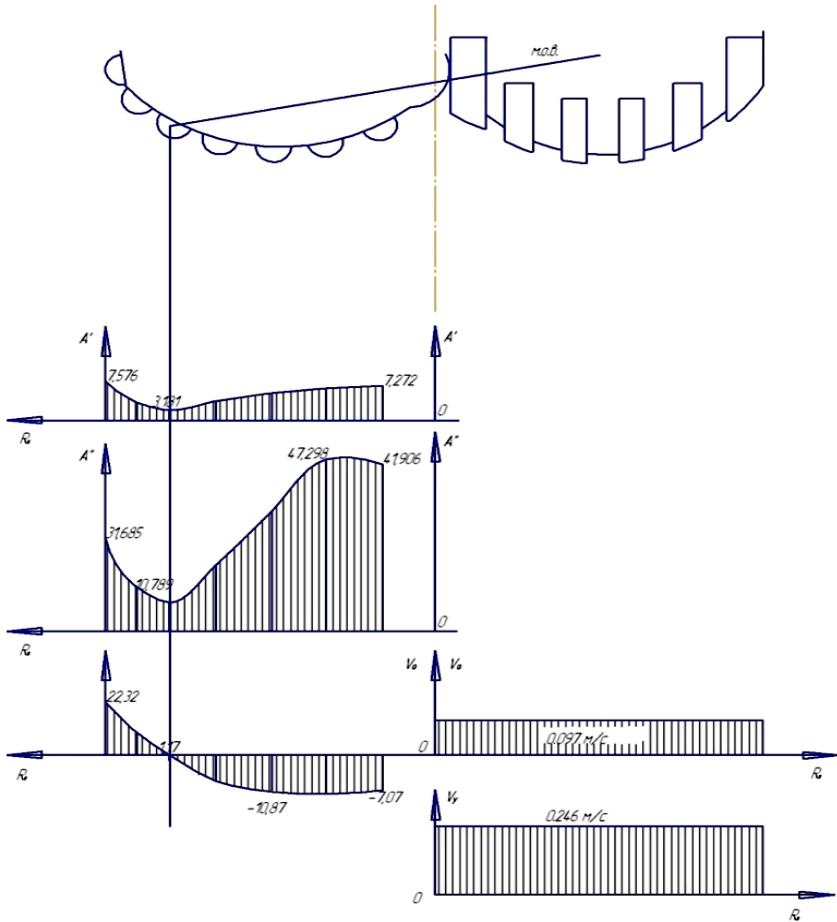
$$\psi = \frac{\pi}{z}$$

Edge of legs terding to contact with rock, m/s .

Estimated calculation are shown in the table 2 below

Data for calculation of V_k and V_y

R (mm)	r (mm)	α (deg.)	z (pcs)	n (r/s)	V_k (m/s)	V_y (m/s)
61	55	60	15	10	0,097	0,246



Drawing 1. Graphic layout of kinetics of cutting structure of cutter intermaxillary legs of combined chisel with diameters of 190,5 mm

Lets pay attention to calculations done according to of rotation per second $n=10$. By formulas (4, 5) it is possible to calculate V_k and V_y under any number of rotation of chisel, as for as this speed is directly proportional to the magnitude.

It can be noticed, that more wearing is followed on periphery gears of cutter.

They are to be improved with bigger gears.

Most of the load is endured by the teeth of third gear, such as hold $A''_{\min} \sim V_{\max}$ parameters. Teeth of these gears allow to hope for sufficient strength and long life.

In the conclusion we see that analysis of kinetic of cutting structure of combined chisel and comments were based on stable and byname strength of works on borehole cavity. The latter must be provided by sufficient axial load and moderate number of rotation in drilling process.

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SECTION 5. Engineering

EXPANDING OF DOMESTIC CAD APPLICATIONS FOR THE DESIGN OF ATYPICAL ELEMENTS OF CONSTRUCTIONS

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Software and hardware elements of CAD, such as Compass-3D, T-FLEX, Unigraphics NX, ANSYS CFX and others can significantly reduce the complexity of the design of newly created machines [1]. Typical operations: calculation geometry of structural elements and fabrication drawings of the most time-consuming part of the project in the past work have become easy to carry out operations. Conditionally "creative" design reduces the contribution to the assignment of inputs and outputs regulated the terms of reference, initial and boundary conditions.

Each user mastered interactive modeling capabilities, forming subassemblies and designing engineering documentation in the process of solving practical is faced sometimes with the need to complement the capabilities of the system with new functions for these tasks or automate repetitive procedures in the process of very non-trivial task.

For example, let us consider a scheme for creating their own internal applications in CAD Unigraphics NX for calculating and impeller centrifugal turbomachinery having unconventional S-shaped blades.

In the first stage, a file is constructed with the code in Microsoft Visual C++ using a template to create modules Unigraphics NX. The template comes with the distribution program NX. Then Visual C++ creates a new project, the necessary dialog boxes are organized, the application type (internal or external) and language (C / C++) are selected. Then the application entry point is selected (when the program starts automatically, manual start or a certain user action), as well as the way to complete (along with Unigraphics or completion of on-demand). Function documentation libraries UG / Open comes with the distribution Unigraphics. If the application type is internal, trigger point - manually, after compiling the program we get the file *.dll. To run the application from within Unigraphics it is necessary in the menu "File -> Run -> User function" to select the desired file.

As an illustration of the working window Unigraphics NX, Fig. 1 is a screen shot of the current window. Rendering options of working documents are presented in Fig. 2.

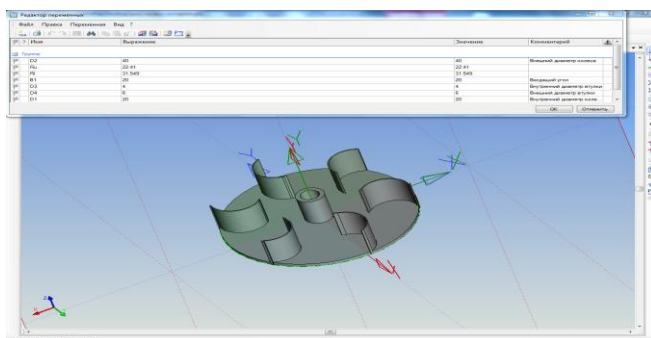


Fig. 1. Screenshot of the current window modeling the impeller

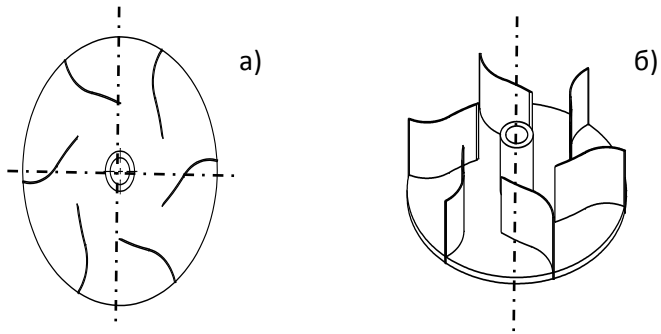


Fig. 2. Variants of imaging model generated own internal application:
a) top view b) a perspective view

The module developed for Unigraphics NX can be used in other CAD software using the same core, for example in T-FLEX CAD. Fig. 3 shows a wind turbine blade impeller modeled in T-FLEX CAD based on its own internal application Unigraphics NX, intended for the design of the impeller centrifugal turbomachinery.

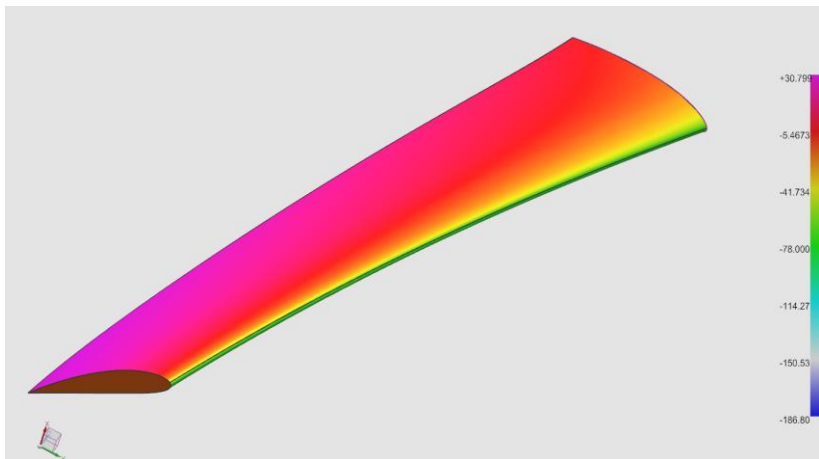


Fig. 3. Simulation of wind turbine blades in the T-FLEX CAD

The own internal applications are quite simple to apply for design and other non-standard components.

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THE ANALYSIS OF THE MAIN POLYVINYLCHLORIDE MEMBRANES

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Roof is the most important element of the construction of the house which provides protection against environmental influences and largely determines the architectural design of the building. Modern roof - new technical solutions and materials, improves reliability, durability and strength. Such materials as tile, slate, soft roofing, and metal roofing are currently used for roofing. Any of them has its advantages and disadvantages, which define the scope of its application. For example, tiles are mainly used for pitched roof, but also slate can be used, as well as on the roofs with a minimum slope. Metal roofing is used either in pitched and flat roofs. Soft roof - codename design, which is used for the device rolled materials, polymeric membranes, and mastic material, it is mainly used for flat roofs.

PVC membranes are one of the latest high-tech solutions for roof waterproofing. A key advantage of membrane materials unlike bitumen is the ability to release excess fluid outwardly in the form of steam, which improves the overall micro-climate of the building and reduces the wear of the roof construction. Also, we should note sufficiently long life, ease of installation and resistance to chemical and biological effects. There are also disadvantages: use of such material is only

possible on flat roofs or with minimal bias, and high mechanical strength.

There is a large variety of the types of membrane materials and their manufacturers. Since the regions of our country are of a varied climate and conditions of construction, it is necessary to use different features of materials. Accordingly, it is necessary to establish certain criteria for choosing the type of membrane. On the market of roofing materials there are many manufacturers of membranes, but let us consider the most common: PLASTFOIL, TekhnoNIKOL and RENOLIT. These manufacturers offer a wide range of materials with different functions and purpose.

The following design solutions are made in TekhnoNIKOL company [1]:

1. Polymer roofing system with mechanical fastening

It is used in commercial roofs with a base plate of galvanized corrugated sheet. This system uses the following types of membranes - LOGICROOF V-RP and V-SP.

2. Polymer roofing system with mechanical fastening using a combination of thermal insulation

It is used in the construction of large shopping centers, logistics warehouse terminals and industrial buildings with a base made of profiled steel sheeting. In this system, the following types of membranes - LOGICROOF V-RP + profiled membrane PLANTER-life (for "green" roof).

3. Polymer roof ballast system

It is used in the construction of the new and reconstruction of the old roofs including additional warming. By the principle of non-operating ballast system operated, including "green" roof. In this type of design decision reinforced concrete foundation and uses the following types of membranes - LOGICROOF V-GR.

4. Ballast system inversion roofing

Inversion system is ideal for the exploited roofs that are a subject to regular traffic, or roofs arranged in regions with severe climatic conditions. Since no polymeric membrane is on the surface of the entire system, it can be used any types. There is also another type of membrane LOGICROOF V-RP ARCTIC, which is used in regions of Siberia and the Far East.

Now let us consider the design decisions of PLASTFOIL [2]:

1. Mechanical system

It is used for the pitched roofs with a reinforced concrete foundation or steel professional flooring. This system uses a membrane PLASTFOIL F.

2. Ballast system

It is mainly applicable for flat roofs or roofs with a slope of not more than 3% and can handle the additional mechanical load. This system uses a membrane PLASTFOIL P.

3. Inversion system

It is applied under the same conditions, but with more severe climates. Membrane PLASTFOIL P is used.

Membrane PLASTFOIL S is used for waterproofing of adjacencies.

If we consider the design decisions of RENOLIT, there is nothing new there, they are all similar. The only thing that must be said is the fact that the membrane ALKORPLAN F used in the mechanical system of the roof and the membrane ALKORPLAN L used in the ballast system [3].

There are no differences in composition of membranes from different manufacturers. Each of the companies has, a non-reinforced PVC membrane reinforced with glass and fiberglass membrane, as well as reinforced polyester mesh. The only difference between the manufacturers is that the company has no RENOLIT non-reinforced membrane, and the company has another TekhnoNIKOL membrane composition - reinforced polyester mesh.

We now turn to the comparison of different manufacturers of membranes according to certain criteria, which take of GOST 2678-94 (for TekhnoNIKOL and PLASTFOIL) and the TU 5774-001-47270706-04 (for RENOLIT, both international manufacturer) [1,2,3, 4,5]. Main criteria:

1. Tensile strength, MPa
2. Elongation at break,%
3. Water absorption,%
4. Flexibility on a bar (frost), ° C
5. Price index, RUB
6. Water resistant (all pass the test).

We write down all the criteria in the table on one type membrane (for example, adopted a membrane reinforced with polyester mesh).

Table 1

Designation of criteria	TekhnoNIKOL (LOGICROOF V-RP)	PLASTFOIL (PLASTFOIL F)	RENOLIT (ALKORPLAN F)
Tensile strength, MPa	>20	14	26,1
Elongation at break,%	>90	120	255
Water absorption,%	0,1	0,15	0
Flexibility on a bar (frost resistance),°C	-45	-35	-65
Price index, RUB*	310	300	370

* - The price was taken from price lists manufacturers.

We reduce visibility for the chart:

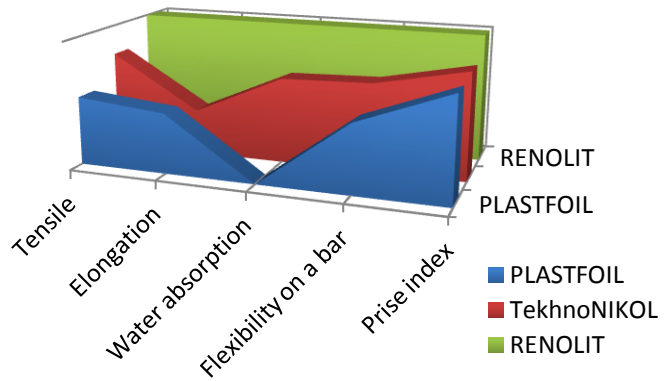


Fig. 1. A comparative analysis of the main criteria for the most common types of membranes

After analyzing the basic criteria it can be concluded that for large volumes of construction of TekhnoNIKOL membranes are the most advantageous options due to the fact that they have averaged characteristics, that is, according to the criteria are not the best option, but not the worst, such as made by PLASTFOIL Company. And if we consider the relatively large volumes of construction, the company TekhnoNIKOL is the most profitable option because of the costs (for example, for a volume of 4000 m2 will need to spend 1,260 rubles on the membrane of TekhnoNIKOL and on the membrane of RENOLIT - 1480 rubles .) and quality characteristics.

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SECTION 6. Economics

COMPARATIVE ANALYSIS OF INCOME REGIONAL BUDGETS VOLGA FEDERAL DISTRICTS IN 2008-2012 AND EVALUATE THE IMPACT ON THE LEVEL OF RISK OF IMBALANCE REGIONAL BUDGETS

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In circumstances where the role of the Russian regions in addressing socio-economic issues is increasing, one of the key problems is the comprehensive risk assessment imbalance of regional budgets.

Recently, the need and importance of addressing imbalances and creating conditions for sustainability and stability of budget system of the Russian Federation, eliminating the risks of imbalance is constantly discussed and reflected in various legal acts.

In Russia, the concept of balance enshrined in the thirty-third article of the fifth chapter of the Budget Code of the Russian Federation. In this unbalanced budget and is compiled (executed) as a deficit and surplus. Availability of surplus is a negative characteristic, as it causes certain adverse effects. In particular, it may contribute to disruption of macroeconomic stability, increase the burden on the economy, as well as the creation of prerequisites of slowing its growth. So, at the end of July 2013 there were some changes in section 4 of the Budget Code "balanced budget" associated with Chapter 13, which governs the law of budget deficits, as well as the sources of their funding.

Problem of balancing budget system and is designated in the state program "Management of public finances", adopted by the Federal Government in March 2013. It as the designated target is a long-term balance and stability budget system of the Russian Federation, the creation of long-term planning tools and other issues.

Model developed by the author [1], [2] allows the assessment for the effects of five groups of factors, one of them - the revenues of

regional budgets. Feasible practical implementation on the example of the Russian Federation Volga Federal District (hereinafter - the subjects of the PFD). Thus , Table 1 shows the dynamics of revenue budgets of the PFD for 2008-2012.

Table 1 - Dynamics of incomes budgets of the PFD

Number of the order	The region of the Russian Federation	Growth rate of revenues of regional budgets, in percent				
		2008	2009	2010	2011	2012
1	Republic of Bashkortostan	128,01	99,32	102,23	113,74	107,80
2	The Mari El Republic	122,43	108,01	111,16	113,15	103,70
3	The Republic of Mordovia	121,24	115,42	108,40	109,70	123,08
4	The Republic of Tatarstan	131,52	102,02	128,82	108,16	108,58
5	The Republic of Udmurtia	123,57	98,03	103,42	122,88	108,48
6	The Chuvash Republic	117,36	100,72	99,68	113,39	107,68
7	Perm Krai	146,86	76,21	105,51	113,85	114,64
8	Kirov region	121,30	111,03	120,08	103,55	97,18
9	Nizhny Novgorod region	136,91	90,29	114,35	113,44	104,39
10	Orenburg region	131,23	96,45	107,14	114,64	107,11
11	Penza region	114,88	112,62	114,03	110,06	113,11
12	Samara region	134,17	92,61	121,04	109,69	114,33
13	Saratov region	142,28	108,82	97,54	115,06	104,46
14	Ulyanovsk region	119,27	109,39	97,53	111,34	110,33

Source: Calculated by the author based on the laws of the performance of the regional budgets

Analysis of the data table shows that the highest rates of growth of regional budget compared to the previous year are characterized by the following entities of the Russian Federation:

in 2008 - Perm Krai; in 2009 - Penza region; in 2010 – the Republic of Tatarstan; in 2011 – the Udmurt Republic; in 2012 - the Republic of Mordovia.

Table 2 shows the growth rate of non-tax revenue budgets of the PFD.

Table 2- Dynamics of non-tax revenue budgets of the PFD

Num ber of the order	The region of the Russian Federation	The growth rate of non-tax revenues of regional budgets, in percent				
		2008	2009	2010	2011	2012
1	Republic of Bashkortostan	152,68	56,67	119,62	87,08	124,64
2	The Mari El Republic	140,89	64,35	116,31	133,39	137,76
3	The Republic of Mordovia	135,73	33,10	31,37	655,58	466,82
4	The Republic of Tatarstan	100,27	35,07	126,98	130,13	149,62
5	The Republic of Udmurtia	98,68	0,74	225,54	6406,88	127,35
6	The Chuvash Republic	93,18	67,81	110,59	132,55	148,60
7	Perm Krai	28,13	124,33	65,09	68,09	139,50
8	Kirov region	89,35	149,07	124,02	80,01	99,42
9	Nizhny Novgorod region	68,89	73,93	103,74	179,65	91,66
10	Orenburg region	350,18	23,36	75,50	135,60	136,00
11	Penza region	74,61	119,55	214,25	114,97	37,65
12	Samara region	68,95	60,87	85,90	109,49	158,41
13	Saratov region	103,43	80,42	113,45	108,83	43,88
14	Ulyanovsk region	460,89	14,49	144,45	78,35	84,31

Source: Calculated by the author based on the laws of the performance of the regional budgets

Analysis of the data in Table 2 suggests that the largest increase non-tax revenues during the study period occurred in the Udmurt Republic in 2011. However, in 2009, this Russian region recorded the

biggest decline compared with other regions. Dynamics of tax revenue budgets of the PFD is shown in Table 3.

Table 3 - Dynamics of tax revenue budgets of the PFD

Number of the order	The region of the Russian Federation	The growth rate of tax revenues of regional budgets, in percent				
		2008	2009	2010	2011	2012
1	Republic of Bashkortostan	125,09	94,78	103,14	116,59	111,71
2	The Mari El Republic	120,81	93,31	118,61	113,04	112,55
3	The Republic of Mordovia	120,12	81,28	115,03	114,59	113,46
4	The Republic of Tatarstan	126,54	80,11	126,65	119,09	122,98
5	The Republic of Udmurtia	118,45	88,00	111,04	117,64	119,33
6	The Chuvash Republic	121,96	82,12	123,85	113,10	113,69
7	Perm Krai	185,13	59,52	126,30	122,46	119,38
8	Kirov region	128,97	90,45	124,62	121,84	105,68
9	Nizhny Novgorod region	132,42	82,19	120,53	113,47	110,56
10	Orenburg region	110,47	96,90	112,64	120,78	113,73
11	Penza region	112,73	105,85	125,43	110,00	116,81
12	Samara region	131,73	81,49	120,52	122,74	116,90
13	Saratov region	134,13	90,38	115,35	117,41	111,85
14	Ulyanovsk region	77,01	148,72	134,45	117,17	124,64

Source: Calculated by the author based on the laws of the performance of the regional budgets

Table 4 clearly shows the calculated share of non-tax revenues by the author of the total income in the regional budgets.

Table 4 - The share of non-tax revenue in total revenues of regional budgets of the PFD, in percent

Number of the order	The region of the Russian Federation	2008	2009	2010	2011	2012
1	Republic of Bashkortostan	11,59	6,61	7,74	5,92	6,85
2	The Mari El Republic	2,02	1,21	1,26	1,49	1,98
3	The Republic of Mordovia	1,28	0,37	0,11	0,64	2,42
4	The Republic of Tatarstan	7,86	2,70	2,66	3,20	4,41
5	The Republic of Udmurtia	1,74	0,01	0,03	1,48	1,74
6	The Chuvash Republic	2,07	1,39	1,54	1,80	2,49
7	Perm Krai	2,79	4,55	2,81	1,68	2,04
8	Kirov region	2,84	3,81	3,93	3,04	3,11
9	Nizhny Novgorod region	2,12	1,74	1,58	2,50	2,19
10	Orenburg region	10,24	2,48	1,75	2,07	2,62
11	Penza region	1,80	1,91	3,59	3,76	1,25
12	Samara region	2,58	1,69	1,20	1,20	1,66
13	Saratov region	2,69	1,99	2,32	2,19	0,92
14	Ulyanovsk region	18,10	2,40	3,55	2,50	1,91

Source: Calculated by the author based on the laws of the performance of the regional budgets

Table 4 shows that the largest share of non-tax revenues recorded in 2008 in three regions - the Ulyanovsk region (18.10%), the Republic of Bashkortostan (11.59%), Orenburg region (10.24%). Table 5 presents the author calculated the share of gratuitous receipts to the budgets of the PFD.

Table 5 - The share of gratuitous receipts in the budgets of the PFD, in percent

Number of the order	The region of the Russian Federation	2008	2009	2010	2011	2012
1	Republic of Bashkortostan	15,73	21,03	17,12	18,01	16,20
2	The Mari El Republic	43,79	48,84	36,93	43,45	42,58
3	The Republic of Mordovia	45,24	59,63	44,74	53,17	57,35
4	The Republic of Tatarstan	18,67	35,78	31,89	30,94	22,90
5	The Republic of Udmurtia	25,54	30,28	23,27	28,18	22,79
6	The Chuvash Republic	40,07	47,33	31,78	35,17	35,76
7	Perm Krai	12,95	21,90	13,64	11,52	9,37
8	Kirov region	37,49	44,94	38,19	34,40	33,55
9	Nizhny Novgorod region	18,50	21,82	17,31	18,58	5,61
10	Orenburg region	19,03	23,88	19,05	17,95	6,28
11	Penza region	35,16	42,99	44,85	40,39	44,97
12	Samara region	10,53	17,96	17,95	10,32	9,85
13	Saratov region	30,57	39,01	28,17	28,25	26,47
14	Ulyanovsk region	47,58	50,38	28,35	27,62	25,99

Source: Calculated by the author based on the laws of the performance of the regional budgets

According to Table 5, it must be concluded that the region's share leader gratuitous receipts of the total income is the Republic of Mordovia (in 2009.2011, 2012 years in this region of the Russian Federation in comparison with others, it is the largest PPO).

