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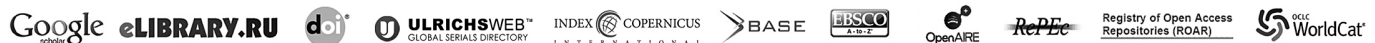
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Section 1. Study of art

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Cartoon on pompey wall drawings

Abstract: The article examines some elements of the cartoon depicted at the wall paintings of Pompeii. The particular attention is paid to the history of origin and significance of this unique genre, which has a very ancient and rich history. The article provides information on very rare works that could be called the very early prototypes of the cartoon illustrations.

Keywords: prototypes, history, art, wall paintings, humor, irony, sarcasm, artists.

While researching and analyzing the early samples of cartoon in the world fine arts we see that this art type have had “universal artistic language” in all times. Research of the samples reflecting exaggeration, grotesque and other such kind of description styles of historical development stages of this art type is of great importance from the point of view of restoration of the lost alphabet of the artistic language of the cartoon. The samples referring to Greek-Roman civilizations, as well as, to the art of many other nations, are accepted as early prototypes of cartoon and prove this art type having deep roots. The Romans who were distinguished with their desire for joyful entertainments, mocking at others, teasing used all means of art skillfully for this purpose.

The Romans used all means, especially satiric drawings to express themselves still from the antique period. In order to substantiate all that we have said it is enough to look through the drawings accompanied with satire, sarcasm, even irony found in Rome, especially in Pompey. Such kind of pictures drawn on paper, wall, stone or household things and

covering different periods can be met nearly majority of regions of Rome. The Romans enjoyed expressing their attitude to the events they observed in household and daily life by different means (by literature, fine arts, folk parties and performances).

The nature itself has given us an opportunity to be a witness of different social-political events took place approximately 2000 years ago and to get visually acquainted with the satiric drawings carrying the elements of criticism, reproach and disclosure which were the mirror of the antique Roman society. Numerous drawings which have survived up to our time and which can be called early cartoon prototypes or carrying caricature elements we can meet in every street, every house, every shop or on the walls of every administrative building of Pompey city. Pompey city which is called “a museum under the sky” can also be called the first and only museum of satiric and humoristic drawings under the sky. The only reason why these rare samples survived up to our time in their initial condition is the volcano Vesuvius which erupted in August of the 79th year. Lava and layer of

ash filled the streets, houses and shops of the city and “froze” the busy life of the city in a moment. As Pompey city was destroyed suddenly, everything in houses, shops, bars and administrative buildings remained as they had been. Namely for these reasons, Pompey is considered a significant source of information on life, household, culture and art of Roman Empire in the I century. Material culture samples found during archeological excavations conducted since 1748 are kept in Pompey Museum and Nepal National Museum [1, P. 597].

Every house, every small hut, streets and shops, died people, even the smallest household things buried under the ashes survived up to our days just in the condition they had been in. A drugstore full of medicines and other equipments, a bakery shop with boxes of bread on the shelves, a workshop with marble stones and uncompleted monuments, smithy with wood hammers, compass and other instruments, hundreds of houses full of household things, barns, shops, bars, temples and numerous wall pictures have been preserved up to our time.

During excavations in the city cleaned up from sponge stones and ash layer, the researchers and experts investigating thousands of household things, human remainings prove that during the natural disaster the city population was engaged in their daily work. Besides thousands of household things each of which is considered a rare sample, there were found quiet a big number of wall drawings also. These pictures are of great significance in order to highlight different events and describe busy life of the city of that time. During study of these wall drawings it becomes evident that besides plenty of drawings of household theme, the cartoons on political topics were also widely spread in Pompey. In this sense, Pompey can be considered one of the most ancient sources of Roman art and history. Among these rare samples a picture drawn by means of an ordinary red chalk on one of the barracks of Roma garrisons by an ordinary roman soldier in a very primitive form draws attention. Such kind of pictures accompanied with

offensive words and curses are met in many places of the barracks. It is supposed that this negative hero who is cursed by the soldiers is their commander (the wall writings show his name to be Nonius Maximus). Most likely, this commander irritated the soldiers under his command with his exigency, severity, rough treatment and cruelty and at the result, became “the hero” of the critical drawings [3, P. 16].

Another cartoon distinguished with an acute satire among Pompey wall pictures is in the focus of many researchers. After getting acquainted with this satiric drawing we can confidently say that namely this ancient city gifted us the first cartoon sample with serious social-political content. Before analyzing the mentioned cartoon it would be to the point to pay attention to a very interesting event took place at that time. 30 years before eruption of Vesuvius volcano in the performance staged on Pompey amphitheatre the people of Nuceria (one of the provinces of Rome) also participated. During the performance the guests said unpleasant and offensive words to the address of Pompeians and as the result, a terrible fight took place between the people of two cities. The guests defeated in this hand to hand fighting addressed to Roman Emperor Neron with a complaint. The incident enraged the emperor very much and punishing the brawlers in a very severe form he ordered to close Pompey amphitheater for 10 years. This unfair and severe decision of the emperor caused resentments among the people and of course, became the main topic of the critical drawings of Pompeians.