Table 6 shows the complete ranking of subjects on the results of the PFD author assess the impact of budget revenues on the risk level of imbalance of regional budgets.

Table 6 - Overall ratings subjects PFD influence the evaluation of budget revenues on the risk level of imbalance of regional budgets

Position in the rating	The region of the Russian Federation	2008	2009	2010	2011	2012	TIARP
1	The Republic of Bashkortostan	3,75	5,25	5,00	5,25	5,75	5,00
2	The Republic of Tatarstan	5,25	7,00	5,25	8,00	4,50	6,00
3	Perm Krai	5,75	5,50	7,00	7,50	4,50	6,05
4	Orenburg region	4,25	8,25	8,25	4,50	5,75	6,20
5	Nizhny Novgorod region	7,25	7,50	6,50	5,00	7,75	6,80
6	Samara region	6,25	7,75	7,25	8,75	5,25	7,05
7	Kirov region	8,75	4,25	5,50	10,00	9,25	7,55
8	Saratov region	5,75	6,00	8,75	6,75	11,75	7,80
9	Ulyanovsk region	7,00	9,00	7,25	8,25	8,75	8,05
10	The Republic of Udmurtia	9,00	11,00	7,75	5,25	8,00	8,20
11	Penza region	11,50	5,50	6,00	8,00	11,00	8,40
12	The Chuvash Republic	10,75	9,00	10,00	8,25	7,25	9,05
13	The Mari El Republic	9,00	9,25	8,75	9,25	10,00	9,25
14	The Republic of Mordovia	10,75	9,75	11,75	10,25	5,50	9,60

Note. TIARP - third intermediate average rating point

Source: Calculated by the author based on the laws of the performance of the regional budgets

Thus, on the basis of this study , it is necessary to draw a few conclusions . So, at the beginning of the third intermediate rating of Bashkortostan and Tatarstan, at the end of the rating - the Republic of Mari El and Mordovia . High scores in the republic of Mordovia due to the high share of gratuitous receipts in budget revenues , as well as a serious decline in non-tax revenue , the cause of which the author is

identified and return residues subsidies, subventions and other inter-budget transfers purpose , previous years in the amount of 572,059 thousand rubles in 2010 and in the amount of 398 698 thousand rubles in 2009.

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INSURANCE CODE OF THE RUSSIAN FEDERATION: NEED FOR INTRODUCTION AND PROPOSED STRUCTURE

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Currently, the insurance market in the Russian Federation is a rapidly evolving and growing . The role and importance of insurance services is constantly increasing. Improved and legislation of the Russian Federation in the field of insurance, which is constantly being modified and adopted new legislation. However, despite the apparent

development of insurance business in the Russian Federation , there are some problems.

The most important, in our opinion , is the heterogeneity of the Russian insurance legislation, the lack of unity and its clear relationship between normative legal acts.

For the problem solved in the codification process should include the following:

- 1) improved regulatory standards;
- 2) systematized legislation;
- 3) eliminated the contradictions, inconsistencies and differences between different legal acts ;
- 4) simplifies the process of implementation of the law .

Learning question has enormous historical content , and is also supported by existing international experience gained over the centuries.

As you know, the birthplace of the insurance law is a European state in Spain, where in the 15th century there was a special code Los Capitolos de Barcelona (1435) . It provided and the factors that make up an insurance case , and the procedure for verification , and, importantly , the order of insurance payments.

Later, in the 18th century, insurance codes appeared in Germany. However, now as a source of insurance law serves a number of laws , some of them were taken over 100 years ago

Japan also adopted a National Insurance Code, which is a set of regulatory standards, comprehensively regulating insurance relations in the state.

In the United States of America, which is a leader in the global insurance market, there is a special legislative regulation of insurance: there is no single legal act at the federal level . Each state has its own insurance laws, requirements for insurance brokers and insurance companies. It should be noted that in some regions (states) the U.S. is taken Insurance Code, which in addition to the rule of law still included and court decisions in the area of insurance law, which allows code reading and meet with the country's accumulated jurisprudence on insurance.

Particularly noteworthy is the fact that the creation and subsequent introduction of the Insurance Code states in Russia. Back in April 2000 at a meeting of the Public Expert Council on the insurance

legislation in analytical department of the Federation Council raised the issue of the need to align all the available sources of insurance law. It was noted that this should be the first step on the way to the adoption of the Insurance Code. Planned was noted - 1-1.2 years .However , 13 years have passed , but the problem has not been solved .

Due to the need to improve and Russian realities. Russian insurance market is actively developing. Thus, according to the Federal State Statistics Service , the number of insurance contracts is growing quite rapidly . Thus, during the study period of three years (from 2010 to 2012) Increase in this index was 8.90% + (or in-kind 11,399,919 + insurance contracts) (Table 1).

Particularly important to note gain contracts for voluntary insurance, which confirms the fact manifestations of a greater and greater interest in the Russian insurance to protect their property interests.

Table 1
Number of insurance contracts in 2010-2012
(except contracts for compulsory health insurance)

Years	Voluntary	Mandatory	total value
2010	90 064 140	37 990 035	128 054 675
2011	92 555 592	40 672 797	133 228 389
2012	98 768 399	40 686 105	139 454 594
Growth rate (2012 to 2010), %	109.66	107.10	108.90

For a more detailed analysis of the current situation in the insurance market of the Russian Federation consider it necessary to analyze the changes in the volume of premiums collected over a three year period from 2010 to 2012 .

Table 2
The volume of insurance premiums collected for the years 2010-2012
(excluding insurance premiums for compulsory health insurance) billion rubles

Years	Voluntary	Mandatory	total value
2010	457.25	98.55	555.80
2011	554.05	110.97	665.02
2012	812.47	150.21	962.68
Growth rate (2012 to 2010), %	+ 77.67	+ 52.42	+ 73.21

As we can see from Table 2, here as well as under the contracts of insurance can be traced clear trend of increase premiums collected . So, for the last three years of collected premiums increased by 406.88 billion rubles , including voluntary insurance at 355, 22 billion rubles . In percentage terms, the growth rate was 73.21 % . In terms of forms of insurance is also a tendency significant increase . Particularly pleased that voluntary insurance compulsory develops faster (growth + 77.67 % vs. 52.42 % + on compulsory insurance).

Summarizing all the above, we conclude that the development of the insurance market in the Russian Federation happens quite rapidly. Similar rate increases and the number of legal, regulatory insurance issues, which creates prerequisites for the emergence of additional difficulties and contradictions.

Studying the international experience, the historical roots of the acceptance the Insurance Code , as well as realizing the full benefit and convenience of the implementation of the Codification , we consider it necessary to reform the insurance legislation of the Russian Federation to develop and introduce a single legislative act comprehensively regulating relations in the field of insurance.

Similar act , in our opinion, should be the Insurance Code of the Russian Federation.

Given the problems of the insurance legislation, the Russian realities and international experience , we have developed a draft of the Insurance Code of the Russian Federation.

We offer the following structure of the Insurance Code:

Part 1. Basics of insurance activities.

Part 2. Types of insurance.

Part 3. Actuarial activities.

Part 4. Ensuring financial stability of insurers.

Part 5. State supervision of insurance activities.

Part 6. Final provisions.

Each part of the detailed chapters , two of the more detailed and sections (which in turn include chapters).

In the first part of "Fundamentals of Insurance Activity" highlighted two sections: "General" and " The contract of insurance".

The first section of "General Provisions" (chapters 1-4) is devoted to the composition of the insurance legislation, the basic concepts and terms used in the Insurance Code, insurance forms,

participating insurance business. This section sets out the rights and obligations of insurers and policyholders.

The second section, "Insurance Contract" (chapters 5-10) fixed issues related to the system of agreements in the field of compulsory health insurance, civil liability insurance contract owner of a dangerous object for injury resulting from an accident; liability insurance and tour operators, etc.).

The second part of the project developed by the Insurance Code "Types of insurance" fixed compulsory social insurance and liability insurance, and other types of insurance, which correspond to specific sections.

For example, in the section on compulsory social insurance, fixed its base, as well as specific types (pension, health, compulsory social insurance in case of temporary disability and maternity, compulsory social insurance against industrial accidents and occupational diseases, the premiums extra-budgetary funds) (chapters 11-16).

In the section "Liability Insurance" includes chapters such as liability insurance owner of a dangerous object; CTP, compulsory insurance of civil liability of the carrier for damage to life, health, property and passengers on the order of compensation for such damages caused during transportation of passengers underground; liability insurance for owners aircraft; liability insurance tour operators (chapters 17-21).

In the "Other Insurance" contains a chapter 22 "Marine Insurance" dedicated to all the features of marine insurance, containing rights and obligations of the insured, the insurer; impact of the alienation of the insured vessel, cargo, procedure and exemptions from liability insurer, disclosed in detail the concept of double insurance "abandonment."

Part 3 focuses on actuarial activities in the Russian Federation. This part consists of three chapters: "General Provisions" (Chapter 23), "Notified Body" (Chapter 24), "Self-organization of Actuaries" (Chapter 25). In this part, focused on the role of the Central Bank in actuarial work.

Part 4 "Ensuring financial stability of insurers" heads such as detailed "General Provisions" (Chapter 26), "Mutual Insurance" (chapter 27), "Professional Association of Insurers" (p. 28).

In 5 of the "State supervision of insurance activities" were highlighted such chapters as "General Provisions" (Chapter 29), "The duties of the supervisory authority" (p. 30) and "Licensing" (Chapter 31).

In the last 6 parts, which enshrines the final provisions are set out particular entry of certain provisions of the Insurance Code, and are legislative acts are repealed with the adoption of a single legal instrument .

Thus, the proposed draft of the Insurance Code of the Russian Federation is a single comprehensive document that includes 6 pieces, 5 sections, 31 chapters, which detail all the issues fixed insurance business.

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PROBLEMS AND POSSIBILITIES OF INVESTMENTS ATTRACTION BY OIL AND GAS COMPANIES OF UZBEKISTAN

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Today oil and gas branch of Uzbekistan is one of the largest and dynamically developing branches of economy. In the territory of republic there are 240 hydrocarbon fields, 110 fields from this number have been discovered for resent 20 years and 15 of them due to involvement of foreign investors [4]. The confirmed stocks of oil in Uzbekistan according to estimated results of 2012 made 100 million ton of oil and gas (1.1 trillion cubic meters). [5] An unstable increase in demand for oil consumption (see fig. 1) observed in 2000 – 2009 was conditioned by the growth of GDP, the development of new and allied industries.

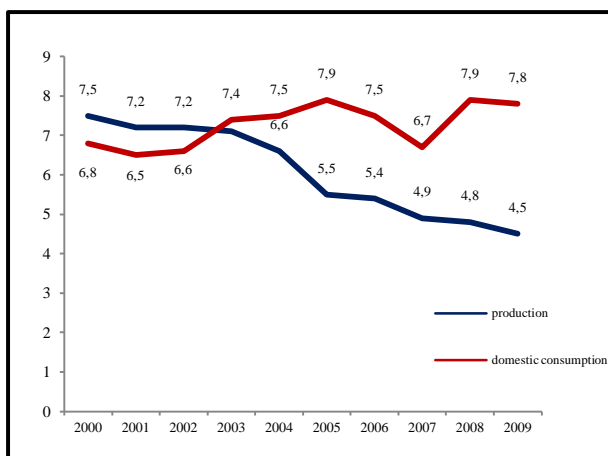


Fig.1. Production, domestic consumption of oil (with gas condensate liquid) in 2000-2009 in Uzbekistan mln. ton [6]

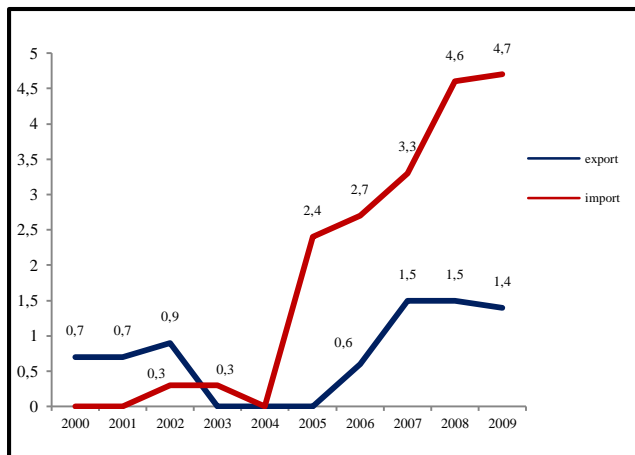


Fig..2.Oil export and import (with gas-condensate liquids) in Uzbekistan in 2000-2009 mln. ton [6].

The volume of production in oil and gas sector in 2011 yielded 7.1 trillion in local currency (about 4.0 bln. USD) [7] the share of import made 3.7%. In the republic, 3.6 million ton of oil and 57 billion cubic meters of gas were extracted, as well as 1.05 mln. ton of diesel fuel, 0.33 mln. ton of kerosene, 0.26 mln. ton of liquefied petroleum gas and 0.26 mln. ton of mineral oils and lubricants [8]. For 2012 production of oil and gas condensate in Uzbekistan decreased by 11.6%, in comparison with 2011 decreased to 3.1 mln. ton. That shows a critical point of production decrease for all years of independence [9]. The decrease in oil production has started since 1999, while gas production continued growing. In the period of 2000 - 2009 oil production was reduced by 40% (see fig. 2). Since 2002 Uzbekistan has stopped exporting oil and there emerged a necessity of importing to 2.4 mln ton/year. Since 2006, due to the need in supplying oil refineries and renewal of export, the import of oil almost doubled and made 4.7mln.ton in 2009. Local experts consider that the drop in oil production and the growth of import will last till 2015. However, reduction in production of oil and condensate, as well as the use of imported raw material lead to increase of output cost price and deterioration of financial situation at enterprises of oil processing

sector, power dependence of the country in the whole. For further development, the national holding company Uzbekneftegaz (NHC) has developed the Concept of oil and gas branch development in the Republic of Uzbekistan for the period till 2030.

Since early days of independence an active investment policy in oil and gas sector directed on modernization, technical and technological re-equipment of enterprises is carried out in the republic. In this respect in December, 2012 Thomson Reuters Company announced the financing of Usturt gas-chemical complex project as international transaction of the year in the "Project Finance International 2012 Year Book". For 2012, forty four investment projects of NHC (National Holding Company) "Uzbekneftegaz" were included in the investment program. The volume of investment implementation amounted to 2701.45 million USD [11]. To continue investment program started in 2012, NHC is planning to complete construction of booster compressor station on Gazli field in Bukhara area, to set up production of basic mineral oils in Tashkent area and launch the manufacturing of heating equipment in Navoi[12]. In the next 2014 year in Uzbekistan it is planned to implement a considerable volume of foreign investments into energy sector to the amount of \$2.604 bln. on 35 projects. Foreign companies are planning to allocate \$2.228 billion direct investments in 16 projects in oil and gas sector [13]. In particular, Russian Company Lukoil in 2014 plans to invest \$1.05 billion in implementation of two agreements on gas production share (Production Sharing Agreement) for gas production [14]. On the whole, in the nearest years NHC "Uzbekneftegaz" plans to realize a number of projects in the amount 3199.2 mln USD [15].

Foreign companies such as "Lukoil Overseas", JSC "Lukoil Uzbekistan Operating Company", "Lukoil Gissar Operating Company", JSC Gazprom zarubezhneftegaz, Malaysian "Petronas Charigali Overseas", JV Gissarneftegaz, "Uzgazoil", Vietnamese JSC Kossor Operating Company, the Chinese KNOC, the Korean KOGAS, JSC Daewoo Energy Central Asia, JV Mingbulakneft and the Chinese Silk Road Group LLC participate in this investment program of oil and gas sector. In the total amount of investments the partners from Russia, China, South Korea have a sound share. It is also necessary to note that greater share falls on the projects with mixed investments.

There is a special structure of funds allocation in oil and gas sector. About 40% are spent for construction of new enterprises, more than one third of all investments – for creating separate objects at operating enterprises and about 20% - for expansion of operating enterprises. The assessment of effective management of enterprise stability showed that despite positive dynamics of economic condition, the development of enterprises faced certain shortage of investment resources that negatively influenced the processes ensuring their intensive development [3, page 24]. For example, in 2012 the lagging on commissioning [16] was observed on 5 projects of NHC "Uzbekneftgaz" included in the Investment program of 2012.

Considering the need for sound investment resources, the resolution of the head of state provides for special investment extra charge [17] to wholesale selling price on natural gas in the amount of 0,10 USD [18] per cubic meter since January 1, 2013. This extra charge is transferred by JSC Uztransgaz into special account of NHC "Uzbekneftegaz" and will be used for financing the objects included in investment programs, technological modernization of capacities and also on repayment of credits and budgetary loans. On one hand, it seems, that additional source for projects financing has been found, but on the other hand the rise in prices for gas-filling at gas stations will have impact on reduction of consumer's demand that will finally impede the development of this direction where considerable funds have already been allocated.

Today stock market is one of potential sources of attraction of loans and investment resources into oil and gas sector. The development of stock market of republic in recent years has shown a changeable tendency, though the growth with correction [1, page 46] is observed. The total turnover of stock market and corporate bonds for 2012 made 2.09 trillion in local currency (1.045 billion USD) where the share of secondary security market made 877.6 bln. USD or 42% [19]. At the Republican Stock Exchange "Toshkent" (RSE) the turnover with securities for 2012 made 170.7 bln in local currency (85.9 million USD) [20] or 8.2% of a total turnover of securities market. The indicator of market capitalization of joint-stock companies' shares included into official exchange listing, for January 1, 2013 made 5446.5 bln local currency [21] (2743.2 bln. USD) [22].

During 2010-2011, 24 joint stock companies within the structure and supervision of NHC "Uzbekneftegaz", joined stock exchange "Toshkent" listing company. The total amount of authorized capital, makes more than 952.0 billion in local currency, where 2 joint-stock companies "Uztransgaz" and "Uzneftegazdobycha" have greater share. [2, page 10].

Capitalization of listing oil and gas companies in the republic for January 1.2013 made 2768.9 billion local currency (1394.6 million USD) that makes 50.84% of capitalization of the shares of joint-stock companies included into official exchange listing of "Toshkent". Despite considerable share of oil and gas companies in the total capitalization of listing companies, the decrease of this index by 17.5% has been observed in the recent two years. Despite this tendency, a ratio capitalization / authorized fund makes 291% that points to steady demand for securities of oil and gas companies. The analysis of carried out transactions with the shares of listing oil and gas companies shows that from June, 2010 till December, 2012, just shares of 10 companies out of 24 were involved in operations on stock exchange with total amount of transactions of 9.0 billion in local currency, making only 0.325% of capitalization of all listing oil and gas companies [2, page 12].

The carried-out analysis showed that oil and gas sector of Uzbekistan actively develops, and at the same time it was revealed that the companies of oil and gas sector need additional investment resources and poorly use such major source of attraction of loan and investment resources as stock market. Addressing practice of Russian oil and gas companies, from 2005 for 2012, on foreign platforms 21 releases of IPO were carried out [23]. Placement about 15% of the shares of Rosneft in July, 2006 at London Stock Exchange and the Russian Trading System and trading floors. "Rosneft" attracted about \$10.6 billion in Moscow and in London, becoming the fifth in size IPO in the world and the largest IPO among the world oil and gas companies.

The intensification of Uzbek oil and gas companies operation on the stock market, the use of IPO on foreign and domestic markets, ADR, GDR placement on leading trading floors of the world will contribute to attracting necessary additional investment resources. These steps will allow republican oil and gas companies to use cheap

capital of numerous small shareholders instead of the capital of several major shareholders, ready to interfere with company affairs. For this purpose oil and gas companies of Uzbekistan need to study experience of IPO and ADR, GDR placement at oil and gas companies of Russia and other developed countries and actively use such major source as stock market, for attracting loan proceeds and investment resources.

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ECONOMIC SECURITY OF THE STATE: SOVEREIGN WEALTH FUNDS AS INSTRUMENT

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Annotation: till now SWFs were considered as large institutional investors but their role as an important instrument of the economic security of the state was not taken into consideration. This article focuses on the second function of SWFs as an economic security instrument.

Key words: SWF, economic security, Russia.

Economic security is an important question for any state. Collocation "economic security" came into use during the Great depression. In 1934, by order of the U.S. President F.D. Roosevelt was created the Federal Committee on economic security and Advisory Council. Although the created Committee focused its activity on the economic security of individuals (individuals), its main task was concentrated on the fight against unemployment, it did not mean the emergence of the concept of the economic security. In practice, the "economic" dimension of national security most closely connected with foreign trade: import dependence on goods or raw materials can be perceived as a sign of the country's external vulnerability. First of all it concerns the vital goods: food, energy, strategic raw materials, secondly, the high-tech products, and thirdly, weapons.

Major threats of the economic security in Russia

The main strategic threat factors of economic security of Russia for the next ten - fifteen years are: commodity dependence of the economy and structural imbalance of the production; losses due to globalization; control of the national resources; uneven economic development of the regions of Russia; labor shortages and illegal labor migration; weak protection of national financial system from the global financial conditions; increasing corruption. Let's consider these factors in details.

1. Commodity dependence of the economy and structural imbalances of the production. This factor limits the investment in industries oriented to the domestic market, which seems to be very unstable. Many reasons for the continuing low investment attractiveness of the Russian economy for business are associated with the structural imbalance of production: hypertrophied high proportion of material-and energy-intensive industries, military-industrial complex and uncompetitive manufacturing sectors. In recent years, the proportion of the extractive industries in total industrial production continued to increase with a corresponding reducing of the share of other sectors of the economy. Such processes put the country into dependence from the world market demand for energy resources and raw materials, on the one hand, and on the situation offers of the imported consumer and investment goods, on the other hand.

2. Loss of the control over national resources due to globalization. In the process of globalization occurs the massive penetration of the foreign, mainly multinational companies in the economy and infrastructure of other states. And already formed group of powerful multinationals which have huge capital, can influence the development of the social and economic life of many countries, including Russia. As a result, the country is forced out of the global economic processes increasingly becoming a raw materials exporter and a sales market of the imported products (services).

3. Uneven economic development of Russian regions due to important factors such as: the presence of depressive, crisis and backward territories (in socio-economic sense) and at the same time the existence of the structural changes in industrial production, accompanied by a sharp decrease in the share of the manufacturing production; violation of industrial and technological relations between enterprises of individual regions of Russia; widening of the gap in the level of national income per capita population between the regions and subjects of the Russian Federation.

4. Increasing corruption. According to the British company Maplecroft, dealing with the global assessment of the investment risks, in 2010 Russia first hit the top ten countries with an extremely risky business environment.

5. Weak protection of the national financial system of the world from the financial conditions. External threats of Russia's economic security are: the dependence of the rate of the rouble on the world currency, changes in the world prices and foreign trade, the excess of the capital outflows over its inflow (foreign investment), excessive import dependence, low share in export of final consumption products. Substantial and potentially danger for Russia could be the entrance in the World Trade Organization (WTO): underestimation of the potential negative consequences of WTO membership can create serious external threats to Russia's security.

Sovereign wealth funds

New challenges of the XXI century necessitated the development of the new institutions in order to ensure the financial and economic security of the state. This is important first of all for the countries having weakly structured economy, extremely limited economic potential or without products with large surplus value in the economy.

Since the economic stability of countries with prevalence of the raw material industries depends on the fluctuations in world prices, these countries are forced to create sovereign wealth funds. According to the Sovereign Wealth Fund Institute, a sovereign wealth fund (SWF) can be defined as a *state-owned investment fund* or entity that is commonly established from balance of payments surpluses, official foreign currency operations, the proceeds of privatizations, governmental transfer payments, fiscal surpluses and/or receipts resulting from resource exports.

In Russia there are Reserve Fund and National Welfare Fund (NWF), formed after the separation of the Stabilization Fund, which happened 1February 2008. The Ministry of finance of the Russian Federation gives the following definition of these funds. The Reserve Fund is a part of the federal budget assets. The Reserve Fund is dedicated to ensure financing of the federal budget expenses and maintaining federal budget balance in case oil and gas budget revenues decline. The Reserve Fund contributes to stability of the Russian Federation economic development by means of reducing inflationary pressure and insulating national economy from volatility of earnings generated by export of non-renewable natural resources. Management of the assets of the sovereign wealth funds of Russia is executed by the Ministry of Finance of the Russian Federation in accordance with procedure and terms established by Government of the Russian Federation. Bank of Russia may act as operational manager. The National Wealth Fund (NWF) is a part of federal budget assets. NWF is dedicated to support pension system of the Russian Federation to guarantee long-term sound functioning of the system. Fund's primer assignments are to co-finance voluntary pension savings of Russian citizens and to balance budget of Pension Fund of the Russian Federation.

The existing procedure for the formation of the reserve funds in Russia faces a number of legislative problems. Thus, the volume of the income and assets in funds and their outflows as well, are not based on the logical economic calculations. Therefore, money can be withdrawn from the funds only by the authorities. Legislation in many other countries, such as the law on Pension Fund of Norway, does not allow the application of such methods. Oil and gas revenues of the federal budget are formed by: the tax on mining - of hydrocarbons (oil, gas,

fuel, natural, gas condensate); customs duties on: crude oil; natural gas; products produced from oil.

A certain part of the oil income in the form of gas transfer is separated annually in order to finance the expenditures of the federal budget. The quantity of oil and gas transfer is approved by the federal law on the federal budget for the next financial year and planning period in absolute terms, calculated as 3.7% of the gross domestic product projected for the relevant year.

After the formation of the gas transfer in full, oil and gas revenues go to the Reserve Fund. The standard value of the Reserve Fund is approved by the federal law on the federal budget for the next financial year and planning period in absolute amount determined on the basis of 10% of the projected amount of the gross domestic product for the relevant year. After filling the reserve fund with oil and gas revenues, the rest of money are delivered to the National Welfare Fund. At the same time, from the 1st of January 2010 until the 1st of January 2014 the standard value of the Reserve Fund is not determined, oil and gas revenues of the federal budget are not used for the financial provision of the gas transfer to the Reserve Fund and National Welfare Fund, and are sent to the financial provision of the federal budget. Another source of the financial resources of the National Welfare Fund are revenues from the management. Oil and gas revenues of the federal budget, the Reserve Fund and National Welfare Fund are recorded on the separate accounts of the federal budget, the Federal Open Treasury with the Central Bank of the Russian Federation, the calculations are carried out and the transfer of funds are executed by the Ministry of Finance

of the Russian Federation in the manner prescribed by the Government of the Russian Federation. At the same time, from January 1, 2010 until February 1, 2014 revenues from the management of the National Welfare Fund shall not be credited to the Fund, and will be directed to the financial support of the federal budget.

During the same period, separate accounting for oil and gas revenues of the federal budget will not be carried out, and the order of the payments and transfers of the funds in connection with the formation and use of the Federal oil and gas revenues of the budget, gas transfer, Reserve Fund and National Welfare Fund (NWF) will be suspended. Sovereign Wealth Fund is part of the federal budget. The

purpose of the Fund is the of the providing co-financing of the voluntary pension funds, the balance of the budget of the Pension Fund of the Russian Federation. NWF should be a part of a sustainable mechanism for pensions of Russians for the long term. The resources of the National Welfare Fund allocated for these purposes are determined by the federal law on the federal budget for the next year and the planning period. The order of the co-voluntary pension savings of the citizens of the country is defined in the Federal Law of 30 April 2008 No 56 –FZ "On additional insurance contributions to the funded part of the retirement pension and state support pension savings". The reserve fund is also a part of the federal budget. Its goal is to enforce the State's spending obligations in the case of the declining revenues and gas revenues to the federal budget. Reserve Fund promotes sustainable economic development of the country reducing the inflationary pressures and the dependence of the national economy from price fluctuations of the world commodity markets.

The reserve fund is actually replaced the Stabilization Fund of the Russian Federation. Unlike the Stabilization Fund, in addition to federal budget revenues from oil production and exports, the source of the formation of the Reserve Fund are also federal income budget from oil and gas exports. Reserve Fund can be used for the financing of the gas transfer and early repayment of the state external debt. The use of the Reserve Fund for the formation of the oil and gas transfer is carried out without changes in the federal law concerning the federal budget for the next financial year and planning period in case of the losses of gas revenues of the federal budget received for the relevant financial year. Limiting the scope of use of the Reserve Fund for financial support of oil and gas transfer is approved by the federal law on the federal budget for the next financial year and planning period. The use of the proceeds of the Reserve Fund for the financing of the gas transfer in the periods of the unfavorable conditions in world energy prices allows to pursue a balanced budget policy to ensure the stable socio-economic development of the country. As shows the international experience, the income from financial investments in securities are one of the the main sources of stabilization funds . In Norway, the share of such revenues to the State Pension Fund of the country is about 30-40% of the fund revenues.

The same potential have the Russian funds, but the conservative approach to the domestic sovereign funds led to their lower yield and rentability compared to the other similar structures. If the investment strategy of the Russian funds will not change, their yield will remain low. The Norwegian scheme of the investments - investments in highly liquid foreign stocks (40%) and bonds (60%) could be efficiently used for Russian sovereign wealth funds.

The above analysis is the result of complex economic and legal research of these problems. In order to conclude, the existing system of the organization of the important for Russia 's strategic direction has significant disadvantages, including the scope of legal regulation of the functioning of the Reserve Fund and the national welfare; it needs a perfect mechanism of legal regulation that can provide control of the state and society the efficient use of resources of the Reserve Fund and National Welfare Fund.

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SPECIFICITY OF HIGH TECH SECTOR

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The importance of existence of a strong and dynamic high technology companies sector in the current world economy is enormous as it largely influences the potential for global competitiveness of individual nations or regions. In the developed, post-industrial economies the high technology companies sector is commonly regarded as the area with the largest use of and dependence on the so called special means of production - knowledge and human resources. These means are constantly created, which enables not only competition among individual companies but also has a positive effect on the surroundings (traditional industries, level of science, etc.). High technology sector also requires continuous and intense innovative activities as well as large research and development investments.

Most of the studies of the high technology sector have focused on the issues related to methodology of measuring the research and development activities and its results, the amounts, structure and sources of financing, institutional solutions and the role of the state in stimulating the scientific and technological progress as well as on the

issues of technological advancement in a wider context of innovativeness. However, there have been few studies of high technology companies' functioning and management. Every high technology company of operating in the high technology sector, is an innovative enterprise based on knowledge and the use of modern IT technology.

The increase of importance of high tech industries and development of high tech companies has been observed for several years. Such companies, while effectively using knowledge, are the source of inventions and innovation. The expenses for research and development activities in the high tech sector, their results in the form of technologically advanced products and their application in production of traditional goods determine performance of the whole economy. High tech sector is difficult to define due to the fact that the majority of new technologies cross borders of traditionally divided industries. As there is no unambiguous and commonly approved definition, the concepts of a sector as well as a high tech company become a complex and varied issue. It is most frequently assumed that high technology sector represents the industries, which are generated at the meeting point of science and industry, and which are based on processing of scientific research results in industry. OECD (Organisation for Economic Co-Operation and Development) methodology is applied for the EU countries statistics of economic sectors, based on a sectoral approach by economic sectors (ISIC/NACE) and product approach by product groups (SITC).

For example, the OECD maintains a classification of high-technology, medium-technology and low-technology manufacturing sectors based on their relative R&D expenditures or R&D intensity (ratio of R&D expenditures to gross output). Computers, communications, semiconductors, pharmaceuticals and aerospace are among the high-technology and high-growth OECD sectors and are estimated to account for about 20 per cent of manufacturing production. Output, employment and trade profiles can be drawn for countries, based on the relative role of their high-, medium- and low-technology sectors.

According to the National Science Foundation, there is no single preferred method for identifying high technology industries. It is most frequently assumed that high technology sector represents the

industries, which are generated at the meeting point of science and industry, and which are based on processing of scientific research results in industry. OECD (Organisation for Economic Co-Operation and Development) methodology is applied for the EU countries statistics of economic sectors, based on a sectoral approach by economic sectors (ISIC/NACE) and product approach by product groups (SITC). In both approaches, the main factor deciding whether a given sector or product is perceived as a high technology one is the assessment of the intensity of R&D expenses. High technology is a relative category in such an approach. It encompasses sectors or products, which fulfil certain quantitative criteria in a given period, contrary to such sectors or products, which do not fulfil such criteria. However, it seems reasonable to point out key features of the sector, which make it possible to differentiate the sector from the less technologically advanced industries.

Moreover, innovative companies are much more dynamic than others and show 1/3 higher productivity (measured by the proportion of the added value to the number of employees) in comparison to non-innovative companies, larger size and, in consequence, relatively larger added value, higher turnover by approximately 1/5 per one employee, two times higher investment expenditure per one employee and investment rate (versus addend value) sometimes as high as 40%, very high exports dynamics (by approximately 7-15% more than non-innovative companies) and high export rate (over 50%) (measured by the proportion of exports to total turnover).

The presented characteristics of an innovative company reflect many features of a high technology company. However, due to the broad interpretation of innovation and the sectoral limitation regarding R&D expenditure in revenue (from 8 to 15% in high technology sector), it can be stated that every high technology company is an innovative one, however, not every innovative company is a high technology one.

The standard R&D-related measures do not necessarily show successful implementation or the amount and quality of outputs. Nevertheless, these input and flow indicators form the starting point for measuring knowledge outputs and for gauging social and private rates of return to knowledge investments. Rough indicators have been developed which translate certain knowledge inputs into knowledge

outputs in order to describe and compare the economic performance of countries. These measures tend to categorise industrial sectors or parts of the workforce as more or less intensive in R&D, knowledge or information. The measures are based on the assumption that certain knowledge-intensive sectors play a key role in the long-run performance of countries by producing spill-over benefits, providing high-skill and high-wage employment and generating higher returns to capital and labour.

Creating, exploiting and commercialising new technologies is vital if a country is to stay competitive in the modern marketplace. This is because high technology sectors are key drivers for economic growth, productivity and welfare, and are generally a source of high value added and well-paid employment. Firms which are technology-intensive are known as high-technology - or high-tech - firms. They are vital to the competitive position of nations because:

- They are associated with innovation and hence tend to gain a larger market share, create new product markets, and use resources more productively.

- They are linked to high value-added production and success in foreign markets, which helps to support higher returns to the workers they employ.

- The industrial R&D they perform has spill-over effects which benefit other commercial sectors by generating new products and processes, often leading to productivity gains, business expansion, and the creation of high-wage jobs.

Intramural R&D expenditure and R&D personnel are broken down by institutional sector, i.e. the sector in which the R&D is performed. There are four main sectors:

- the business enterprise sector (BES);
- the government sector (GOV);
- the higher education sector (HES);
- the private non-profit sector (PNP).

High-tech statistics comprise economic, employment and 'Science, technology and innovation' (STI) data describing manufacturing and services industries, broken down by technological intensity. High-tech sectors total is the sum of high-tech manufacturing and high-tech knowledge intensive services.

Two main approaches are used to identify technology-intensity: the sectoral approach and the product approach.

The sectoral approach is based on the Statistical Classification of Economic Activities (NACE). This classification looks at the technological intensity of sectors expressed as R&D expenditure/value added and classifies the sectors as high, medium or low technology according to the score obtained.

A second classification within the sectoral approach — KIA (Knowledge Intensive Activities) is based on the high share of tertiary-educated persons in the economic sector related to total employment, this classification covers both manufacturing and services.

The product approach was devised to complement the sectoral approach. It opens the way to far more detailed analysis of trade and competitiveness. High-tech products are defined according to their high value of R&D intensity (R&D expenditure/total sales). This approach is based on SITC Rev 3.

The first sectoral approach covers manufacturing only. Services are as well classified according to their technological intensity but based on the number of highly qualified personnel.

High-technology product groups are defined according to the R&D intensity of products following the concepts developed by the OECD — R&D expenditure/total sales. These can be classified in the following nine groups: Aerospace, Computers-Office machines, Electronics-Telecommunications, Pharmacy, Scientific instruments, Electrical machinery, Chemistry, Nonelectrical machinery and Armament. The groups classified as high-technology products are aggregated on the basis of the Standard International Trade Classification (SITC). The high-tech products group in this publication are according SITC Rev.4.

For further details please see also the Eurostat metadata on high-technology statistics disseminated on Eurostat's reference webpage.

In 2008, the European Union had almost 50 000 enterprises in high-tech manufacturing and 756 000 in knowledge-intensive services. High-tech manufacturers were most numerous in Germany, the United Kingdom, Italy and France, together accounting for around 55 % of the high-tech sector in the EU.

In terms of turnover in high-tech manufacturing, the turnover generated by German enterprises represented almost one fourth of the

EU total and rounded to EUR 128 billion, way ahead of France (EUR 76 billion) and Italy (EUR 50 billion). The value added was distributed in a similar way with the highest contribution, that of Germany, close to EUR 41 billion, followed by the United Kingdom (EUR 21 billion) and France (EUR 20 billion).

The United Kingdom was the leading EU Member State in the high-tech KIS sector with 144 006 enterprises, and also ranked first in terms of turnover, production value, value added and gross investment in tangible goods in the high-tech KIS sector.

Within the EU-27, Germany was the leading exporter of high-tech products in 2009, followed by France, the Netherlands, the United Kingdom and Belgium. For the aforementioned countries excepting the United Kingdom a positive trade balance was noted as well.

High technology companies, as organisations with high demand for scientific input, high level of education among personnel and management, which create, collect and distribute new knowledge can be defined as knowledge-based companies. Focusing on the continuous process of acquiring, development and application of knowledge makes such companies intelligent and learning organisations. However, also in this case, due to the specific nature of high technology sector, it seems justified to state, that every high technology company is a knowledge-based and learning enterprise; however, not every knowledge-based and learning company is a high technology one.

The importance of both innovation and technology for productivity growth and long-term economic growth is poorly understood; indicators are needed which capture the impacts of technological progress on the economy and employment. Measuring rates of return to R&D may be particularly challenging in the services sector where productivity is especially difficult to measure. Regression analysis can be used to estimate the returns to R&D in terms of total factor productivity growth.

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WAYS OF EXPANDING THE SCOPE OF ACCOUNTING AND MANAGEMENT ACCOUNTING IN CONSTRUCTION

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The construction industry is experiencing many of the same issues and problems as other businesses: competition, rapidly increasing prices, supply shortages, lack of quality personnel, emphasis on accurate financial reporting. Accordingly, these problems have given rise to new managerial strategies as well as a re-emphasis on old strategies to address these “hot button” issues. Nationwide, the “best of class” contractors are addressing these issues and adapting their operations accordingly.

Construction projects may take several accounting periods before being completed. The construction company enters into a contract with the customer, which defines when the construction company expects to finish the project and when the customer will make payments. Payments usually occur throughout the course of the contract. Construction companies use two methods of accounting for these contracts. They are the percentage of completion method and the completed contract method.

During the execution of a project, procedures for project control and record keeping become indispensable tools to managers and other participants in the construction process. These tools serve the dual purpose of recording the financial transactions that occur as well as giving managers an indication of the progress and problems associated with a project. The task of project control systems is to give a fair indication of the existence and the extent of such problems.

Planning, the organisation, rationing, the control, coordination, motivation, regulation - functions of production management which cause are perspective developments of the accounting administrative account in modern conditions.

Kinds of the account of expenses existing in Russia do not work on prospect. It is their material weaknesses. Ascertaining of already occurred events serves only for as much as possible exact definition of the size of the expense of the organisation for collection of the tax from profit.

Modern accounting depersonalizes the specific conditions of production activities that affect the level of cost, the financial result and profit. Incompleteness of the information space cannot guarantee the correctness of the managerial decisions; could not be provided in the calculation of costs per unit of work. It is worth noting that this indicator is a basis for preparing the normative and the estimated cost estimates.

Construction costs are accounted for through a project accounting system where costs are charged to a particular contract that has been set up as a project in the system. The project accounting system allows for several construction projects to be ongoing at one time with the costs accounted for separately for each project. Costs usually fall into three categories: direct costs, such as labor, materials and subcontracting; indirect costs, such as indirect labor, supervision, tools, equipment costs, supplies, insurance and support; and selling, general and administrative costs, which are excluded from contract costs because they apply to the overall administration of the company and cannot be readily identified with a particular project.

Depending on the type, size, and length of the construction contract, there are various methods of accounting for long-term construction projects that are allowed - each method has its own advantages and disadvantages.

Russian legislation allows the organization to independently develop synthetic and analytical grouping costs, depending on the production conditions and needs financial and economic activities. However, this does not improve the quality of information, because on the one hand is very similar to the one that provides accounting, on the other - prevents tax accounting.

External reports are constrained to particular forms and procedures by contractual reporting requirements or by generally accepted accounting practices. Preparation of such external reports is referred to as financial accounting. In contrast, cost or managerial

accounting is intended to aid internal managers in their responsibilities of planning, monitoring and control.

At the modern stage of accounting is used cost pool on economic elements. Cost pool calculation items used much less frequently, while it is needed. You can name at least two reasons: first, this grouping cost, secondly, to determine the role of expenses for each item of the cost and in the entire organization.

These problems most sharply can be found out in building and construction work. Building trade is special branch of production of goods. Its main specific characteristics are a special kind of the goods, unique conditions of building techniques, working method etc. There are original economic intercourses.

The account in building should provide with the information of each participant of investment sphere, and the most important thing - to provide with such information the contract building organisations.

Today contracting agency has no access to the analytical information. This prevents them to carry out the full economic analysis and diagnostics of elements of the cost price because there is no interrelation with the accepted grouping of expenses which is used for drawing up of budget cost of building.

In the tax account of the Russian Federation the grouping of expenses is wider than in accounting. However this grouping has nothing to do with estimated project costs.

The wide circulation a method the standard-cost in the USA and Europe draws attention of the Soviet scientists to new system of management accounting. In the 30th years of the XX century in the Soviet Union large-scale researches of questions of justification and possibility of application of a method the standard-cost in the Soviet production start being conducted.

In 1931, Russia decided to adjust the system standart-cost to determine the estimated cost of construction. Were developed itemized cost estimate handbook and indexes of the flow of the labour force. For a long time, the state set a task to reduce the estimated cost and not the cost of construction.

Significant changes were waiting accounting in building in 1985. Grouping calculation items cost (estimating-cost system) supplemented by the grouping of economic cost items.

Too frequent changes in accounting practically destroyed the traditional and over a decade acting in the construction of the method of cost accounting by cost items and the process output cost determination.

In building, taking into consideration all the difficulties and characteristics the account, do not take into consideration issues of the managerial accounting. It is very strange, after all the industrial account of expenses is not simply important, it is necessary in modern conditions of manufacture. The operating system of the account of actual expenses of the organization does not allow to receive the information on constants and variable expenses without essential change of applied grouping on cost fraction.

The accounting of costs of production and selling expenses, places of formation and objects of calculation is especially actual now. This is due to the fact that market conditions management of the organization needs information necessary for planning, management and control of economic activity. It can be received on the basis of new progressive ways of the account and calculation of expenses, calculation of financial results and ways of increase in profit on primary activity of the managing subject. To this task more than corresponds to accounting and management accounting. It has to provide information the organization, allowing to coordinate and coordinate planning, diagnostics, the analysis and pricing for its successful work in the long term, and also to give the chance to compare the made estimates, norms and standards with actual cost.

Changes of conceptual bases of management in Russia it is result of change of an economic formation. But such change became result of contradictions between an old technique, rules, form of accounting in building activity and requirements of its conducting in the conditions of free market relations.

Weak possibilities increase of reliability of the information is the reason on the one hand fluctuations of the prices on building works and in final cost of financial and economic activity, growth and a high rate of inflation, on the other hand it is result of imperfect system of the accounting and tax account.

Accounting separation for accounting and tax accounting unit complicates the work of the organization. The existing grouping of expenses, basically, is similar. But it defines only the actual cost price,

no more. Communication between operating system of budget pricing and the account the cost price of civil work is absent today. The reason for this is no items expenses grouping.

Use of financial and managerial accounting in production management can provide:

- planning and the solution of tasks for achievement of a goal, perspective and effective development of the organization;
- control and the analysis of execution of plans by comparison of the actual results with planned, standard indicators and the prices of construction works;
- identification of the most favorable types of production;
- creation of conditions for carrying out the comparative analysis of profitability of different types of goods;
- choice of options of alternative actions;
- reliability increase at adoption of optimum administrative decisions;
- carrying out analysis of the following dependence: expenses - output - profit.

The process of cost management and accounting of the cost of production, as well as the calculation of the cost of production is one of the most complex processes in a manufacturing enterprise. The modern state of accounting does not give managerial accounting actively develop. It is necessary to develop the whole complex of changes in the accounting system, and in the process of estimating in building and construction work. The reason is the following: in construction are not applicable average fixed costs.

With further theoretical and practical improvement of the standard account in the Russian practice processes of efficiency of documenting and the analysis of prime cost and financial results will promote also to increase of indicators of obtained profits by the domestic organizations.

The limited objective of project control deserves emphasis. Project control procedures are primarily intended to identify deviations from the project plan rather than to suggest possible areas for cost savings. This characteristic reflects the advanced stage at which project control becomes important. The time at which major cost savings can be achieved is during planning and design for the project. During the actual construction, changes are likely to delay the project and lead to

inordinate cost increases. As a result, the focus of project control is on fulfilling the original design plans or indicating deviations from these plans, rather than on searching for significant improvements and cost savings. It is only when a rescue operation is required that major changes will normally occur in the construction plan.

The growing importance of management by construction production determines relevance and the importance of a case in point by application in building construction of management accounting. Offered changes in the account for increase of its information contents will promote mobilization of all hidden reserves and opportunities in management of construction and will provide on this basis real economy of expenses on production of construction works and, respectively, prices on construction objects.

THE NATURE AND CONTENT OF ECONOMIC RISK

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The concept of risk is used by many social and natural sciences; each of them has its own aims and methods of the study. Specificity of the economic aspect of this category is the fact that the risk, despite the expected financial benefits identified with the material damage caused by the implementation of selected economic, organizational or technical solution, and / or adverse environmental effects, including changing market conditions, force majeure circumstances etc.

As an economic, risk is an event, which may or may not occur. In the interpretation of S.I. Ozhegov's dictionary word "risk" is defined as a possible threat, the action at random in the hope of a happy outcome. Overview of the economic literature and allows you to select a number of criteria, reveal the essence of economic risk.

I. The concept of economic risk.

Despite the frequent use of the term - risk, the concept of it does not have an unambiguous interpretation. Particularly, it is caused by its complexity.

The etymology of the word «risk» goes back to the Greek words *ridsikon*, *ridsa*, which literally translated means «the danger of maneuvering between the rocks».

In most of the dictionaries of General vocabulary risk is defined with the help of terms, with a negative connotation. In the economic sphere, the risk is understood in a different and slightly wider.

Theoretical aspects of risk have been the object of scientific economic analysis of the XVIII century.

Representatives of the classical theory (J. Mill, N. U. Senior) consider the fee for risk in the structure of entrepreneurial income as compensation of possible risk. The classical theory of risk connected with a mathematical expectation of losses, which may occur as a result of the selected solution. It is the orientation of the economists of the school in a one-sided understanding of the economic risk caused criticism of its provisions was the cause of the creation of other theories of risk.

In the framework of the theory of marginalism were considered aspects of the subjective assessment of risk, as well as the essence of innovation risks.

The representatives of neoclassical economic school gave a significant attention to the problems of risk. According to this theory, the behavior of the economic subject is due to the concept of marginal utility, that is, the employer chooses the option, in which the fluctuations of the expected profit less.

Joseph Schumpeter (a representative of the school of institutionalism), linking risk and entrepreneurship, pointed out that the risks are becoming a source of, on the one hand -profits, on the other hand - loss.

Currently, there are a huge number of definitions of risk. In the economic sense of the term can mean different things: the potential for the occurrence of the likely event that causes a material damage; the possibility of loss of profit or income; the frequency of occurrence and/or severity of damage. Thus, the word «risk» is overloaded with various meanings, which makes it clear understanding.

In most cases, when determining the risk focuses on the possibility of only the negative consequences of economic activity, due to the implementation of the activities in situations of risk.

In recent years, the tendency towards an integrated understanding of and attitude to risk: we study not only the negative consequences of the manifestation of the risks, but positive results, arising from deviations of the obtained result from the expected and predictable. Increasingly, the risk is considered as a three-dimensional model: risk as the danger, risk, as the uncertainty, risk as the possibility. It is this understanding of risk in modern conditions is the most complete and reasonable.

II. The reasons of occurrence of risks and their consequences

The main causes of the risks.

The spontaneity of natural processes and phenomena, natural disasters are the causes of the risks. Manifestation of the forces of nature - earthquakes, floods, storms, hurricanes, as well as some unpleasant natural phenomena - frost, ice, hail, storm, drought, etc., may have a significant adverse effect on the business activities, to become a source of unforeseen expenses.

A very prominent and not always predictable effect on the business activities have:

- various kinds of accidents, fires, explosions, emissions of heat and nuclear power plants, etc.;
- the failure of the equipment;
- accidents in transport, manufacturing, and much more.

The presence of conflicting trends, the clash of conflicting interests. The manifestation of this source of risk, it is very diverse from wars and ethnic conflicts, up to the competition and just between interests.

So, as a result of military action, the employer may face a ban on the export or import, confiscation of goods and even enterprises, limiting foreign investment, freezing or expropriation of assets or revenues abroad and others.

In the struggle for the buyers' competitors may increase the range of products, improve quality, reduce the price, etc. There is unfair competition, in which one of the competitors complicates the different business activities of illegal actions, including the bribing of officials, corruption to the competitor, causing him direct damage.

Along with the elements of counter can take place easy is not a coincidence of interests, which can also have a negative impact on the results of business activity.

The corrupt structures in the management device create real opportunities for violent resistance, for occurrence of extremely severe forms of resistance, until the assassination on the life and health of those who tries to fight with such anti-social phenomena.

Thus, the presence of opposing and conflicting trends in the social-economic development contributes to the socio-economic life of the elements of uncertainty, creates a situation of risk.

The general direction of the development of science and technology, especially in the short term, can be predicted with some accuracy. However, to identify specific implications in all its fullness is practically impossible. Technical progress is not feasible without the risk, because of its probabilistic nature, because the costs and especially the results of the spread and remote in time, they can be foreseen only in certain, usually widely.

TECHNIQUE OF INTEGRAL EVALUATION OF LIFE QUALITY OF THE POPULATION IN THE REGIONS OF RUSSIA

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The topic of living standards attracts a wide range of researchers, it is the subject of scientific debate, indicating that her real relevance. This is particularly important issue for our country's economy, where the standard of living is much lower than in developed countries.

A substantial proportion of social obligations are entrusted to regional authorities, who are responsible for the sustainable economic and social development of the region. However, an effective management of social processes is impossible without systematic monitoring of indicators characterizing the quality of life.

The definition of integral evaluation of the quality of life of the population in the regional aspect was put as one of the methods

proposed by Russian economists V.S.Mhitaryan and L.P.Bakumenko and allowed a comprehensive assessment of quality of life, taking into account the variety of influencing factors. According to this methodology for benchmarking the quality of life of the population three basic components were identified that make up the life support system of regional population: "The level of well-being", "The quality of the population", "The quality of the social sphere." Each of these components includes a number of general indicators, which, in turn, characterized by a system of private indicators that reflect key aspects of the test subject.

I. The level of welfare

1.1. Economic development ((GRP per capita, the index of industrial production, fixed capital investment per capita, the share of profitable enterprises, retail trade turnover per capita);

1.2. Labor market (the level of economic activity of the population, unemployment and employment);

1.3. Cash income (average income, average size of fixed pensions, the proportion of people with incomes below the subsistence minimum ratio and the minimum subsistence level of per capita income, the cost of the minimum food basket and a fixed basket of consumer goods and services, the number of private passenger cars per 1000 population, the Gini coefficient, the coefficient of funds).

II The quality of population

2.1. Demographics (crude birth and death rates, life expectancy, infant mortality, the demographic burden on the working age population, the number of marriages per 1000 population);

2.2. Health (consolidated budget expenditures on health, physical culture and sports per capita, number of doctors, nurses and hospital beds per 10,000 population, the incidence per 1,000 population, the incidence of active tuberculosis and malignancies per 100 thousand population, the number of persons recognized as disabled for the first time per 10 thousand population).

III The quality of social sphere

3.1. Education (consolidated budget expenditures on education per capita coverage of preschool educational institutions of children aged 1-6 years);

3.2. Social and environmental safety (Polluted wastewater, emissions of pollutants into the air from stationary sources, the sale of

beer, vodka, liqueurs and per capita number of reported crimes per 100 thousand population);

3.3. Housing and social infrastructure (living area in square meter per person, the proportion of old and dilapidated housing in the general area of the housing stock, the ratio of the average price for 1 square. Meters of total area in the primary market to the per capita income for the month, consolidated budget expenditures on social and cultural activities per capita density of roads paved shared use).

Each of the three coefficients (the three components constituting the quality of life) is calculated as the geometric mean

$$K_i = \sqrt[n]{p_{1i} \times p_{2i} \times \dots \times p_{ni}}$$

Where p_1, p_2, \dots, p_n - normalized indicators that are the part of this ratio.

Valuation was carried out with the purpose of unifying scales performance by virtue of their different effect by correlating the actual values of the regions with the value in the whole district:

- for direct-indicators - dividing the value for each region by the value in the district;
- for inverse-indicators - respectively, the values of the district on the value of the region.

At the same time, the higher the value of the index is, the higher the quality of life in the region of the block.

In the future, in order to form the groups of regions in terms of quality of life, it is necessary to conduct gradation of regions depending on the values of the integral indicator. Grouping method is used for constructing a number of variations with which it is possible to study population structure, identifying patterns of distribution and a comparative analysis of regions in terms of quality of life.

The final (generalized) quality factor of the population of the regions of the district can be calculated as the geometric mean formula, adjusted for the degree of influence of each of the intermediate coefficients.

$$K_{fohw} = \sqrt[3]{K_{qforss} \times i_{fohw} + K_{qfop} \times i_{qfop} + K_{qfop} \times i_{qforss}}$$

Where K_{fohw} - the factor of human welfare;

K_{qfop} - quality factor of the population;

K_{qforss} - quality factor of a regional social sphere;

i - the proportion of the corresponding coefficient.

The proposed technique has its advantages, as it is applicable to an arbitrary number of parameters, standardized methodology for assessing the quality of life at the federal, regional and local levels and the results allow for a rating of the territories and identify priority areas for socio-economic policy.

AIRLINES AS THE CONSTITUENT PART OF THE MARKET INFRASTRUCTURE

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In recent years, air passenger market is becoming more and more diverse and fragmented, and consumers show a wider range of needs than it was before. Moreover, a hardening of the fight for customers is taking place, especially on domestic routes, where significant competition is often provided not only by other carriers, but also come from different types of ground transport.

At the same time the airlines have to deal with the tasks of additional costs compensation which are relating to the aircraft park upgrading, safety maintenance, quality and variety of services improvements, the innovations implementation.

The last decade has shown that in "extreme" conditions survive those air carriers that in their policy of doing business are seeking the most effective ways of financial and economic relationships management while taking into account the market infrastructure.

Analysis of market infrastructure is one of the most important tasks of studying consumers, external environment factors and planning the reorganization of economic and financial relationships of the airline.

Issues related to the role of the airlines in the market infrastructure have been studied by many scientists as foreign, among which D.R. Ray, G. Strickland, A. A. Tompson, D. Hassi, J. Anderson, T. Birsteker, K. Brunder, V. Robinson etc., and of our country as well: V.M. Zagorulko [1], V.V. Matveev [2], O.A. Radchenko [3], A.E. Sokolov [4], N.O. Iksarova [5], A. B. Pikulyk [6], A. A. Fastovets [7] and others. However, at present very few studies are devoted to the place of the airlines in the market infrastructure and quite often the airlines are not treated separately from other objects of aviation infrastructure.

At the beginning we should give the definitions of the aviation infrastructure and market infrastructure.

Aviation infrastructure is a system of elements (subjects) which act and interact in order to meet the needs of society in aviation services.

Market infrastructure is a system of institutions aimed to ensure the market economy normal functioning. These institutions vary in their nature, character and purpose.

Air transport generates cross-industry services and, in fact, it can be considered as the infrastructure of the infrastructure because the demand for transport services is largely dependent on the demand for the results of other industries. At the same time, stable functioning of aviation industry creates prerequisites for supporting and development of a number of other high-tech industries.

In view of the large number of scientific papers dedicated to transport infrastructure it was decided to build on the basis of the systematized research results the organizational block scheme of a market infrastructure with a focus on transport infrastructure (Figure 1.). This will help to demonstrate the role and place of the airline in the market infrastructure. It can also contribute to solving a number of important practical problems such as creating a general picture of the airlines economic activity and providing a new insight into critical relationships between airlines and other subjects of market infrastructure.

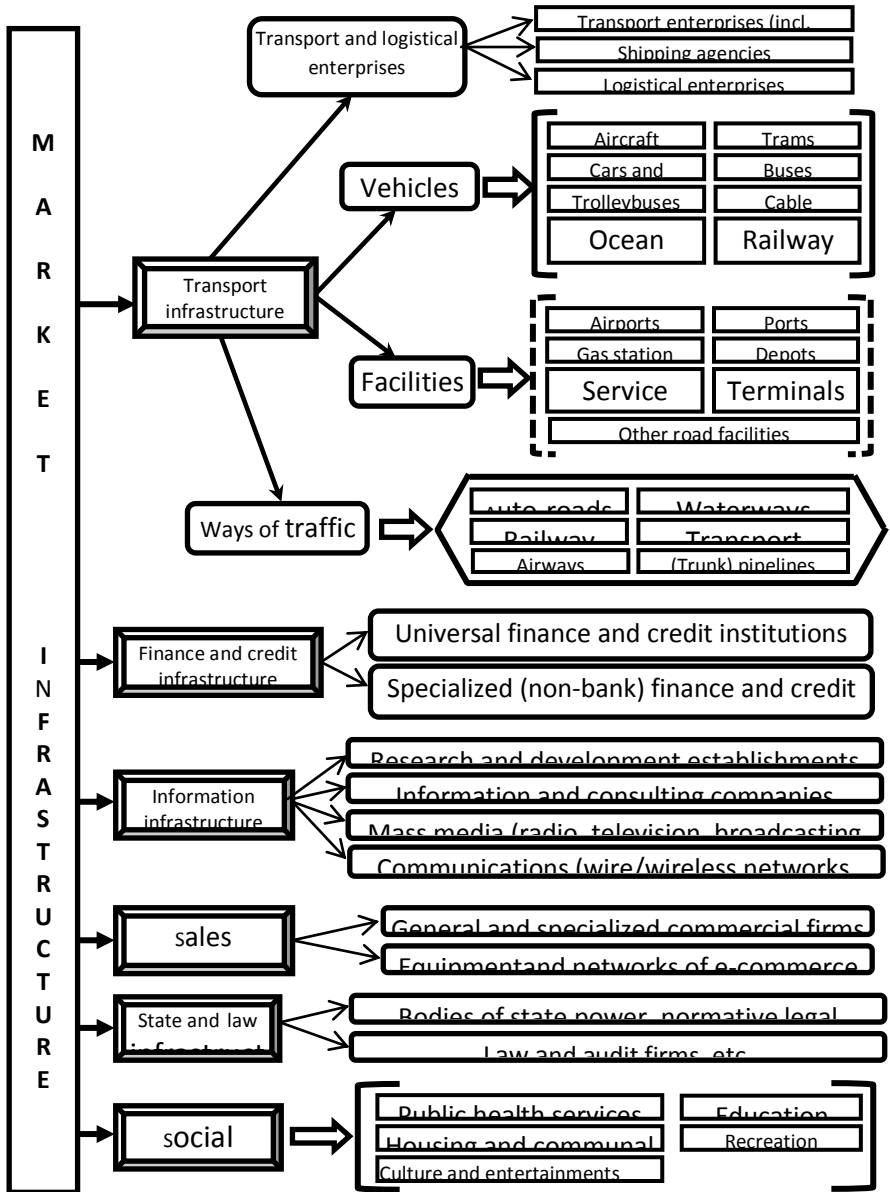


Figure 1. Airlines as the constituent parts of the market infrastructure.

As we can see air transport is an important component of market infrastructure and consists of the aircraft, service facilities, communications and transportation companies. It should be noted that this diagram shows that stable and efficient functioning of the airlines is a prerequisite for stabilization, recovery and restructuring of the transport system, improving the citizens' life conditions.

Therefore, the interaction between airlines and other market infrastructure subjects on the basis of financial and economic relationships is one of the ways of increasing the demand for air travel services, and thereby achieving higher efficiency of air transport services.

The development of transport infrastructure should be coordinated with the development of communications and energy sector since multiple uses of the certain objects may provide more efficient funds allocation, thereby ensuring economic growth and, consequently, economic security. Coordination is necessary not only for development of the infrastructure sectors as a whole unit, but also for the formation of different transport modes infrastructures.

In order that the aviation infrastructure contribute to the efficient usage of resources and increase in economic potential, it is necessary to improve all its components in both quantitative and especially qualitative terms. Moreover, the active interaction of different transport modes can enable the effective development of various industries and business types. The conducted research might be the basis for decision-making about the options of economic and financial relationships organization according to the existing market situation.

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CURRENT ISSUES IN EVALUATING THE EFFECTIVENESS OF DIFFERENT PROXY MEANS COMMERCIAL PROPOSALS

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Using a proxy means commercial offers participants the procurement procedure, allows them to produce a balanced comprehensive assessment using the most important and priority criteria. So, various methods of scoring may be used, which can have both advantages and disadvantages.

How can we evaluate the very dignity of non-specific methods and assessment? What characteristics should a valuation technique have?

For answers to these questions let us consider the mechanism of direct evaluation and put up points on certain criteria.

The mechanisms of putting scoring can be defined either by a mathematical formula, or the set of rules. An example of such a set of rules can be a mechanism to assess, in which participants are ranked in terms of evaluation criteria and the party with the best natural indicator of proposals put 10 points, next in line 9, etc. Thus, the difference of natural parameters is not taken into account, which leads to not fair and not exhibiting the proportional scoring of bids.

The first and the most important criterion for evaluating the effectiveness of scoring methods follows from this example - *linear proportionality of exhibited scores physical indicators of commercial offers of the participants*.

This principle is the basis of a fair evaluation of bids, because, when setting the scoring the difference in physical terms of bids is considered, and the selected range of scores is linearly proportional distributed over a range of positive indicators of bids.

Scoring methodology can be evaluated indirectly by another criterion - the complexity of understanding and perception of the mathematical apparatus technique.

Thus, the simplest mechanism of putting scoring will facilitate the timely verification and monitoring the correctness of his actions.

One of the most important criteria is *the ability of the methodology to give valid results in the exclusion and / or adding members of the procurement procedure*.

This situation can occur when the selected provider refuses to sign the contract for any reason. In this case there are various situations.

First, in most cases the principal in the development of the documentation for the procurement procedure determines the course of action in this situation and if it is already clearly defined, then the customer is obliged to act in accordance with this order. In most cases, the customer provides, in the event of failure of the selected vendor to offer a contract to contract party, offer the best of the remaining conditions.

However, during the procurement procedure with the use of proxy means quotations selected vendor the refusal to sign the contract means the possibility, that the technique used can give a different

distribution points in the case, if during the scoring bid selected participant was not considered.

We explain the situation with a simple example. The results of scoring commercial offers of all the participants are available, it was carried out directly during the purchase procedure. For example, the first place with the highest score was given to company A. The second place to the second value of points took company B. Company A refuses to sign the contract and its offer is no longer being considered. In most cases these situations contract offered to the company as a participant with the highest number of points remaining.

However, there are practical calculations, which show that for some scoring techniques in the case of re-calculating the scores of all participants with the exception of settlement offers from A, there are cases in which the company is not in the highest number of points and not take the first place, that would indicate a lack of reliability of the methodology used.

The following criterion - *is the ability to resist corruption techniques machinations on the part of the customer's performers.*

This principle should be no possibility of influence on the artists exhibiting customer scoring and determination of the final assessments of the participants.

In most cases, it is achieved by changing the mathematical apparatus and techniques and criteria used, as well as the control of the correctness of the mathematical calculation of the ratings.

Similarly, the criterion is *the ability to resist corruption techniques machinations on the part of suppliers.*

The one of such cases is the case where the supplier is involved in the procurement procedure of two companies: one primary, which aims to obtain a contract, and a fake one, which does not aim to obtain a contract, and is used for the main company more scoring and / or get the rest of the lower scoring on the criteria on which the company does not have the main competitive advantages.

It can be achieved by setting a shell company significantly overstated or understated performance commercial proposal to significantly increase the range of indicators of commercial offers participants allocated to the fixed points on the range exhibited increased range of indicators of commercial offers participants, thereby reducing the competitive scores of participants.

The effectiveness of any technique scoring quotations can be determined based on the criteria described above.

Thus, the mechanism of effectiveness check should consist of practical calculations of scores on any examples of cases to test the linearity and proportionality exhibited scores, test the ability of the methodology to give valid results in the exclusion and / or add additional procurement procedures according to the situation described above, as well as methods of testing the ability to resist corrupt machinations on the part of suppliers also according to the situation described above.

Checking the complexity of understanding and perception of the mathematical apparatus technique and the ability to resist corruption techniques machinations on the part of the customer performers can be evaluated by an expert.

COMPETITIVENESS IN THE GLOBAL MARKET: THEORETICAL VALUATION ASSUMPTIONS

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Recently, there are broad discussions on increasing competition and the country's economic ability or inability to withstand competition in the domestic and foreign markets. Competitiveness of economic entities, companies is associated with their ability to respond promptly and adequately to sudden changes in the market and maintain their position on it. Often, however, there is disagreement as to what particular action should be taken by any individual economic entity in the market competition, which evaluation criteria should be used to determine whether the entity is competitive or uncompetitive and what recommendations should be made to improve the situation.

The production competitiveness of economic entities in the market is determined by the external and internal economic, technological, social and other factors as a whole. On the other hand, it is not enough just to identify the key determinants of competitiveness, it is also necessary to select proper data, metrics and evaluation

methods to carry out a coherent and multi-faceted economic assessment of competitiveness by providing a recommendation on how to increase it. Very often, competitive incentive measures are applied in response to changes which have already taken place, so they often come too late and require certain organizational changes in the branch. It is necessary for each business entity which is seeking to develop a successful business and secure development, for a production manufacturer not only to identify the determinants of competitiveness, but also to obtain profit from economical activities, and to consider the support of state for the development of operations in the future, too.

The main premise is that primarily the fit between the business environment and business processes is needed, then both continuous improvement and the proper fit between business process tasks and information systems must exist (Trkman 2010). Organizations have found it necessary to develop ways of managing business rule churn due to new or changed rules from government legislation, business competition, regulatory agencies, industry norms and others; adding to these challenges include increased web-based and global competition making it essential for firms to continuously monitor and rapidly respond as competitive threats emerge (Nelson et al. 2010). The amount of heterogeneous data that is available to organizations nowadays has made information management a seriously complicated task, yet crucial since this data can be a valuable asset for business intelligence, the rate of growth in the amount of information available nowadays within a corporate environment poses major difficulties as well as challenges in decision making (Mikroyannidis, Theodoulidis 2010). Business intelligence consists of a collection of techniques and tools, aiming at providing businesses with the necessary support for decision making (Mikroyannidis, Theodoulidis 2010).

The triad of economic concepts – competition, competitive advantage and competitiveness – reveals the essence of the current market economy and builds economy as a system that promotes optimal distribution of economic resources and their effective use, and directs it's functioning to economic growth and consumer welfare. It can be argued that those elements of the triad became some of the main economic drivers of the market. It is increasingly difficult to compete when development of economic activities and implementation of new technologies takes part along with development of the global market,

new forms of competition, and new ways of acquiring competitive advantage emerge, which of course, are more complex.

Today's organizations face new, more demanding business environment, which is often described as unstable, volatile, hostile, and on these grounds unpredictable or even chaotic. New technological and market opportunities arise from the development of science, technology and international markets, i.e. the processes outside of a particular organization. In such a situation the importance of the organization's ability to gain and maintain competitive advantage in the long term is highlighted and the aspiration to acquire competitive advantage and maintain is not possible without adequate environmental strategy (Korsakienė, Grybaitė 2012).

As shown by theoretical considerations (Durand, Giorno 1987; Balassa 1965), and empirical material of various researchers (Porter 1990; Rugman, Cruz 1993; Pitel 1999; Boyle 2002; Pouliquen 2001), the comparative advantage theory can be applied to different levels of economic systems, both single business entities and the industry, both at regional or national level. Competitive advantage is a much broader concept that includes comparative and absolute advantage. Absolute advantage, the ability to supply the market with products at a lower cost than other economic entities, is not sufficient to describe the competitive advantage. Competitive advantage is ensured by interaction of these two forms of advantages. In the conditions of modern market it is not enough to produce a cheaper product, you must be able to deliver better quality, more diverse products, and do so faster than competitors bring their product on the market, i.e. to create a comparative competitive advantage while at the same time creating conditions for long-term competitive advantage, which in turn ensures the long term survival of the economic entity in the market, and fixed income. Another group of authors (Pitts, Lagnevik 1998; Havrila, Gumawardana 2003) refers competitive advantage to the entity's ability to operate more profitably in domestic and/or foreign markets, compared with competitors.

M. Porter encourages players to seek advantage in the market, choosing a product differentiation or lower cost, allowing them to get a higher profit on the market (Попреп 2000). Special attention is paid to the formation of strategic competitive advantages. M. Friedman sees the competitive market as impersonal. The 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 dictate the terms which others should follow, or set a maximum comparative advantage with market participants (Friedman, 1998). Comparing M. Porter's and M. Friedman's descriptions of competitiveness and competitive advantage, it should be noted that a problem of definitions arises. In the research (Porter 1990; Rugman 1993; Pitts 1998; Friedman 1998; Boyle 2002), competitiveness is understood in two ways – as an advantage of certain indicators, and as existing benefits of legislation, political, economic, social and other factors. In this way a new approach is formed which involves not the competitive struggle 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 (Friedman, 1998). It is not related with specific events occurring in a particular place on a particular time, but leads to the summarisation of individual events and the situation, highlighting their common features. For this reason, the term "competitiveness" not only has no single definition, but theoretical and practical authors, studying the phenomenon of competitiveness, use it to define different states of players in the market conditions, to describe them according the same market players.

According to F. Bradley (1996), P. Hardwick (1990), E. Pitts (1998), T. L. Vollrath (1991), D. Aakers (1989), P. R. Ferguson (1994), the concept of competitiveness in economic terms is integral part of the historical, political, cultural and geographical context of globalization.

Summarizing statements of the authors we can conclude that competitiveness is the business entity's ability to operate with a competitive advantage. Since the concepts in the basic triad (competition – competitive advantage – competitiveness) are interdependent, their relationship can be shown in the following diagram (Fig.1).

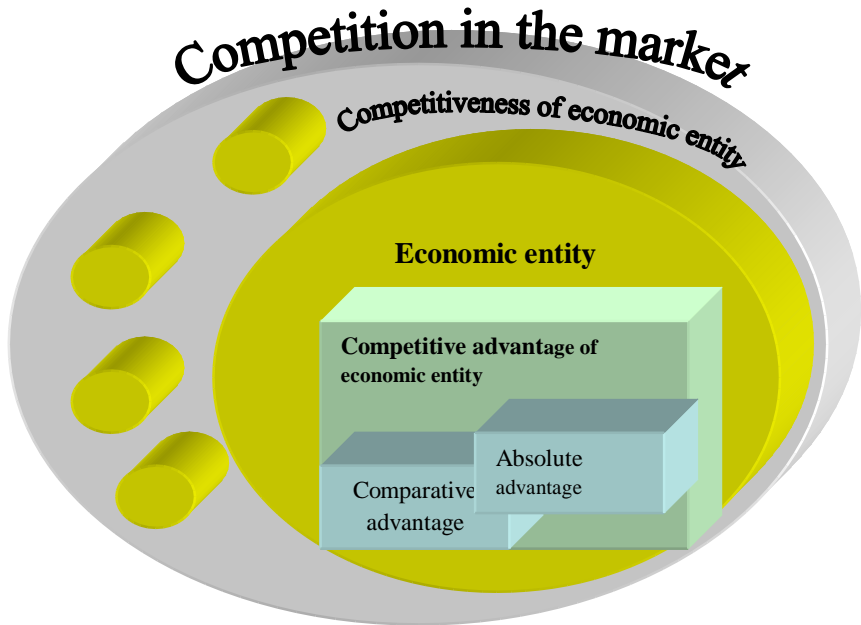


Fig.1. Relation between the concepts of competition, competitive advantage and competitiveness (Source: compiled by authors)

In different stages of the development of economic thought, the concept of competitiveness was based on various points of view. The representatives of the classic school A. Smith and D. Ricardo stated in their theories that the absolute (the country providing products to the world at the lowest cost gains a competitive advantage) and relative advantage (market forces directing resources to where they are used most effectively) constitute the basis of competitiveness.

Theoretical studies mainly deal with the following sources of competitive advantage: manufacture of products of superior quality, costs lower than those of competitors, more favourable geographical position, generating higher value to consumers. Therefore, in order to assess the competitive potential of an economic entity on the market, it is appropriate to supplement the concept of competitive advantage with the concept of effective activities (Fig. 2), which will cover the production efficiency, innovation and mutual compatibility of operations, efficient business management, entrepreneurship of the entity, etc.

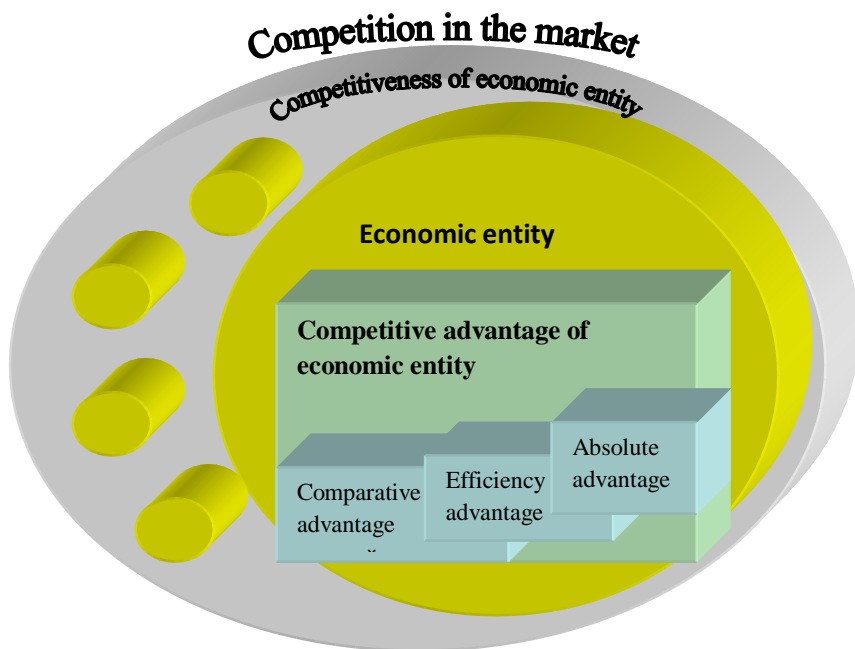


Fig.2. Competition, competitive advantage (cost advantage), competitiveness interface (Source: compiled by authors)

These elements of effective activities' advantages become very significant criteria of competitive advantage assessment, helping to identify the competitive advantage accurately and clearly. There are conflicting findings in the scientific literature dealing with competitiveness issues in relation to the competitiveness description. Contradictions arise for four reasons. Firstly, factors determining competition between economic entities and competitiveness between states are not identical. P. Krugman argues that "the parties can be satisfied or dissatisfied with their economic situation, because their reasonably defined final outcome is missing" (1994), in contrast to them other authors (Thurow, 1987) maintain that the higher standard of living among the country's population is the most important result and the factor determining competitiveness.

Secondly, P.Krugman's (1994) view that a single industry or country with high economic growth rate does not reduce the economic

level other industries, or states. However, this can be true only during the short period, because in the long term potential losses may incur due to, for example, imported products in demand. Economic growth in the open market depends on two factors: the growth in global demand and manufacturers' ability, in getting a competitive advantage, to compete with other countries (Thirwall 1972).

Thirdly, competitiveness of the country or a block of countries is determined by the countries or groups of countries. All economic entities seek benefit, but their interests are often not identical. Therefore, competitiveness determinants can only describe business features of a single economic entity, part of the industry players etc.

Fourthly, highlighting competitiveness factors and identification of their effects can be considered as a political aspect (legal system, level of state support).

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THEORETICAL MODELS AND INDICATORS OF COMPETITIVENESS EVALUATION

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Scientific literature analyzing the competitiveness theory presents several general competitiveness evaluation models. The scientific literature (Porter 1990; Rugman, D'Cruz, 1993; D'Aven, 1994; Weston, Chung, 1990; Balassa 1965; Vollrath 1991) presents a variety of methods used in competitiveness analysis, but they are often seen as separate methods of assessing competitiveness of the country, products and so on.

The evaluation of the country's economy, its individual industries,

product, business entity, environment of competitiveness is mainly done by international organizations, independent groups of experts or institutes, studying and determining countries of the world according to their rankings and the achieved competitive position on the market, as well as national experts whose goal is to determine their country's economic competitiveness of businesses and further development trends. Table shows most common competitiveness assessment methodologies. In order to evaluate the applicability of competitiveness models for competitiveness assessment, we will look at these models by evaluating their strengths and weaknesses, and the possibilities of application.

Table. Comparison of competitiveness assessment methodologies
(Source: compiled by authors)

Method	Substance matter of technique	Applied indicators
M. Porter's methodology (Poprep, 2000).	Competitive advantages of the economic entity depend on profitability, which depends on five factors.	1) internal factors: demand conditions, related sectors, entity's strategy, structure and competition; 2) external factors: the Government, international activities.
World Bank's methodology (The Competitiveness of European industry, 1999)	In this methodology, the data base consists of 49 indicators, which help to assess the country's economic situation and opportunities For development of competitive business	1) general economic development indicators (GNP, annual growth of GNP, standard deviation of income distribution); 2) dynamics of indicators of macroeconomic and international economic relations (investment, productivity, export structure); 3) dynamics of financial indicators (foreign debt; effect of prices on the growth of GNP; securities); 4) infrastructure indicators (telecommunications, roads, electricity), and investment climate indicators; indicators of human resources and intellectual capital development (education, life expectancy, patents).

<p>Methodology of the European Committee (The Competitiveness of European industry, 1999)</p>	<p>In today's quickly changing conditions of the global economy, one of the most important factors influencing competitiveness is the ability to adapt to rapidly evolving technology and to respond quickly to changes.</p>	<p>1) annual changes of production volumes and labour productivity (as a ratio between the value added and the annual number of employees); 2) annual change in employment levels; 3) average annual changes in the growth of production, export and import (when export growth rates are higher than the rate of growth of production and export volumes growing faster than imports, it is concluded that the country's competitiveness on international markets increases or a steady rate is maintained);</p>
<p>Methodology of the European Committee (The Competitiveness of European industry, 1999)</p>		<p>4) specialization and concentration ratios: concentration ratios, Herfindahl index, part of a standard deviation (a measure of sectoral dispersion) coefficients of specialization: Ballassa index, geographical specialization index, dissimilarity index (sum of absolute differences), Gini coefficient.</p>
<p>Methodology of the New Zealand's Ministry of Research, Science and Technology (The World Competitiveness Yearbook, 1996)</p>	<p>The country's economic sectors are divided into four groups according to the technique and technology level, i.e. high, medium-high, medium-low and low technology.</p>	<p>export/import ratio, import penetration and openness to foreign competition; indicators of export specialization, internal sector trade indicator.</p>
<p>Local resource cost methodology (Lietuvos)</p>	<p>Evaluated competitiveness of national economy, sector or product</p>	<p>DRC (output competitive if $DRC > 1$). DRC – local resource cost rate.</p>

<p>pramonės konkurencingu mo įvertinimas, 2000)</p>	<p>group in the short and medium term. Production is considered competitive if the DRC ratio is less than 1. If the DRC is equal to 1 or greater than 1, products are not competitive.</p>	
<p>Methodology of the Lithuanian Institute of Economic (Lietuvos pramonės konkurencingu mo įvertinimas, 2000)</p>	<p>Competitiveness is based on the evaluation of Lithuania's foreign trade and industrial performance indicators and their comparison with the corresponding EU-15 countries' indicators.</p>	<p>1) demonstrated comparative advantage; analyzed competitive advantage; share of the Lithuanian export in the EU's exports; share of the EU imports in the Lithuanian exports, total share Lithuanian of exports ; share of goods exported to the EU compared to the scope of total Lithuanian exports to the EU; net income from the exports of Lithuanian goods; 2) labour productivity (by output of products), labour productivity (by value added), labour productivity growth rates; industrial production volume growth rates, employee number growth rates; 3) quality of products, technologies, level of consumer service, innovation, marketing, workforce skills; 4) research and development, manpower resources, qualitative level of access to financial resources, operational infrastructure level.</p>

In summary, it can be concluded that all given methodologies for competitiveness assessment can be used to evaluate the competitiveness of industries, but also their capabilities in specific sectors of economy are limited due to the lack of information for the calculation of most

indicators.

To assess the country's competitiveness, it is necessary to analyse competition between countries. However, firstly, we have to determine which economic sector may have a competitive advantage and a major effect on the country's competitiveness. According to the analyzed authors, it can be concluded that competitiveness is determined by the manufacturing entities' structure, behaviour on the market and adaptation to changing competitive environment conditions. Therefore, it can be assumed that it is very important to select indicators, properly reflecting the opportunities of competitive advantage.

The analysis of the presented competitiveness measurement and application methods was performed in scientific research dealing with separate industries or groups of producers in those industries, or their developed products. While analyzing economic problems of competitiveness, it is necessary to assess the factors that have a decisive influence on the choice, evaluation and measurement of the level of competitiveness, and its opportunities. After the evaluation of the importance of various sectors of economy, we can distinguish the most important criteria for selecting indicators to measure competitiveness:

1. Assimilation of Lithuanian products in new positions on the EU and world's markets;
2. Need for the State aid;
3. Relationship of product supply and demand;
4. Price dynamics of products and tangible means necessary for the production;
5. Need for investment.

The analysis of indicators suggests that it would be appropriate to assess competitiveness according to these indicators:

1. Intensive competition index (S), which allows to compare export competitiveness of two countries industries on the third market.
2. Index of international competitiveness in the branch (RW), showing the distribution of imports and exports in economy.
3. Revealed comparative advantage (RCA), which determines whether economy of any country has the potential in comparison with other branches of the national economy attempting to establish itself on the international market.
4. M. Porter's "diamond" model and OPERA and SWOT analysis

- methods can be used to solve the issues at the theoretical level, and to find the best solutions.
5. The branch's manufacturing concentration ratio (CR) and Herfindahl index (H), which allow to identify and determine the concentration level and intensity of competition in the branch.
 6. Sales growth rate index (UAT), which determines the evolution of the in the product market growth rates over the years and shows the interval in which the values of indicators determining the intensity of competition, and establishing the current market sales growth, can be shared.
 7. Market profitability index (RR), which shows how much the product demand exceeds the supply and vice versa. It can be used for planning production volumes and the need for investment to increase competitiveness.
 8. Lerner index of monopoly power (L) that shows the extent to which the product seller can influence the product price, i.e. the extent to which the business entity is dependent in the competitive environment and how it affects the profit.
 9. Indicators based on the correlation-regression analysis. This method is used to determine which factors have the greatest impact on economic increasing the competitiveness and must be analyzed in more detail. One of them, the correlation coefficient, indicates the strength of relationship between selected variables (Boguslauskas 1999).

It is appropriate to use all the listed competitiveness indicators for assessing the competitiveness in terms of economy, at the level of economic entities involved, and at the level of manufactured products. However, there is a lack of information to calculate all indicators of the system, lack of reliability of such information and it limits practical possibilities of the assessment of competitiveness of the Lithuanian economy.

After the analysis and evaluation of the indicators on competitiveness assessment it was concluded that the best approach for evaluation of economic competitiveness is to use these indicators: a) productivity, structure of an economic entity, production volume, product quality, price level, production cost indicators; b) internal

market receptivity and capacity indicators, export changes, labour productivity indicators; c) indicators of the state help level and support of the EU.

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IMPLEMENTS OF PRICE ADJUSTMENT ON MONOPOLIZED MARKETS

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Pricing mechanism which functions on basis of forming the costs of supply and demand, works effectively on competitive markets only. On monopolistic markets where there are no restrictive costs on competitor's goods, it is essential to use effective and flexible methods of price regulation. Monopoly it is a type of a market structure which is

characterized by the attendance of a single manufacturer of a particular production, by the absence of close substitutes of monopolist's product, by the presence of high barriers for casting on monopolistic market, by the absence of strategic behaviour. Barriers for other seller's entry on monopolistic markets may occur due to receiving the exclusive rights from state authorities to deal with a particular business, having patents and author's rights, supervision over particular recourses, necessity of huge lump-sum investments, high transport outcomes. Using current barriers a monopolist often restrains manufacture development on these markets, and is not concerned about timely increase of production's quality.

As it is obvious that monopolism stimulates the increase of costs, then at the absence of effective measures of the authority impact it may lead to intensifying of the outcome inflation level, which eventually will spread over many economy branches. It requires effective measures of the state price regulation to implement on monopolistic markets (especially on entity markets of natural monopoly). With the help of direct and indirect impact measures on monopolists it would be better to strive for the stimulation of manufacture amounts increase and for market price reduction.

Revelation of high monopolistic price in practice is a hard process since price increase can be the result of the solvent demand and the objective increase of production expenses as well. The amount of manufacture reduction may lead to price increase which is motivated by the economical relations or by other factors.

Personally, we consider that all aspects of high monopolistic cost should be regarded as a single system so far as separately they do not provide any justified characteristics of abuse.

Thereby it is essential to regulate effectively the monopoly activity, decreasing the loss for the society and the country in whole. Therefore, from the first years of the independence of The Republic of Uzbekistan, it I given a great regard to measures aimed to the market demonopolization, to development of rivalry and deterrence of unjustified price increase on monopolists' production.

In the early 1990s many branches consisted of several large companies that gave the evidence of supermonopolized economy that it was received from its management administrative system. In conditions of competition insufficiency the level of market prices often

substantially deviate from justified expenses of manufacture. Therefore, the process of liberalization of costs in Uzbekistan had its own specific peculiarities. The methods of the process of price release, the methods of setting internal prices into correspondence with world prices, attaining parity between prices on different types of raw materials and manufacture, also amongst prices and the level population and enterprises incomes , many famous transformation models of systematic economy into market economy that differ in many ways.

Further price setting system adjustment, price's role consolidation as a market controller; implementation of measures restricting artificially cost's increase for account of antimonopoly events, disaggregation of high monopolistic structures, creating the conditions for forming competitive environment.

First years of market reformation for development of competitive conditions in the country purposes, the Financial Ministry has created the Demonopolization Administration, in support to competition and entrepreneurship, which implemented the development of institutional basis of cost and anti-monopolistic control at initial stages of the market reforms. The following years regulatory enactment were passed by the Government and by the anti-monopolistic authority which influenced both on price formation of all business spheres and on controlling level of monopoly prices. Amongst them the most significant are : legislations "Competition and restrictions of monopolistic business" from 27 December 1996 y. №335-I (New edition of the legislation from 10.10.2006y. №3PY-59) ,"Natural monopolies " from 24 April 1997y. № 398-I(new edition of the legislation passed 10.10.2006 №3PY-59) and others.

The purpose of law "Natural monopoly" is to control relations concerning entity of natural monopoly goods market of the Republic of Uzbekistan, to provide a balance of interests of consumers, the government and constituents of natural monopoly. The sphere of natural activity monopoly, which controls the price determination involves: oil extraction, gas condensate, gas production and coal production; oil transportation, petrochemical products and transportation gas through trunk pipelines; production and transportation electric power; railway transportation; port and airport services; services of accessible electric and post connection; services of economic sanitation.

In compliance with Cabinet resolution Republic of Uzbekistan issued 24.12.2008 year №277. There are procedures which were provided for parties of natural monopolies about sales of products, services for costumers and liable to servicing which are at fixed costs. In 2009 year in resolution of “Goskomdemonopolizacii” confirmed “regulations about of the order of forming and conducting governmental register of natural monopoly entities”, in which it received further development issues of pricing and antimonopoly regulations. In the current document the entities were concretized, which refer to natural monopoly entities and issues of the level of pricing and economic efficiency in financial authorities were defined.

The other significant sphere is goods market of monopolist-enterprises where state pricing regulations are formed. Common methodological issues of price regulations in these sphere are described in The law of Republic of Uzbekistan “Competition and restriction of monopolistic business in goods markets” passed on 27 of December in 1996. (new edition passed 10.10.2006). The major aim of its imposition is to provide conditions for forming competitive effective functioning relations in goods market.

In compliance with article 5 of the current document it economical entities actions are forbidden which have dominating position on a consistent market that can lead to fixed monopolistic high or low prices.

The main pricing regulation method in monopolist-enterprises business involves the declaration of prices which are actualized for warning purposes of setting monopolistic high or low prices, unjustified price raise (reduction) on a particular product (goods, services), which are in demand, other abuse of entities that have dominating position in markets as well.

Gradual improvement of pricing regulation mechanism in monopolistic markets ,that was being conducted in late XX and in early XXI century ,were disrupted by world financial crisis (since 2008 up to present). As it was mentioned by I.A. Karimov “Due to demand reduction in the market world, the prices of goods exported by Uzbekistan are being reduced”, such as precious metals and non-ferrous metals, cotton, uranium, petrochemical products mineral fertilizers and others. At first this leads to reduction of profits of businessmen and investors , also it affects on their benefits and production economic

efficiency and in the final analysis it affects on increase rate on our macroeconomic performance. The Anti-crisis program was passed for the crisis consequences reduction purposes in 2008, aimed to implementation in 2009-2012.

The major goal in implementation of these measures is to reduce business risks related to instability of prices, and at first in the actual sector of economy. Owing to timely adopted measures Uzbekistan managed to preserve high rates of economy growth and to reduce negative consequences of the world crisis.

It is essential to mention that adopting emergency measures in the world crisis consequences reduction , it is crucial to make preconditions for stable economy growth of Uzbekistan in long-dated perspectives. The solution of these issue requires making conditions for price stability growth of the internal market, especially for raw materials and fuel and energy resources, also socially important goods. Therefore, country's economy has experienced the problems which required solution on legal grounds.

New stage of reforming the pricing regulation system implemented in 2009-2010. In compliance with decree of the President of he republic of Uzbekistan №DP-4191 issued 26.02.2010. State committee of Republic of Uzbekistan on demonopolization, competition and business support was reformed into State committee of Republic of Uzbekistan on demonopolization and competition development. The aim of the current authority was to implement effective anti-monopoly policy, implementation of the control of monopoly business restrictions complying with the law. Afterwards the provision of the President of Republic of Uzbekistan was passed №ПП-1239 02.03.2010, on basis of which the comprehensive legislation of pricing was organized.

In compliance with the provision of the Cabinet of Ministers Republic of Uzbekistan № 239 28.10.2010 the list of costs and tariffs were affirmed, which are subject to state regulations and their forming control.

Analysis of actual legal and organizational basis of pricing performs that in whole the system of state anti-monopolistic and pricing regulation are functioning. The result of its functioning was that during 2004-2011 years part of natural production entities of Uzbekistan and monopolist-enterprises GDP of the country has reduced from 26 to

19.2% . From the whole extent of monopolistic production a part of goods in mechanical engineering and metallurgy has accounted at 30.0, oil-and-gas industry 31%, monopolistic services 16.7% ,construction materials 5.8%, chemical industry 5.3%, food commodities 4.9% coal mining and its realization 0.6%, bakery .04%, electric production 0.4% and others 4.9%.

The system of pricing and anti-monopolistic regulation involves monopolist-enterprises business sphere, entities of natural monopoly, goods-raw material exchange, also individual manufacture which produce strategic and socially important products. Active laws base make provisions of forming orders and price regulations , institutional basis, principals, mechanisms, responsibility for violation of price discipline.

However, as the practice performs, description of goods(services) according to which pricing regulation are implemented , are rarely effective and “clear”, the process of pricing regulation in different price blocks not related to whole strategy of the country in the sphere of pricing. The main disadvantage of the system is that purposeful price growth on the production of individual price spheres , is not combined with measure adoption , compensating the rise in price of goods pruction in other spheres of the economy, that use present recourses .The unjustified high rate of economy monopolization in individual spheres is the barrier that restrain growth of production, growth of quality and ability to compete and price reduction.

In 2011, Uzbekistan started with a new large-scaled document, involving the main priorities of reforming of society, economy, anti-monopoly law and solution and other actual issues. The President of the Republic of Uzbekistan I.A. Karimov speaking on 12 of November in 2010 on conjoint meeting legislative authority and the Senat of Oliy Majlis of The Republic of Uzbekistan mentioned that “In competition development which is under the responsibility in the basis market relations, has an essential role in anti-monopoly law. However, the law that is in use “Competition and restrictions of monopolistic actions in goods market” has become obsolete and does not qualifies modern demands. We have to develop and pass a new law “Competition”.

In December 2011, Oliy Majlis of The Republic of Uzbekistan passed law with other new laws related to “Competition” which involved maximally considered priorities and specifics in the sphere of

competition and anti-monopoly regulation, also price impact on state in goods markets. The main purpose of the changes included into this document was to open new opportunities for further democratic reforms and liberalization of economy, to make favorable environment for business, simplify actual procedures of anti-monopolistic regulations, to increase the efficiency of methods of country's impact in monopolistic markets. At the same time measure intensities are provided of state control on financial and other markets which were not involved in the system of regulations.

Nowadays, the economy of Uzbekistan is developing in the world crisis environment, accompanying competition increase. In competition contest only those, who have low expenses and, whose products are more competitive in market, have great advantages. Analysis of the situation in leading spheres of the economy of Uzbekistan prove that we have inactivated huge funds. The solution of this issue requires the development of mechanisms that bring the state economy to recourse- preserving way of development, therefore, further development perfection of anti-monopolistic mechanisms and price regulations of the national economy.

SECTION 7. Philosophy of Science

STRATEGY OF DEVELOPMENT OF INNOVATION PROJECTS IN THE CONTEXT OF HUMANITARIAN-TECHNICAL ELITE

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Topicality of the research is determined by the scientific polemics, which defines the methodology and directions of development of engineering education, considering its paradigm in different planes. In modern conditions not only does not cause objections or doubts, but has already received a universal recognition of the fact that all the world education system and in particular the system of traditional engineering education was hit by the crisis, which has actually become systemic. It is a concern not only teachers, but also to all public, because of the choice of the ways and means of overcoming this crisis will largely depend on main directions of further social development. Rational of their choice can be made on the basis of the results of the system analysis of the current situation, as well as with the mandatory application of scientific principles of logic management of social processes. In this regard, the new paradigm for engineering education requirements in the development of educational routes allowing personality to make their own individual educational project.

It is absolutely obvious that in Ukraine the situation of education and its development significant influence is also due to the dramatic changes taking place in socio-political, socio-economic and spiritual spheres. At the same time, our educational system experiences the same problems that are characteristic for the whole world of education. So successful overcoming of crisis of engineering education cannot be provided by the individual activities or partial reforms aimed at improving the training of engineering personnel. The situation requires a fundamental rethinking of new social needs in qualitative and quantitative characteristics of specialists, finding-out of a new vision of the purpose and problems of the higher technical school and the

formation of a new philosophy and the development of a new methodology for engineering education. Today, proclaiming the movement to innovative economy, anybody seriously did not specify what exactly this means in the context of the Ukrainian economy, given the state of the domestic scientific and technological sphere. Without a deep analysis of this case, we can state with confidence that the solution of the question of transition to a real innovation economy is fundamentally impossible. And no parks or research parks, the development of which is planned to be put in the center of the problem, there really will not help. Everything will remain at the level of declarations and primitive as it was, when Ukraine was developing in conditions of a «transition economy», «competitive economy», the «market economy».

For Ukraine, there are two slightly encouraging aspects. Firstly, does anyone know where to send innovation, not having a real balanced programmers of sustainable development and not made up your mind sharp decrease in resource - and energy flows? Secondly, and what we can do in this innovative process? In connection with huge losses in our science, and consequently, education, there is little we can do yourself at the level of modern high-tech equipment. Today it can only US, Japan, and some European and other rich countries, where the already established good scientific infrastructure for each scientist must annually 100-200 thousand dollars. Europe, as a task, said about \$ 1 million. This is an example and challenge for Ukraine, if it wants to join the European community. According to our abandoned scientific material-technical base and about any 2 thousand dollars annually scientist, God forbids that we maintain our ability to effectively use known latest technologies. That is the question must be formulated so: what should be the most adequate response to the global technological challenge to Ukraine was technologically re-equip the economy and not be out of historical context?

Transition to innovative economy means moving toward an economy built on new knowledge, which, as the experience of European countries in need of an informal Association of education, science and innovations. In Ukraine, these three components are divided among themselves. For creation of favorable innovative environment needs clear, purposeful state policy.

The world in the beginning of XXI century, not simply changes. Its flexibility has become a constant of the historical process. Now even in the dimensions of everyday human life changes begin to outweigh the continuity and regularity. For the first time in the history of mankind generation of ideas generation and things change over time, rather generation of people. The reaction of the domestic higher education systems to the crisis was the development of versatile and diverse range of innovative transformations. Central strategically important innovation of modern engineering education is a change of the educational paradigm, irrevocable transition from information and translation of educational paradigm to a personal-creative project activity.

The necessary prerequisite for the formation of such a philosophy and a solution to the totality of the specified problem is the proper use of logic in the process of system analysis of the essence of the crisis of the higher technical school, its main symptoms and root causes. Only on the results of such analysis, when properly processing, understanding and interpretation, again on the principles of logic, you can offer a reliable way of adequate methods of effective restructuring of engineering education, to ensure its compliance with new realities of the XXI century and changing social needs of postindustrial stage of development of human civilization. In the basis of the educational ideal of the XXI century, the paradigm is defined in the report of the international Commission on education for the XXI century, lie principles such as: learning to know, learning to solve, learning to live. The understanding of the meaning of this ideal is the understanding that the elite education at the technical University must organically include a fundamental component. Hence, in conditions of modernization of all aspects of domestic society special importance is the ability of higher technical education go to the innovative design of the algorithm of development.

The results of the analysis of tendencies and regularities of the development of educational innovations in modern higher technical educational institution indicate the need to consider the specific direction, based on the research of technological processes in the system of education in General and in the system of pedagogical education in particular. This direction has received the name technomatix that will study the technological needs of the higher

technical education and develop ways, means and methods of effectively meet these needs. This trend is connected as with technology innovations in educational space, as well as with specific technologies that perform basic functions: improving, modifying, such that streamlines the traditional pedagogical process, transmuting, i.e. such that radically changes the traditional process, as well as complex, which combines elements of both advanced and transformed the educational process.

In connection with this substantially increases the role of system, interdisciplinary knowledge, necessary for infinite streams diverse knowledge and data to solve new and unusual problems. In such a design paradigm, the main place is given to the analytical abilities of specialists, that is, their ability to look for and find necessary information accurately to formulate the problems and hypotheses, see the data sets certain patterns to find solutions for complex interdisciplinary problems. Moreover, it should be considered that the domestic economy of most countries of the world based on the principles of innovation. It includes such important public components, as the manufacturing, science, education and business in a single innovative model of country, industry or campaign. Therefore, a modern specialist should have a complete knowledge of the market, innovative mechanisms and be able to apply them in practice.

The logic of the development of education should proceed from the need to determine the current and future public purpose and selection of the most feasible ways and means for their successful achievement. As the logic of social development in General, it should contribute to ensuring maximum compliance of the quality of specialist training, upbringing and formation of the professionally and socially important personal qualities of the changing needs of society, which today we can predict very roughly. In this regard, it is by the way the opinion of those scientists who believe that continuous higher technical education (lin education S. Yermakova C.) allows you to make some order in the sequence of the different stages of training, to ensure a transition from one level to the next, diversified each of them and increase their importance due to economical production of knowledge. Referring to materials of the Second International Congress on technical and vocational education held in April 1999 in Seoul, especially underline the need to change the approach and attitude to the

problems of forming humanitarian-technical elite, development of technical and vocational education. In modern conditions is vital to develop prospective and at the same time economical model taking into account that the system of technical and vocational education and training should not only prepare them for professional careers in the information society, but also to educate responsible citizens who deliberately refer to the problem of integrity of the environment and the welfare of his countrymen.

System analysis of complex set of problems, connected with the world crisis of engineering education, is the object of our study. His initial results allow to conclude that the nature of this crisis is that traditional approaches to training of humanitarian-technical elite ceased to meet public needs in specialists of engineering profile in regard to the quantitative and relatively qualitative indicators. Moreover, it turned out that traditional education is not responsible for and significantly new social requirements for professional competence and personal qualities of these professionals. One of the reasons for this situation, in our opinion, should be considered as specific violations of the control logic of the functioning and development of such important social Institute, which is a higher technical school. Therefore, the principles of logic management the higher technical education should wear a visionary in nature and represent a complete set of provisions that relate to the most General regularities of management as a specific function of social systems and determines the conditions of their successful functioning in accordance with the selected or specified purpose and function.

Based on the foregoing, we define that the innovative technologies for the formation of a humanitarian-technical elite is the organization structure of temporal and spatial interaction of various types of elementary structures (conditionally indivisible particle) educational interaction, which is built in accordance with the purposes of training and education and the methods chosen for training and education. In other words we can say that in the educational process of innovative kind of lean technology specifies the ordering of relations number of elementary structures of educational interaction and use them in future specialist part of a learning environment. For the understanding of elementary structures of educational cooperation are elements of the structure of the innovative technologies and determine

the specific features and character of the relations of the future engineer and part of a learning environment.

Adequate building a model of the learning environment becomes impossible without taking into account the objectives and the content of professional training, which is carried out (will be) the relevant training and educational activities and creating educational space. Therefore, for the print substantial and procedural nature of the construction and functioning of the innovation and simultaneously economical educational environment on the formation of the humanitarian-technical elite in the model professional space should be noted:

- target subsystem of the educational system of the formation of the humanitarian-technical elite, which defines the partial (total goals of training and education, higher technical education) goal-construction and use of school environment and its individual components, as well as methodological (content-technological) goal-construction and use of methodical subsystem individual educational space;

- methodological subsystem of the educational system, which consists of the content of education, educational system and teaching technology and which determines the content and substantive requirements for components of educational environment and the technological requirements for the elementary structures of educational interaction, which reflect and are organised in accordance the content of education and teaching technology, which in this educational space and the formation of the humanitarian-technical elite.

For this understanding of the content of higher technical education is structurally ordered innovation lean technology in accordance with the educational objectives set of meanings training humanitarian-technical elite of the individual training units within the respective educational system.

ETHNICAL AND HUMAN IDENTITY

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All good people agree,
And all good people say,
All nice people, like Us, are We
And every one else is They:
Rudyard Kipling
We and They

Today it is often said that in the light of globalization processes, the emergence of a single market, a common information field leveling civilizational differences, emerging single universal culture and ethnic differences are becoming less and less important. But on the other hand, we do not have less serious reflection on the relevance of the problem of ethnicity today and hear about the crisis of globalization. Is contradiction of universal and ethnic possible? And to what extent can we talk about some universal culture?

Anthony Giddens believes that despite numerous conflicts and confusion that accompanied the expansion of the West into other areas of the globe, it showed that all people are the beings of the same species, and the various human cultures can change. [2, p.36] I. e. in turn, it has led to the formation of a certain form of universal "global" system of relations, and certainly we cannot deny that.

William Beck says that we have been living in a global society for a long time, and the idea of some confined spaces has become today's fiction. Various forms of economic, cultural and political interaction make the selection of "world society" of any country or group of countries "world society" impossible. And Beck raises the question a little differently: instead there is a universal culture, he believes it is more important to find out "how and to what extent the people and culture of the world perceive themselves in the mutual intertwining of their differences and to what extent this self-perception within the global society becomes a significant factor behavior ". [1, p.21] It means that the linkages and their effects on human as a representative of this culture are not decisive. From this point of view, our study is important. Is it possible to say that today we have a pattern of behavior "a man of peace " expressing identity with humanity as a

whole, which unites people within national, ethnic framework? Here we are talking not even about overcoming ethnic boundaries, and not about the nominee to be approved by the unity of humankind, but about the possible existence of a new, perceived and emotionally experienced community.

Huntington says in his book "The Clash of Civilizations" that the more experienced the era of ethnic conflicts, the greater the expectation of the common world. And we know that the 20th century like no other has provided a lot of reasons for such expectations. However, no matter how strong our expectations remaining essentially only our desires are, according to Huntington, the tendency to think in terms of two worlds has always been present and is present in human history. "People have always been tempted to divide the other on" us "and" them ", and other members of the group, our civilization and barbarians. Scientists analyze the world, in terms of pairs of East West, North East, Centre Peripherals ... "[6, p.32]

In the New Testament (Matthew, ch. 12, art. 30 and Luke, ch. 11, art. 23) it is said: "Whoever is not with me is against me, and whoever does not gather with me scatters". And it is true not only within the Christian, but also any other religious worldview. I. e., again we have the union on the grounds of opposition. And the same thing we meet in a non-religious thinking, for example, Max Stirner, a German philosopher of the XIX century, continues this thought: 'who is not for me is against me. "[7, p.155]

As Samuel Huntington stresses, such a division is typical for the whole history of human thought. But do not think that we are simply dealing with a sustainable way of thought. Today it can be considered quite reasonable that for the phenomenon of "we" must necessarily exist the phenomenon of "they", another group does not seem different from us. It is the realization that there are "they", in turn, gives rise to the desire for self-determination in relation to "them," to separate from "them" as "we". [5].

We can say that the human species evolved simultaneously with the formation of the primitive communities, with the type of contrast between "we" - "they". As a result, we have the splitting on a great variety of communities with different artificial signs of their isolation and cultures. [4] Moreover, these processes are not just going parallel, the formation of communities is an essential element of human

development, as Homo sapiens, as a thinking saying, acting man etc. The one, that we see now. Let us recall the statement of L.N. Gumilev "anthroposphere is mosaic and it is correct to call it ethnosphere" [3, 38]. I. e. humanity is composed of ethnic groups, and we will always identify themselves as a member of the ethnic group, and so will be until anthroposphere exists.

According to the above, if we are talking about human identity, in our opinion, it is obvious that its final form as a phenomenon lacks the main factor - possibility of merging, in terms of opposition. And while "They" in relation to the "People" appear only in science fiction, talking about universal human identity is not fully possible.

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SECTION 8. Philology

SOME PECULARITIES OF FUNCTIONING PHENOMENON OF LANGUAGE GAME IN RUSSIAN COMMERCIAL PRINTED ADVERTISEMENT

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The modern world is inconceivable without advertising. It has penetrated all spheres of our life. Advertising evolves along with humanity. Progress opens new ways advertisement creation and spreading. It should be noted that advertising takes a prominent place in everyone's lives, whether we want it or not. Every day we come across with apparent and covert advertising in one or another display: watching TV at home, listening to the radio in the car, at work checking E-mail on the Internet, on the way home passing a plurality of outdoor advertising and shopping windows. Influence of advertising increases every day, it shifts from the entertaining class to the informative class, and it becomes a counselor and constantly affects society as a whole and each in particular. Promotional merchandise is analyzed from all positions: philosophical, sociological, social, cultural, moral, social, psychological, linguistic, etc. Advertising is intended to manipulate our consumer's behavior, and for that it must consider all aspects of human thought and take into account the target orientation.

Advertising is the engine of market-driven economy but also it is a social mechanism which modifies the views of people in society, their mentality and creates a new kind of relationships. Advertising is created by its own laws and it has its own mechanisms of influence on the audience of potential consumers of the advertised product as well as its methods of organization and language interpretation. Its main task is to attract the consumer's attention to the advertised product or service. Advertising text plays an important role, its expressiveness, brightness. The phenomenon of language game is often used here in it.

To create an advertisement it is necessary to know not only psychological peculiarities of advertising texts' perception but also linguistic ones. At this stage of advertising development in the first place there is expressive richness rather than informativity of the text.

In this situation advertisers search for new and new ways to attract consumers this is why language game gradually comes first in advertisement texts.

Since the end of the XX century – the beginning of the XXI the term of language game becomes one of the most popular in Russian linguistics. At the moment language game is defined as a wide sphere of items which take place in publicism, colloquial language, mass media language and directly in advertising.

Language game is widely spread phenomenon the boundaries of which can't be fixed. Lately the tools of language game have been widely used in advertising texts and in journalism texts of mass media. As research material for language game there are often commercial slogans, pun and newspaper headlines.

Advertising text can involve a consumer in the game regardless of whether this game is intended or not. The use of language game phenomenon in the creation of slogans in modern advertisement provides their originality and becomes not an easy guarantee of the success for advertising text, the main element of psychological impact on the consumer. Language game in advertising consciously breaks the stereotype used to strengthen the expressiveness of advertising text and to increase sales of products and services.

We suppose that language game in advertising text can be studied as from final consumer's perspective of advertisement perception as from the position of advertisement creation and use of this phenomenon by the copywriter.

Regardless of broad database of foreign and Russian research the language of advertising still remains unexplored and such an aspect as language game is at the starting point of development and implementation into advertising business. The phenomenon of language game is an extremely promising direction in the creation of advertising texts, due to its originality and extravagance it enhances the effect and attracts the attention of an audience of consumers of the advertised product.

The definition of language game was introduced by L. Wittgenstein what further had a strong impact on the development of philosophical thought and various sciences. L. Wittgenstein considered language game as original linguistic forms which begin the language learning by including a learner into certain types of activities and also

games are seen as simplified idealized models of words usage, sequenced complexity of which demonstrates the dynamics of language. In his later works L. Wittgenstein considered sociocultural aspect of games which is reflected in the definition of 'forms of life'. Gradually the term of language game migrated from philosophy to linguistics.[1]

Language norm is an inalienable part of a language. The norm is a particular system of rules violation of which provokes interest. Its violation lays in the foundation of the language game phenomenon from linguistic view.

Verbal language has a huge significance in printed advertising. Advertising picture can attract our involuntary attention, but only text can affect our decision to buy advertised product or not. The success of advertisement depends on how much all language rules are considered while creating the text, how reliable and authentic and valuable text is for a reader.

Text of advertisement consists of 4 main elements: heading, main body, slogan and echo-phrase. It is worth mentioning that heading and slogan are built on the same laws and have the same function. But slogan unlike heading may be applied in advertising targets independently, without additional text and heading is used as an introductory part of main text, i.e. as identifier of the beginning of something.

To increase appealingness and memorability of the advertising object advertising texts should have such qualities as normalization, logic, information capacity, brevity, preciseness, message communication and originality. In the creative activities of advertising a lot of creative tools appeared for its creation. Text is designed with the consideration of channel of distribution (outside advertisements, printed, TV, radio advertising) and the character of message (informative, reminding, persuasion, infusion, etc.).

Figurativeness and clarity of advertising text depend on motivation and functionality of functional dependence of use in every particular example of figures of speech which should be implemented in the advertising text not in isolation but in the system.

The Language of advertising is continuously updated as expressive means are deprived of novelty effect, and spreading rapidly they begin to be reproduced mechanically. As a result, the imagery is

erased, and therefore the credibility of advertising decreases.

The text of advertisement, according to the opinion of many scientists, must meet the following basic requirements:

1. Be specific and focused. Advertising text should not only contain specific, valuable and interesting information, but also convincingly persuade the reader in the truth and fairness of this information so that he or she could understand and remember this ad. The text should avoid all distractions, such as in a pharmaceutical company slogan 'Bayer', 'You've got a stomachache, take up Espumisan'.
2. Be conclusive, straightforward and logically constructed. In mass advertising it's not worthy to use specialized terminology such as advertising insurance company RASO: 'People trust us because we are paying for the mistakes of others'.
3. Be short and concise. The text with its secondary moments should not distract main ones. Short text is easier and better understood by the reader. Advertising text should be free of words difficult to understand and words not carrying useful meaning, for example, advertising of dressing 'Knorr' – 'Knorr - a delicious rough-and-ready lunch!'
4. Be original, interesting, entertaining, witty, such as advertising sales network 'Crossroads', the symbol of which the transition – 'Transit for the better'.
5. Be dynamic and motivating to action, for example, advertisement of chocolates 'Meller' – 'Got time. Got Meller'.
6. Be accurately written, for example, advertisement of home appliances 'Indesit': 'We're working, you're relaxing!'.

Recently, language game is actively used to produce creative advertising, since this technique is noteworthy because of the bright and lively inner form.

Use of this technique can not only highlight the message from the general mass, but due to its novelty and originality increase memorability. For example: 'Axe Shokomen. Dark temptation', 'CENTember, OKtober, NOWember', 'VOLVOhunting. The season is open!'

At first example we can see a neologism 'shockomen' in Axe deodorant advertising ('choco' - short for chocolate, and 'Men' - (man) translated from English as male and has the same meaning as slang)

and also writing graphically distinguishing parts of speech with multicolored fonts (the word consists of an adjective (dark brown) + noun (black): 'dark temptation').

Second example - the nightclub slogan "Airplane" - the following derivations are used: months names written using English letters that make up the word 'CENT' (currency), 'OK' (approval or okay), 'NOW' (Now). The second part of the words is Russian. If we translate beginning of English words, it turns out that at any time you can have a good time at the club for small money. Capital letters are used for visual effect and apparency.

In the last example, the word 'VOLVOhunting' consists of two words: the first – 'VOLVO' - the name of the advertised business, and "hunting", but it doesn't mean 'mining, fishing', the word represents 'the state of the person who wants something'. The phrase 'open season' shows us that the sale of a new series of machines started.

Different levels of language games are not used so often in advertising due to the fact that it involves a deviation from the standard and requires the creation and use of language units in non-core functions and it is based on the rejection of stereotypes in the knowledge normativity of these stereotypes. The main functions of the language-game advertising are to attract attention and create expression.

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SECTION 9. Jurisprudence

THE RECEPTION OF LAW: PAST AND PRESENT

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In the history of law it is almost impossible to find “pure” legal systems without any foreign borrowing. In addition, there was a tradition of ancient societies to derive their legal system from the legendary predecessors. Such a tradition and modernity did not lose its importance (Roman law). Thus, the reception of law acts as "civilizational vaccinations" by which the world is developing, modernizing its legal content. And the phenomenon of multi-layer cultures arising as a consequence of repeated reception of legal values proves that. However, reception is a multifactorial phenomenon and is not confined to only upgrade potential. Neither instrument nor institution of law (except, perhaps, property rights) are not riveted the attention of the non-controversial in science itself and in society. The hopes to build a legal state are connected with reception, on the acquisition of state power, the rationale for the privileged position among other states, some imperial ambitions, hopes for a way out of the crisis, to consolidate the subordination of the colonies and occupied countries, to plunder the natural resources of the country and the other, the destruction strategic adversary, etc. The reception of rights is accused in the destruction of a national law, in its radical simplification in the loss of independence and identity of society, to destroy, to the deterioration of his morals, legal mentality. History of Law really knows the examples of the destruction of statehood because of the plantings contradicting the legal culture of the population of foreign legal values. The justification of the need for reception of law in case of failure of their own legal past can be expressed in the quest for modernization of the law and the state, in the processes involving expansion of other countries, demonstrating the continuity of the mighty empire of the past (ancient Rome), or a demonstration of the proximity to the "civilized" States present (modern West).

The reception of rights is not just a technical legal transfer of a foreign law in the laws of the recipient. Process of reception is much more difficult, as tolerated, primarily legal ideas and principles. Therefore, finding their primary source is extremely difficult. Many theoretical and practical issues raise (source reception, reception relationship between the parties, the material reception), which only confuse the whole process leading from the main - from the actual goals and objectives of legal reception. The reception of rights under full legal transformations is possible as a result of state and legal crisis. This is due to the fact that in such moments there is a certain type of consciousness based on myths including legal. But not only the crisis is the basis for a full-scale reception. Active attempts to enter into the modern civilization, the proclamation of the modern state itself dictated not so much an attempt to access a variety of political and economic benefits, but also the fear of external aggression. Such risks often lead to the perception of various elements of foreign culture conducive to a quick exit from the political, legal and economic crisis. Military modernization factor in the history of Russia has always played a decisive role. The country itself - in its vast territorial borders - was formed in opposition to the constant external pressure and periodic aggression of foreign states. Thus, the Soviet modernization of the 30s carried out in the face of sharply perceived threat of foreign intervention. At this moment social, economic, political, governmental and legal systems were given rise to, which together allowed the Soviet political system to respond effectively to external threats that could lead to the total destruction of Soviet society. As a result, the Soviet Union was the only country in the world by the middle XX c. that has modernized without getting dependent on the West combining collectivist value paradigm with the paradigm of modernity, as all modern successful modernization carried out on the basis of the reception of Western law, rigidly tied to the donor of the recipient. An example of this phenomenon could be Japan.

SECTION 10. Educational Sciences

THE FUNDAMENTAL VALUES OF THE MODERN SWEEDISH SCHOOL

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Understanding of the essence of education as a major social phenomenon is impossible without consideration of its fundamental values. Undoubtedly, the axiology of the education system of any country includes human values independent of nationality, political and religious beliefs, as well as other factors, and is an integral component of the nation's social values depending on the lifestyle, cultural and historical traditions, and identity of each nation.

The fundamental law of the constitution of democratic Sweden (Act on Freedom of Expression in 1991) says that all citizens are guaranteed freedom of expression, regardless of age, gender or origin. Canons freedom pervade provisions of the Education Act: Recognition respect for human rights, fundamental embodiment of democratic values, etc. In a socially oriented publication "About Sweden" there are the following aspects of the spread of democratic principles in the education system: the growth of democracy in school suggests that children learn critical thinking, and instill in them a sense of personal responsibility, the teacher acts as the leader of the group, but between him and the disciples there are saved equal relations 1.

A particular relevance to children has been formed in Sweden for centuries and partly because of the social and educational activities of a publicist, a writer and a teacher Ellen Key (1849-1926). In the formation of its pedagogical ideas the priority was the philosophy of positivism (Goethe, Rousseau, Nietzsche, etc.) on the basis of which its own concept was developed - the humane treatment of children and to protect their rights and to create conditions for the development of their personality. Summarizing the analysis of pedagogical works by Ellen Key Mikhailova M. V. indicates that the teacher proclaimed the fundamental rights of the child : the right to be born healthy and wanted, the right to an environment conducive to its full development ,

the right to love, understanding and respect , the right to identity, to manifest and full development of his personal qualities and abilities, the right to education, corresponds to the slope, the right to express feelings and emotions, the right to disadvantages, the right to inviolability of the inner world, the right to make mistakes and the acquisition of their own experience , the right of free choice of moral values 2 . Modern education of Swedish children based on compliance and recognition of these rights as values.

It seems obvious that the studied values of modern Swedish school will be directly linked to the national ideology and will reflect the characteristics of the development of modern Swedish society. The analysis of basic provisions of the new Education Act (SFS 2010:800), municipal regulations governing activities in the field of education has revealed the fundamental values of modern Swedish school.

Swedish National Agency for Education spelled out the fundamental values of the school which correspond to the values on which the Swedish democratic society is based: the sanctity of human life, the right to liberty and security, the equivalence of each person; gender equality; solidarity between people 3.

In accordance with the designated national values and ethical standards of the Swedish school should promote humanism and Christian tradition which is achieved through the promotion of such feelings as justice, generosity of spirit, tolerance and responsibility. Schools are required to form a mutual understanding between the people and the ability to empathize. No one shall be discriminated against in school by gender, ethnicity, religion or other belief, sexual orientation, disability, or be subjected to other degrading treatment. With the trend of harassment or other degrading treatment with a person should be actively fought. Provisions prohibiting discrimination, harassment and degrading treatment are contained in Chapter 6. of The Education Act and the Act on discrimination. In this regard, particularly in education of children in Sweden a system of non-violence in the educational process is considered. Swedish child cannot be beaten, it is forbidden to raise voice speaking with him. Social workers are closely watching the implementation of these rules. Teachers in schools are constantly voicing their children the right to complain to the social services if the adults, including parents behave towards them correctly. Measures applied to violators rather tough.

The expansion of cross-border mobility makes high demands on the ability of people to live together and appreciate cultural diversity. Swedes need to preserve the cultural heritage; it contributes to the awareness of the need to popularize the system of national values. In this regard, in-depth study of the Swedish language, culture and history of the country should be ensured through the contents of many school subjects.

Education shall be an equivalent available to all members of Swedish society and adapted to each student based on his capabilities and needs. Particular attention should be given to those students who, for various reasons, have great difficulty in achieving the goals of education. For this reason, education cannot be the same for everyone. Schools for students with disabilities shall be equipped with everything necessary for this category of persons. Educational institutions should actively and knowingly provide equal rights and opportunities for men and women. The interests of pupils should be promoted excluding gender differences. Swedish School operates on the basis of the general principles of the UN Declaration on Human Rights. This ethical values on which to build relationships between children, teenagers and adults. Accordingly, in the Swedish school cannot hurt anyone. Girls and boys have equal opportunities for the selection and development. Students themselves can influence the process of learning through participation in classroom meetings and working class council.

Comprehensive openness to new ideas, enabling students to freely form a personal point of view are the hallmarks of modern Swedish school. Thus, democratic teaching methods and forms develop the ability of students to take responsibility and willingness to participate actively in public life.

The analysis of the legal framework governing the activities of Swedish schools and the presented characteristics of the organizational culture of institutions of secondary education based on personal observation when visiting the website of the Swedish schools give rise to the following conclusions:

First, the Swedish educational ideal is characterized as s creative, independent, free, responsible, healthy, physically and mentally complete, from a legal point of view, personality.

Second, among the main objectives of the Swedish education students on a personal level it is necessary to highlight:

- The disclosure of identity, natural inclinations of the students;
- The development of interests and creativity of schoolchildren;
- Support for cognitive activity and independence;
- Granting the right of free choice of moral and ethical values ;
- Ensuring full mental, emotional, physical development.

Third, the goals of surrounding education are:

- Creating conditions of equal and confidential dialogue;
- Providing free self-realization of the individual in society;
- Develop a sense of belonging to the society;
- Concern about sexual and reproductive health;
- Focus on labor social activities.

fourthly, we will denote the following of the main social goals of Swedish schoolchildren education:

- The formation of safe life skills, healthy lifestyles;
- Instilling values and needs of fair, democratic relations in life;
- The formation of love for nature, concern for the environment;
- The development of legal culture in matters of discrimination, equality, integrity, etc., skills, exercise their rights;
- The formation of patriotism and citizenship.

Fifth, the concept of non-violence in the educational process can be traced in the system of fundamental national values and includes values such as:

- Egalitarianism - the idea of equality which implies the creation of a society with equal opportunities for management and access to material goods to all its members;
- Collectivism - the suppression of natural competitive manifestations in deeds , an exemplary behavior of the children is "moderate" , not "liberated" , " Being like everyone else" - the principle of life , causing the Swedes respect ;
- Work as the meaning of life;
- Humanity - humanity in social activities, in relation to people and especially to children;
- Love of nature - permeates daily life Swedes reflected in caring for the environment;
- Obedience to the law - strict adherence to the letter of the law, the two concepts: " put " and " not supposed to " , which are strictly adhered to ;

- Health - wellness is very important, addition, vigor and longevity; sport is given a prominent place in education both at school and in the family; regional councils (county councils) must care about improving the health of the entire population.

It should be noted that the Swedish education system is different on the background of the overall picture of education in European countries, especially the principles and approaches to its organization.

In summary, we note two basic principles that define the objectives, content and approaches to the organization of the educational process: *democracy* (implementation of humanistic values of freedom, equality, justice, social creativity) and "*environmental exposures*" (accounts for the dependence of social development of the pupils from the immediate surroundings of his life). On the principles that define the essence of educational methods, techniques, modalities we denote the principles of "*education without stress*" (prohibition of punishment of children) *taking into account the age and the individual characteristics of students* (providing unity of personal and community programs), *comprehensive development, activity, gender* (equal opportunities regardless of gender).

Thus, the fundamental values of a modern Swedish education system are the principles of a democratic society that the school is required to submit and broadcast students: the sanctity of human life, individual freedom and integrity, the equal value of all people, equality between men and women, caring for the weak and vulnerable members of society.

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**PROVIDING PEDAGOGIC INNOVATION IN HIGHER
TECHNICAL EDUCATIONAL INSTITUTION
IN THE CONDITIONS OF TRANSITIVE ECONOMY**

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Topicality of the research is due to the consolidation of efforts of Ukraine in the modernization and harmonization of higher technical education, the main vector of which is the competence-based educational paradigm defining new approaches to the training of future specialists, predetermines the necessity of a radical restructuring of the country's educational system to achieve new dimensions of its quality. At the same time there is a need to redefine the goals and the essence of professional training of future teachers of higher technical educational institutions and monitoring as a significant qualitative kernel training, which would, in turn, create basic stages of professional preparation of future teachers of higher technical educational institutions.

Analysis of scientific studies that have examined certain questions on the content of purely engineering education and training of teachers in higher technical educational institution are in the focus of research attention mainly foreign scientists where, in particular highlighted the scientific understanding of continuous University training of the future teachers of the higher technical educational institution in the framework of a subsystem «specialist - master - student». But in the research, a professional training of the future teachers of the higher technical educational institution in Ukraine is seen as only a draft and has been seen primarily as a long-term process of development of a specialist, while the focus on the process and the result of this preparation in a purely activity measurement and still remains out of the scientists. Analysis of the scientific literature on the monitoring of professional preparation of future teachers-scientists and generalization of the practice of the higher technical educational institutions clearly indicate the presence of contradictions existing between:

- social order for teachers to professionally implement a personal-professional functions in accordance with the needs of development of the modern higher technical school and the state of the

current system of training teachers for higher technical educational institutions;

- the need to overcome the fragmentation of the nature and structure of the monitoring system of professional preparation of future teachers and the need to substantially justified pedagogical measurements in the professional preparation of future teachers of higher technical educational institution;

- socio-pedagogical needs of European integration local universities to develop a qualitatively new conceptual approaches to the professional training of teachers of higher schools on the principles of aliasing for «focus on students» technologies and the lack of scientific ideas about the monitoring system of professional training of teachers of higher technical educational institution.

Analysis of scientific sources indicated that the study of the state of teacher training in higher technical educational institutions may, at several levels methodological analysis: the first is based on the principles общефилософского understanding of the problem of learning and self-discovery, where the main dominant of the recognized development; the second is the rationale behind the choice and justification of methodological bases of research is the process of professional preparation of future teachers of higher technical educational institutions, and the third specifies the definition of a set of methods of monitoring research of a condition of readiness of future teachers of higher technical education to professional activity, which includes the development of monitoring technology professional preparation of future teachers of higher technical educational institutions in accordance with certain methodological guidance with given the nature of their professional formation. In addition, highlighted the leading approaches to the study of (personal oriented, learner-activity, and system), contributed to the deepening of the scientific ideas of the process of professional preparation of future teachers of higher technical educational institutions, in which context, the personality is a value, which itself provides a professional growth, and activity is recorded on two levels, activity and behavior, in turn, organization of professional preparation of future teachers of higher technical educational institutions have pedagogical system; the basic methodological principles of research - didactic integration of individual educational routes, lin-education, kaizen orientation.

Retrospective process of the emergence and development of the teaching activity, the dynamics of its development on the grounds of historical and pedagogical studies has allowed the identification of boundaries of the origin of the professional activity of the teacher of the higher technical educational institutions: historical distribution of pedagogical activity of the subjects of the educational space); public education (occurrence of higher educational institutions of University type, the formation of the scientific and pedagogical community), status (the appearance and functioning of the higher technical educational institution, formation of the faculty, the unfolding of the idea of a technique of teaching of engineering disciplines and research); innovation (Trans-European mobility of the activity of the higher technical educational institution). Investigation of the origin of the professional training of teachers for higher technical educational institution allowed to identify the most significant historical features of the process of professional preparation of teachers for higher technical educational institutions and outline them prognostic features of influence on the development of the modern higher technical education. Namely: updating and systematization of technical and pedagogical knowledge, purposeful accumulation of scientific experience; scientific and pedagogical training (practice-oriented training within the framework of the triad «education - science - production»); retraining (improvement of basic training). Significantly, today updated the specification of «step» of professional preparation of future teachers of higher technical educational institutions.

Explaining the essence of the professional activity of the teacher of the higher technical educational institution, scientists particular attention is paid to the new «status» teacher of the institution. There is a tendency reflected in the experiments foreign researchers create «innovative route» teacher training for the institution carried out on the basis of the updated structure of the continuous professional training of specialists in higher technical educational institution that gives an opportunity to define new educational goals set forth for foreign and domestic higher technical education to teacher higher technical educational institution and described them as follows: preparation for independent scientific and pedagogical activity specialization; a complex socio-economic, psychological and pedagogical, information-technological preparation of a master's degree; enrichment of

pedagogical erudition, development of individual style of professional-pedagogical activity - graduate studies. They, in accordance with the educational objectives, in the context of the study acquire certain characteristics, namely: a propaedeutic - specialization, methodologically guide (primary) - master, creatively-reflective (final) - post-graduate studies. The problem of productive professional preparation of future teachers for higher technical educational institution it is updated in the framework of the educational program of magistracy.

Focusing on a deep treasure of the continuing education of professional preparation of future teachers of higher technical education was understood that the thus obtained professional and pedagogical knowledge and skills will naturally be «continuous value stream learn», and the educational process will serve as a prognostic «knowledge production», aimed at «double preemptive and economical use of the possibilities of educational process of higher technical educational institution.

The study proved that the performance of the professional training of modern specialists in higher technical educational institution is directly connected with the formation of it in the framework of the educational benchmarking, i.e. taking into account the world experience in forming of value of the flows of vocational profile and economic and managerial knowledge as an important tool assurance system and quality management, as a new stage of development of the higher technical education.

The study of the domestic labour market has allowed to conclude that the culture of social dialogue in higher technical education with the economy requires higher technical educational institution special predictability, and orientation towards the European choice requires strengthening the transparency of educational programmes, increase measurements comparison of the qualitative parameters, the convergence of the monitoring procedure. The study of the «basic core» quality of professional training of teachers for the universities, technical profile in educational theory and practice has allowed to define a new approach different from the traditional logic of vocational training) - continuous education of the future specialists on the basis of «frugally» and savings of using opportunities of the educational process of higher technical educational institution. The new structure of the economy and

determine the root of the innovative structure of the newest products of education and types of educational services, high competitiveness. The formation of a culture of innovation is a necessary component of the new formation of teachers of higher technical educational institutions competitive in the development of new innovative products, both technical and pedagogical nature, management of innovation projects, accumulation of experience of innovative activity and implementation of the transfer of the results of fundamental and applied research in education, Economics, science and production. In this regard, it is established that the training of teachers for higher technical educational institutions shall be ahead of its time.

Strategy deployment process monitoring study of professional preparation of future teachers of higher technical educational establishments is based on three interrelated concepts: Methodological concept plays the interrelation and interaction of scientific approaches (student-oriented, personal and activity, system) to study the problems of monitoring of professional preparation of future teachers, the dominant of which is the competences paradigm that allows to develop the system of General scientific understanding of the professional preparation of future teachers of higher technical educational institutions taking into account the interpretation key edict («knowledge in action», «knowledge of ways activity», «procedural knowledge»).

Theoretical concept defined a set of initial parameters, definitions, assessments, without which there is no scientific explanation of the originality of the monitoring of the training, its specific features and characteristics. The essence and theoretical basis of the monitoring support of professional preparation of future teachers of higher technical educational institutions are revealed through the triad characteristics of the educational and professional activity (goal and the means of result). On this basis, defined the theoretical basis of the monitoring paradigm as a special subsystem of professional training of future teachers of higher technical educational institutions.

Technological concept is the monitoring of professional training as a pedagogical tool management productive professional training of future teachers of higher technical education. Experimental monitoring technology professional preparation of future teachers of higher

technical educational establishments is based on a theory based aggregate necessary and sufficient pedagogical conditions.

Anticipatory training of future professionals by pedagogically weighted monitoring training provides: optimization of organizational and management structures for mobility means of implementing the educational functions, the systematic implementation of the latest information technologies, as well as the initiation of interactive forms and methods of control, and a focus on sub and simultaneously proactive monitoring, shifting focus on the end result, accounting for performance of the educational process in higher technical educational institution and economical use of its possibilities; it gives the relief of the signs of openness and democracy of the University.

SECTION 11. Architecture and Construction

OF RELIABILITY OF SOIL BASIS

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Reliability is an important factor design to consider the variability associated with the design inputs. As a model of the base we consider the model similar to V.Z.Vlasov model but recorded in increments according to the method of successive parameters' perturbations of V.V.Petrov. In this study, subgrade strength variability and flexible foundation and pavement designs are evaluated for reliability. Reliability is an important factor design to consider the variability associated with the design inputs. Parameters such as mean, maximum likelihood, median, coefficient of variation, and density distribution function of subgrade strength are determined.

The approach is based on an extensive literature review of current damage concepts included in current mechanistic-based design procedures, soil permanent deformation laboratory data. Design outputs are compared in terms of reliability and thickness using these design

procedures. It is shown that the provides higher reliability values compared to the probabilistic procedure. All the existing subgrades fail distress reliability such as rutting and top down cracking reliabilities. Currently uses a single design value to deal with variability associated with subgrade strength design. The actual stress distribution depends on the type of material beneath the footing and the rigidity of the footing. For footings on loose cohesion-less material, the soil grains tend to displace laterally at the edges from under the load, whereas in the center the soil is relatively confined. This results in a pressure diagram somewhat as indicated in fig.1.

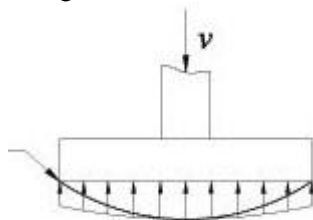


Fig. 1

Equation of state in increments are [1]:

$$\Delta\sigma_{ij} = E_{ijkl} \Delta e_{kl} + \Gamma_{ijkl} e_{kl}, \quad (i, j = 1, 2, 3)$$

The issues of deformation and durability cylindrical shell interacting with the underlying base considered with its viscoelasticity examined on the basis.

$$\Delta u(x, z) = \sum_{i=1}^m \Delta U_i(x) \cdot \varphi_i(z)$$

$$\Delta w(x, z) = \sum_{k=1}^n \Delta W_k(x) \cdot \psi_k(z)$$

As a starting base is used Vlasov- Leontiev model. For account the deformation of rheological base is used integral form of the deformation law. The obtained resolving equations are presented in increments according method of successive parameters' perturbations that letting go from the nonlinear problem to linearized regarding to load increments. Thus in the process of problem's solution used the mathematical modeling of the problem of static of viscoelastic

structural elements with use the basic methods of deformable solid mechanics.

To obtain the resolution system of equations describing the deformation process, it's necessary to have the equilibrium equations, boundary conditions, equations of state and relations for changes in parameters of the equation of state depending of the parameters of external process. We consider the cylindrical shell of circular shape interacting with the base. As the boundary conditions adopted swivel bearing .The increments of movements of base medium points represented as:

$$u(x, z) = \sum \Delta u(x, z);$$

$$w(x, z) = \sum \Delta w(x, z).$$

Here the functions ΔU_i and ΔW_k are unknown, but $\varphi_i(z)$ и $\psi_k(z)$ – the dimensionless functions to be selected in accordance with the boundary conditions of the problem.

The resolving equations relatively the displacements' increments:

$$\frac{\partial^2}{\partial x^2} \left(D^* \frac{\partial^2 \Delta W_1}{\partial x^2} \right) + \frac{E^* h}{1 - \nu_{o\sigma}^2} \frac{\Delta W_1}{R^2} - \sum_{k=1}^2 [E^*] \Delta W_k''$$

$$- \sum_{k=1}^2 \left[\int_0^H \psi dz \right] \Delta W_k' = \Delta p,$$

$$E_0 = E/(1 - \nu^2), \nu_0 = \nu/(1 - \nu),$$

E – module of the base deformation, ν – Poisson's ratio. D^* , E^* - Volterra integral operators [2], for example $E^* = E(1 - R^*)$;

$R^* \cdot f(t) = \int R(t-\tau) \cdot f(\tau) d\tau$, as experimentally proved that the deformation of the base ground can be described by the Boltzmann-Volterra law of hereditary creep. The hereditary creep theory includes all the theories based on rheological models. By virtue of the said commonality of Boltzmann - Volterra hereditary creep theory it's possible to improve the accuracy of ground bases deformation studies by mathematical methods.

The condition for plate durability for limiting deformations reduced to satisfaction of the conditions : $\epsilon_{o\sigma} \leq \epsilon_{np}$, where $\epsilon_{o\sigma}$ - base

deformability characteristic; ε_{np} – maximum value of structure precipitation.

To solve this problem we use the variational Bubnov-Galerkin method. The calculation is performed on small time intervals. Length of the shell $l = 5$ m, the wall thickness $h = 0,4$ m, shell radius $r = 3$ m, Poisson's ratio $\nu = 0,35$. Taking into account nonlinear properties significantly affects the results of the numerical calculation; also obtained that the stabilization of draft occurs within two years.

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MODEL TRENDS IN THE USE OF MEDIA-FACADES IN ART-CENTERS

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Usually, architecture surrounding us is static and buildings must be reconstructed for changes. Generation of architects and engineers dreamed of buildings and other urban structures that are able to react and adapt quickly to different circumstances changing their shape, spatial and functional configuration, light level, appearance.

Media - facade is seamlessly integrated into the architectural image of the building or the display screen of any size and shape on the surface (with the possibility of broadcast media - data - text messages, graphics, animation and video), which is installed to the internal or external (for transparent facades) of the building. Display Media - facade, usually gathered from the light - diode modules of different shapes and sizes.

The feature of the concept of media - facade design is a combination of the building with a bright interactive lighting. This means a new approach to the interaction of buildings and structures

with the environment. Media - the facade gives the building an unusual way, and also carries a powerful informative loading [1].

Media facades are used for informative and artistic purposes:

- a tool of designer lighting of buildings and facilities;
- a tool for providing a unique architectural project;
- a tool for a variety of architectural spaces in the city;
- a tool of data communication (broadcast television - or video);
- a tool of interaction with various cities, settlements, buildings,

etc.;

- a tool of external electronic advertising (digital outdoor).

LED can be assumed as a primary unit of media facades - a semiconductor device that converts electricity directly into light of various colors. Compared to other electric light sources (fluorescent lamp or incandescent lamp) LED has several advantages:

- pure color that is especially appreciated by designers;
- a wide variety of colors and direction of radiation;
- high reliability and durability (shock and vibration resistance);
- increased efficiency;
- long service life (up to 100 thousand hours);
- low power consumption;
- high level of electro - and fire safety due to lack of high voltage and heat emitters;
- environmentally friendly product (no toxic components).

The main disadvantage of the use of media facades can be considered as limited functionality - it is most effective only during the dark time. In daylight its appeal falls, and therefore less influential information transmitted to the viewer.

Another disadvantage is the high cost - the cost of 1 m² facade is 3,000 - \$ 20,000.

And technical drawbacks: the problem of thermal control (only hot countries), reduced efficiency at higher power and temperature.

At the present stage of development the disadvantages described above are solved in most of the major companies involved in LED media screen and (Daktronics, Barco, EKTA, Traxon).

Media facades wake up many emotions, both positive and negative; it all depends on the ability of properly use of the building architect integration capabilities with media facades features of the

building. Now architecture seeks to use the media facades for more stylistic and design purposes. If earlier media facades were installed after construction of the building and did not originally exist in the project, now media facades - is part of the process of designing a building, a part of the design and engineering solutions. This approach enables the most effective place such systems and allows a new look at the architecture of the city.

Development is achieved by combining the efforts of architects and designers specializing in revitalizing the urban landscape and urban lighting design.

Trends:

- promising integration of digital moving images into the urban landscape;
- modify the perception of architecture and public space in the digital Epoch;
- interactive design and its relation to other tools for communication with citizens;
- models to ensure a balance between commercial, social and cultural interests.

Using this type of facades in art schools allows combining the processes occurring inside the building with the environment. The most striking examples of the use of media - this facade Art Museum in Graz (Austria) and reconstruction of the art - the center of Kimball, located in Park City (Utah, NL).



Fig. 1 Museum of Art in Graz (Austria)

The facade of the museum is a special alloy of architecture and new media technologies, for which he received the title BIX. BIX - an acronym formed by the words "big" and "pixel" that best expresses the subtleties of the technical side of the design. 900 square meters of surface formed by a giant amoeba acrylic glass plates under them there are circular fluorescent lamp power 93 000 W. Voltage to each lamp can be supplied in the range of 0 to 100 %, which allows to show simple texts and graphics on the surface of the building. Electrical installation is controlled by the computer [2].

Interactive facade «BIX Light and Media Façade» Art Museum in Graz, Austria has made this cultural institution for world-class landmark. Prototype installation created by the brothers Jan and Tim Edler, became exhibit of the Museum of Modern Art MOMA.

BIX - it is a visual and interactive installation area of 900 square meters, is stretched like a cocoon on the museum building. It allows you to use the facade of the museum as a monitor and implement projection, create animated objects or leave message to the city and the world. This functionality is performed by means of thousands of lighting elements, pixels constituting the big screen, but instead of thin LEDs used here annular fluorescent lamp. In fact, BIX asked a fundamentally new standard mixing and interpenetration of architecture, art and media.

Enabling to the registry the objects in the MOMA exhibition shows that seven years after the realization of the project has not lost its originality and conceptual novelty. Founders Bureau realities: united brothers Elder comments on this fact: "We first treated the project as a kind of a creative laboratory and experimented without regard to possible financial constraints. The subject of our research was the dynamic architecture of the new time and its place in the urban environment. BIX - it is rather a form of dialogue than architectural finished product. "

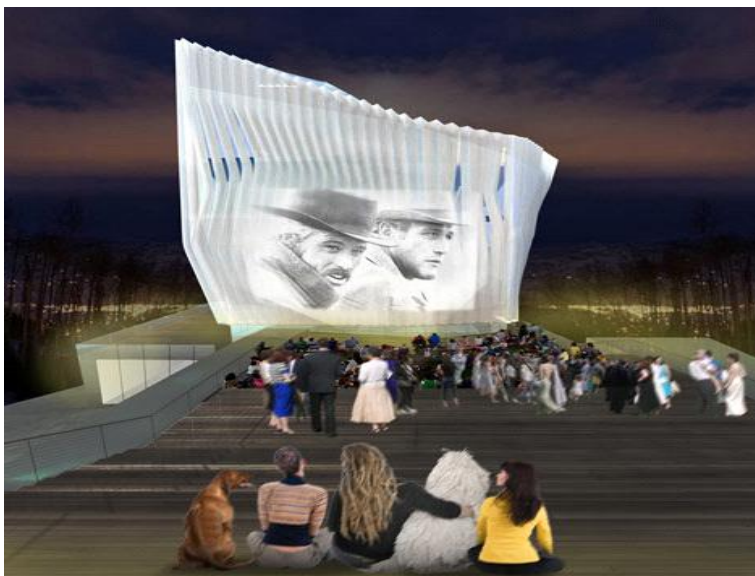


Fig. 2 Expansion and reconstruction of art - the center of Kimball (Utah, USA).

Architectural bureau Brooks + Scarpa presented to the public their concept expansion and reconstruction of art - center Kimbal, located in Park City (Utah, USA).

Four-storeyannexe area of about 2 square meters in the upper part glazed and covered with transparent membrane made from polycarbonate. Volumetric pleated element irregular shape resembles a frozen cloud sky, it promises to become a local landmark, land - Brand Park City. Facades of buildings are, in fact, mediapanelyu: it is assumed that they will be used as the wide screens for showing films.

As a result, today's building is a universal volume, whose appearance - media facade, the dynamics of which creates the basis for unprecedented visual integrity, emotional openness and high cultural significance of contemporary architectural object.

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SECTION 12. Social sciences

GENDER, MASCULINITY AND FEMININITY

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Masculinity and *femininity* in the broadest sense are a set of attitudes, roles, norms of behavior, hierarchy of values typical of the male and female sex in each specific society. A more detailed interpretation of masculinity and femininity can be given in terms of the gender theory. Here the possibility of the masculinity and femininity typologization opens, that arises due to gender as the basis of the study methodology.

A glimpse of gender

In the scientific language the term "gender" is used in the narrow and broad sense: its narrow sense is used in the analysis of female subordination, and the broad sense is used to describe social sex characteristics as distinguished from the biological ones. The interpretation of the gender concept depends on the study paradigm, within which male-female relations are studied. We share the point of view of those researchers, who study gender in the context of the social constructivism paradigm.

According to the theory of the social construction of gender, gender is not a biological sex, not a combination of personal traits, not a role. *Gender* is a specific set of cultural characteristics that determine the social behavior of females and males and their interrelations [1, P.71]. Gender does not simply applies to males and females, but to their interrelations and to the way of the social construction of these

interrelations. Gender shows that the following social characteristics exist and exert a significant influence on the personality along with the biological sex characteristics: social norms, roles, statuses, stereotypes, attitudes, behavior rules, psychological features. Gender is created by social practice, social stereotypes, norms of behavior of people in different spheres of life and determines certain social-and-sexual roles. It is important to take into account that gender is a system characteristics of the social order, that is not something to be rejected. It is constantly reproduced in the structures of both mind and action.

The social construction of gender has three main sources: the conception of the social construction of reality by P.Berger and T. Luckmann, the dramatic interactionism by E.Goffman, and ethnomethodological studies by H.Garfinkel[2, P.173].

The use of the conception of the social construction of reality by P.Berger and T. Luckmann helps us see that gender is a system characteristic of social order that is constantly reproduced in the structures of both mind and action. P.Berger and T. Luckmann come to the conclusion about a paradoxical situation: a person himself creates reality and then perceives it not as a human product but as anything else [3].

The dramaturgic interactionism by E.Goffman focuses on how gender differences are constructed in everyday life. The analysis of the microcontext of social interaction allows us to understand, why gender in everyday practices is perceived as something "natural". According to E.Goffman, people in the process of interaction suppose that every participant of this interaction process possesses an "essence", a "nature" recognized through "natural signs" [4, P.106]. Sexual identity is one of such "natural signs". The means that are used to express sexual identity in this way are called formal conventional acts by E.Goffman. A combination of formal conventional acts form *a gender display*. Constructionists D. Zimmermann and K. West think that the gender display is working not only in the moments of switching activity types, but penetrates all levels of human interaction [4, p.100].The same, Thus the dramaturgical interactionism of E.Goffman helps us see that, in expressing sexual identity, "naturalness" of gender is provided by multiple formal conventional acts that are in fact complex sometimes vague and indistinct cultural codes. If we consider masculinity and

femininity in these terms, we can see that they are accompanied by gender displays and multiple conventional acts.

The ethnomethodology by H.Garfinkel helps us understand that doing gender is a constant activity that is an integral part of everyday interaction. Doing gender means managing situations (regardless of their specific character) in such a way that the behavior is considered gender-appropriate or gender-inappropriate. Therefore these ideas can be successfully applied to masculinity and femininity.

Thus, several important conclusions can be drawn in terms of the gender theory of reality construction: first, masculinity and femininity are constantly reproduced reified realities; second, masculinity and femininity are accompanied by multiple conventional acts; third, masculinity and femininity or, rather, some or other types of masculinity and femininity manage situations regardless of their specific character.

Let us also note that the gender theory is considered in terms of a unity of two aspects – the theory of construction of reality and the gender system. We have no opportunity to discuss the latter, but we will show that the gender system transformations result in different types of masculinity and femininity.

Typology of masculinity

The concepts of masculinity and femininity are multiple like other gender categories. For example, R. Connell, an Australian sociologist, one of researchers of masculinity, made a conclusion on the differentiation between various types of masculinity that occur in reality and on the identification of a hegemonic masculinity stereotype among them. According to the hegemonic masculinity theory, though there are several types of masculinity in any male community, a type of personality, of which male power over females and subordinate males, a cult of physical strength, a tendency to violence, emotional vapidness and high competitiveness are typical, is usually at the top of this hierarchy [5].

I.S. Kon considers hegemonic masculinity not a property of a certain male, but a specified sociocultural normative canon, to which men and boys are geared [6]. This normative structure gives the location on the top of the gender hierarchy to a boy or a man who supposedly possesses these properties and shares these values. As M.

Kimmel notes, R. Connell is critical about the fact that the hegemonic version of masculinity is reproduced as "normal" [7, P. 79].

Along with the hegemonic masculinity, R. Connell and I.Kon also distinguish such masculinity as "masculinity of accessories"[8] or "accessory masculinity"[9]. "Accessory masculinity" is a behavior model of those men who take no efforts to occupy a hegemonic position because of a lack of strength or desire. They occupy a subordinate auxiliary position through accessory masculinity, but enjoy some privileges in this hierarchical system. It should be noted that researchers also distinguish a number of other masculinities considering them in a wider context. For example, I.N. Tartakovskaya in her paper "Masculinity and global gender order" discusses such types as "frontier", "classic colonial", "global", "transnational" and other masculinities [10].

In addition to the above types of masculinity, the author of this paper distinguishes one more type of masculinity - "natural" masculinity. In terms of sociology, *natural masculinity* is a combination of norms and ideas that differs from "normative samples of manliness" by a higher variability of models of thinking and behavior of males, by a shift from the stereotype image of a "real man" towards the image of a "natural man".

As we see it, two extreme variants can be distinguished in the masculinity concept from the sociological point of view – *hegemonic* and *natural* masculinities. *Hegemonic masculinity* is life in compliance with a male habitus of leadership, power, and superiority. Gender stereotypes become permanent in the language along with habitualization. They kind of "stitch" the male habitus, being constantly reproduced by males and females. *Natural masculinity* is life in compliance with a male habitus, in which different restrictions imposed by hegemonic masculinity are lifted. This implies recognition of a right to emotionality, a right of a male to be unconfident, worried about the future, and an opportunity of a different attitude to family and children.

In addition to these two types, *inversion masculinity* (derived from the Latin "inversio" – overturning, rearrangement; the term is introduced by the author) can be also distinguished. Men possessing this type have numerous characteristics that coincide in content and behavior with female patterns of behavior. *Inversion masculinity* is life in compliance with a habitus of self doubt, low degree of personal

autonomy, lack of independence in views and behavior, conformity. How are these expressed? First, men with this type of masculinity are neither businesslike nor active, earn their living with great difficulty. Second, men with inversion masculinity have such traits of character as self-consciousness, shyness, fear of new contacts. Third, complicated relations with women and children belong to the problem aspects of this masculinity type. Young men prefer to avoid making a family and being a father. Fourth, men with inversion masculinity have a long period of moving into adulthood and painful separation from parents, more often, from their mothers. Therefore, it is difficult, sometimes even impossible, for them to make independent decisions on vital issues. These can be issues of making a family, having career, maintaining health, etc. In this case parents (mostly mothers) make decisions about their sons' marriage, children, career. In other words, such a man chooses not to have any power at his own will.

This type of masculinity is not intermediate between hegemonic and natural masculinity, since a man occupies the position of a child to a larger extent. He has behavior samples of both extreme types of masculinity, but the inversion of stereotypes of "man" and "masculine" occurs in his mind.

Thus, we have discussed the hegemonic, accessory, natural, and inversion types of masculinity in terms of gender or, more precisely, in terms of having power in one's hands (or having no power at one's own will).

Other types of masculinity can be also distinguished on the basis of such factor as consumption, not power. Let us note that male and female consumption is also one of gender aspects, but it is discussed not as frequent as power, roles, statuses, etc.

Such models of masculinity as metrosexual and ubersexual can be distinguished in terms of consumption. *Metrosexual masculinity* is expressed in a life style of a man focused on constant care about himself. Such men have refined taste, are sophisticated in manners and clothes. They actively care about their skin and hair, keep figure, keep their nails clean, follow fashion and cultural events. They are able to distinguish between the works of different fashion designers, they know how to decorate their flat on extremely modern lines of technology and design, appreciate shopping and can spend a lot of time on it. A typical representative of metrosexual masculinity is a well-to-do young man

living in a large city, where there are fashion designers' shops, night clubs, fitness centers and beauty parlors.

As M. Salzman, A. Matathia and A.O'Reilly note, spa and beauty parlors for men begin to appear in the United States [11]. They offer a wide range of technologies and services for relaxation and appearance care and promise to be rather profitable, since they gradually turn into places of communication for men. During a poll in 2003, 89% of men agreed that it is very important for business to care about one's looks. Nearly a half - 49% - said that it is quite normal for a man to have his face massaged or his nails manicured.

It is not only in the United States that one can meet a well-groomed and perfumed male. Even men belonging to the traditional "macho" culture of Spain take a growing interest in the appearance and health care products today. The branch analysts think that the size of the market of appearance care products for men in Spain is about 100 million euros. The German show even more enthusiasm: the total turnover on the market of cosmetics for men was 648 million euros in Germany in 2003.

Using the point of view of M. Salzman, A. Matathia and A. O'Reilly who distinguish "one more type of man", we can discuss *ubersexual masculinity* whose content is close to that of metrosexual masculinity. Passion and style are dominating features of the possessor of such masculinity. He is passionately devoted to his interests, passionate in his personal relations, passionately "feeds" his sense organs with colors, tastes, smells and feelings.

M. Salzman, A. Matathia and A. O'Reilly chose the word "uber", as it means "to be superior", "to be the best". They think that men of this type are most attractive, and not only in physical sense, they are most dynamic and most irresistible representatives of their generation. They are self-confident, but don't try to suppress others, they are masculine, stylish and demand the highest quality in all spheres of life.

The differences between representatives of *ubersexual masculinity* and *metrosexual masculinity* can be barely perceived: the former is more interested in relations than in himself. He is more sensual. He clothes for himself, not for the others, choosing a certain personal style, not a fashion. Like the latter, the former enjoys shopping, but his approach is more focused: he buys specific things that match the things he already has, but he does not turn shopping into

pleasure. His best friends are men. He does not consider women to be "nice guys" in his life. According to M.Salzman, A.Matathia and A.O'Reilly, a ubersexual is the best answer of a man to female movement to some extent. Instead of responding to feminism, he makes his choice on the basis of opportunities that are available today, avoiding excessive analysis and doubts that can paralyze his will. As we see it, very few men possess this type of masculinity. But, nevertheless, we cannot but discuss this type, as all these are versatile aspects of the "new man" phenomenon.

Typology of femininity

Modern trends are such that researchers have not studied the multiple meanings of femininity as thoroughly as masculinity within the scope of sociology so far. In this relation we can suggest some author's variants of femininity, not claiming to be exhaustive.

In our opinion, *normative femininity* corresponding to the female habitus with orientation to female values that are deemed traditional in the public conscience can be distinguished. Family and maternity belong to these in the first place. All models of female behavior are built in accordance with these values. The orientation to family and maternity in one way or another impacts on the traits of character: conformity, empathy, kindness, simplicity, carefulness.

Infantile femininity can be called another type. Females of this type take the initiative in their hands, try to occupy an active leader position and be self-sufficient. Absence of conformity, desire to control other people, lack of empathy, elements of intolerance can be observed in the traits of character. But the main feature of infantile femininity is that family and maternity values are not at all dominating. Such women are infantile in terms of family-and-maternity attitudes in spite of their high activity and desire for leadership. Infantility develops not due to the inability to fulfill themselves as wives and mothers, but due to the absence of influential samples of normative femininity in their immediate environment.

Inversion femininity can be considered one more type. Females with this type of femininity possess excessive masculinization. In this case it is more appropriate to use the term "inversion" but not "masculine" femininity in order to focus attention on the drastic changes of normative femininity. What are these transformations? First, inversion femininity is life in compliance with a habitus of self-

confidence, higher degree of personal autonomy, independence of views and behavior, low conformity. Females with this type of femininity are often hot-tempered, given to anger, malice, emotional instability. They are extremely businesslike and active, earn their living by themselves. The behavior model in this type of femininity reflects the ability of a woman to consciously plan her life, which results in the emotional richness and faith in her own opportunities. Their behavior and features are considered "male" by their environment. Second, the transformations are accompanied by authoritarian traits of character, lack of emotional empathy, intimacy. Third, complicated relations with men and children are problem aspects of this type of femininity. Young women prefer to avoid family, men, maternity. In this case the reason is the inversion of the stereotypes of "woman" and "feminine", and not the absence of normative femininity samples. Thus, *inversion femininity* is life in compliance with a habitus of independence, sense of purpose, non-conformity, self-confidence, businesslike approach, work addiction, professionalism, pride, ambitiousness, aggressiveness, competitiveness (including that with men).

Deformed femininity is another type in our opinion. Females with this type have behavior models that are accompanied by alcohol addiction, drug addiction, child abandonment and other destructive patterns. These females can even have traits of character that apparently correspond to normative femininity but are opposite to them in their content. For example, abandoning their children (leaving them in an orphan asylum, abandoning them to their fate, etc.), women with deformed femininity, on the one hand, understand that only a woman can fulfill the function of childbearing and maternity necessary for the society, but, on the other hand, they have no value orientation to be responsible for their children. Deformation of femininity is expressed not only in the fact that maternity does not occupy the priority position, but in the lack of such important requirement as the desire of a person to fulfill oneself, to be reproduced in the children. In this case we can suggest that this type of femininity is due to the extreme influence of the gender and its negative consequences.

And, finally, such type as *androgynous femininity* can also be distinguished. The behavior models in this type of femininity are characterized by a rather high level of combination of both "female" and "male". Women with a rather high level of androgynous femininity

possess a high degree of spontaneity and emotional richness of the process of life. They can express various emotions: both those that are "proper" for normative femininity (weep, be sentimental, be afraid, etc.) and those that are "proper" for inversion femininity (be angry, be hot-tempered, etc.). Women with androgynous femininity prefer such qualities as even temper and common sense.

Let us summarize what has been discussed above. We have pointed out that multiple masculinity and multiple femininity can be discussed in terms of the gender approach. And here it is important to understand that both males and females don't stop to be representatives of their sexes. It is their behavior models differing from traditional ideas about males and females, "masculine" and "feminine", to a greater or lesser extent, that change. These transformations are related to the transformations of the gender system.

Transformations of the gender system resulted in different types of masculinity and femininity. We distinguished the hegemonic, accessory, natural, inversion types of masculinity in terms of presence (absence) of power and the metrosexual and ubersexual types of masculinity in terms of consumption.

As for femininity, the author distinguishes such types as normative, infantile, inversion, deformed and androgynous. Females of different types of femininity are characterized by specific systems of values, in which either family, home, children, or career, freedom, creative work, or their combination, or irresponsibility for one's life and the life of other people, or infantility occupy the top position depending on the leading values.

The represented types of masculinity and femininity are related to the changes at the macrolevel, changes in the gender system, as well as the transformation, kind of "breakdown" of interaction samples prescribed for a man or a woman at the microlevel. The represented typology in no way claims to be exhaustive, but at the same time reflects the slow but inevitable change in the gender order at the level of actions and at the level of the structure. Being subject to general natural laws of changes, the change of the gender order includes both positive and negative aspects. It should be suggested that with time it can result in harmonious interaction of men and women and formation of the most harmonious type of masculinity and femininity.

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THE FACTORS WORKING FOR SETTLED OF A HEALTHY WAY OF LIFE

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XX the century in a history of mankind is determined as generalization, integration financial, economic and manpower, that is, globalization and as, purchase of mutual similarity, unity, unification between the state and nations, peoples, cultures, different kinds of crises on a global scale, with growth of struggle for the sake of financial, ecological, natural supplies. One of unique property globalization is a growth because of day per day of requirements to a healthy way of life and healthy culture on a global scale. It is estimated as preventing means of different threats at the man and in its life.

Really, for today of a task how to live on a basis principles of health, self-defense from various medical, ecological, psychological and anthropologic of threats, the requirement to have the vital philosophy and principles of life of each man responsible the approach to own life and health. On this, last decades such questions as a healthy way and the culture of life, means of a storage health have turned to object of research of tens by that. The named theme and his repeated importance have turned to one of the main themes of such areas as philosophy, economy, medicine, culture, sociology and pedagogics. The various standpoint, idea and newest methodology are offered within the limits of this theme. Including, one of the problems interesting of all states is for such questions as how is possible to protect of young generation from marked threats, as is possible effectively to form of a healthy way of life and culture in reflection of youth.

What such an way of life? What specificities the healthy way of life from an unhealthy way of life differs by?

Image of life are methods of development of vital conditions for existence of the man on the basis of a definite purpose.

Image of life it is possible to share into two groups, healthy and not a healthy way of life, agrees with methods of mastering of some habits, skills and qualification.

When the speech goes about a healthy way of life, it is necessary to pay attention below specified:

- Active physical movement, tempering to be engaged in physical culture and sports;
- Correctly to plan the order of day and is constant to it to observe; to not suppose physical and moral weariness; correctly to plan intellectual and physical work on the basis of the hygienic requirements;
- Correct and qualitative meal;
- To observe to the requirements of personal and common hygiene;
- To protect an environment, to achieve ecological culture;
- Prevention of cases of incidents as infectious diseases, reception of a trauma and accidents;
- Correct sexual education;
- To observe corrected of hygiene (to prevent of excessive nervousness and excitement);
- To move to harmful habits (to use of tobacco products, spirits drinks and narcotic means)[1].

Were based on above told the criterion is possible to reach the following to the decision: the healthy way of life is a social phenomenon ensuring adjustment of vital activity and achievement of a highest level of health, having based on skills of a safety of existence and health of the man.

Image of life - certain form of vital activity having steady, constant specificity and ideas at the people.

Establish of a healthy way of life is connected to arms of the basic theoretical knowledge and skills of the people in the field of a healthy way of life.

Degrees of formation of skills of a healthy way of life are divided into groups A B and V.

Here it is possible to take advantage of the below-mentioned table [2].

A	B	V
The person actively moving, strengthen body by the different trainings engaged with physical exercises and a certain kind of sports	The person actively moving, strengthen body by different trainings, and as, limited only morning physical exercises	The person slowly moving, making exercise strengthen body and physical culture looking on convenient conditions
The person reasonably planning, observing mode of day, and as, having to extensive concept about importance of formation, whose skills of a healthy way of life of a daily mode	The person who is not observing to a mode of day consecutive	The person who is not observing to a mode of day consecutive
The person informed corrected of a correct and qualitative meal and constantly observing to this	The person informed corrected of a correct and qualitative meal, but inconsistently observing	The person who is not having sufficient concepts about rules of a correct and qualitative feed
The person owning the complete information, concerning personal and hygienic rules and observing to these rules	The person who is not owning the complete information, concerning personal and hygienic rules, but sometimes observing to these rules	The person owning the complete information, concerning personal and hygienic rules, but not observing to these rules is absolute
The person having concept about protection of an environment and importance of an environment in a formulation of skills	The person having concept about a position of an environment in public health services of the man, but practically by not engaged	The person not having concept about a role of an environment in public health services

of a healthy way of life and conducting practical activity in this sphere	protection of an environment, at the given moment planning this action	
The person knowing corrected safety traumatism both accidents and rendering of the first help at extreme in situations	The person who is not having the rights to render of the help at extreme situations	The person who is not knowing corrected safety traumatism both accidents and rendering of the first help at extreme in situations
The person having concept sexual education and importance respecting opposite floor, forming intellectually and physical	The person having average concept sexual education and importance	The person having low concept sexual education and importance which is not respecting opposite floor
The person having concept about negative influence of harmful habits which are not smoking, not accepting of spirits drinks and narcotic substances	The person not having sufficient concept about negative influence of harmful habits which are not smoking, not accepting of spirits drinks	The person not having concept about negative influence of harmful habits smoking and accepting of spirits drinks
The person having sincere behavior and considering a role it significant in a healthy way of life	The person having sincere behavior, but not considering a role it significant in a healthy way of life	The person not having sincere behavior and not considering a role it significant in a healthy way of life

If the quantity of the correct answers makes or exceeds 85 %, an way of life healthy, if it makes 55-85 %, the way of life partially healthy and in such cases is necessary to consider councils of the

teachers and parents, if the result is lower than 55 %, it is necessary to organize individual employment with the teacher [3, 21-22].

The questions of health among social questions are considered as a culmination point. Here it is considered to the very important public health services and development of the methodical and organizing approaches, to realize scientific research in this a direction, formation of a healthy way of life.

The special attention in study of health on the part of the experts addresses not to activity of personal activity of strengthening of health, and to a role of biological components, ecological factors, labor conditions, household life and free time of the man.

It is impossible to treat illness all the state only with actions of the doctors. In this factor it is required the newest approaches, but in the country are saved experience till public health services and prevention of illnesses, vigilance from them. The newest approaches occur from requirement of care of personal health. Active struggle for the sake of health here emphasizes and as there is an opportunity to allocate system determination of activity of the man in development of a healthy way of life effectively. The process of the social analysis enables to allocate, on development of a lay-out at the population, properties of family, teaching and educational and health process of bodies, MASS-MEDIA.

However, formation of a healthy way of life and the questions development of a lay-out while are not applied to scientific researches. Research in this sphere it is not enough also it demands the further development of the theoretical instructions and to carry out of empirical researches.

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