A picture drawn on a wall plaster of an ordinary house in a very primitive form by the “street artists” who could not put up with this unfair decision especially attracts attention. Here the warrior with a helmet on a head and “a stick” symbolizing a victory in his right hand is described to come down the stairs to the stage. The second, a greater stick is depicted behind the warrior. Majority of researchers call this picture “Mercury”. In the center of the picture a prisoner with his hands and legs chained is described to be taken to the execution. The writing under this picture which we can call a cartoon with a political theme helps us

understand what is happening. The writing says: “We won them, but gained nothing from it” [3, P. 17].

After investigating this picture, writing and the incident, it can be concluded that Nuceria is the name of the territory where the people who offended the pompeians, fought against them and caused closure of their amphitheatre as a punishment, lived. In this picture the nucerians were presented as a winning part who gained moral profit and glory, and the pompeians as a lost and abused part who got offences,

insults and handcuffs in spite of glory and punished unjustly. The pompeians who could not remain indifferent to unfair closure of their amphitheatre expressed their attitude to this incident in a very original and courageous way which we call now cartoon. Such type of cartoons the authors of which are called “street artists” and who did not want to put up with any injustice are distinguished with their interesting plot, courageous idea and extremely simple and readable language (pic.1).



Picture 1. “We won them, but gained nothing”

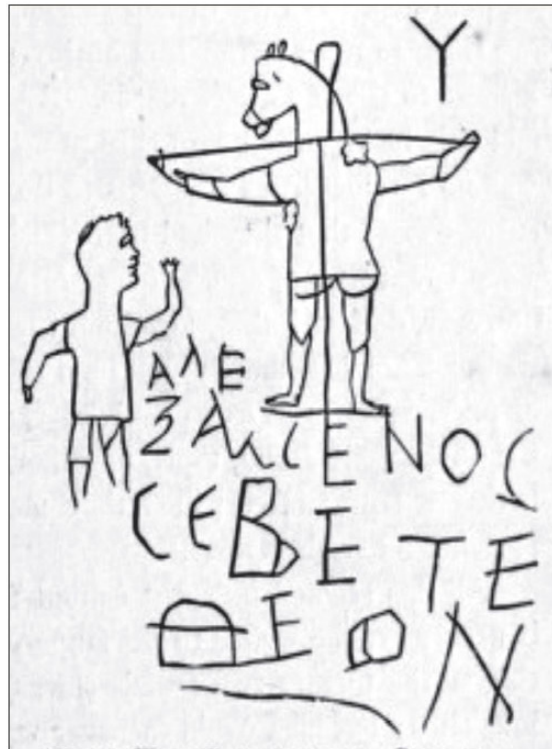
One of the drawings found in Pompey city and which is of great significance in the history of world cartoon is “Alexander worshipping to God”. Intolerant attitude to the people of another religion is evident in this picture which is distinguished with its sharp plot, severity and radicalism. This picture which can be considered as a sample of uncompromising attitude to the people of other religions can also be considered one of the first cartoons reflecting religious intolerance. Discovery of this cartoon which is distinguished with its critical manner, topical urgency and primitive artistic work is very interesting. We read about it in the picture named “History of cartoon and grotesque”: “During the excavations and construction-restoration works conducted in Pompey in 1857, a drawing on a wall re-

mained in a hermetic condition at one of the palaces attracted researcher’s attention. The reason why this wall of the house remained in a hermetic condition was a subsidiary construction in front of it. Due to this wall which was built later in order to support the main building of the palace the above mentioned cartoon reached our days in its initial condition. This wall on which a sharp cartoon had been described was extracted very carefully and accurately and was placed in “Collegio Romano” as an exhibit (Roman College established in 1534) [4, P. 38]. In this drawing which is considered a very rare and valuable art sample a person named Alexamenos worshipping to Christianity was described in front of a cross. From the plot of the cartoon it becomes known that its author was one of

the Roman citizens who was against Christianity and did not want to hide his hatred against the Christians. Aggression of the author, intolerance against another religion and rudeness is proven with indication of a crucified man in a form of a donkey. In the down part of the picture it is written: "Alexamenos worships his god".

Exposure and study of this cartoon brought a clarification to some extent to the history of Evangelism, as well as to the problems of religious intolerance existing in the Roman society. This cartoon

criticizing religious views of the Christians was obviously drawn in the period when the official religion of Rome was polytheism. In this period Christianity was pursued as undesirable religion and the Christians were harassed to moral and physical pressures, they were beaten and expelled from the country. The contemporaries of that time wrote: "We are sure that each wall of Roman towns bears hatred and anger against the Christians" [4, P. 39] (pic.2).



Picture 2. "Alexamenos worshipping to god"

Such an uncompromising attitude, cruel treatment to the Christians, of course, can be accepted as a reality of that time. The cartoon "Alexander worshipping to god" is one of the rarest samples where Christianity is offended and mocked at. But it does not mean that the quantity of pictures of this theme was small. It goes without saying that the street artists chose stubborn Christians whom the society could not accept in any way approaching to them with disgust and anger, as a target and presented them as negative heroes of their cartoons. Most likely, after the Christianity was accepted as an official state religion,

majority of the cartoons of such theme (criticizing Christianity) were eliminated, and because of it, they did not survive up to our days. It should be noted that after "Milan decree" (*Edictum Mediolanense*) of Roman emperor Constantine I (*Flavius Valerius Constantinus Magnus, 274–337*) Christianity was declared official religion of Roman empire and the prohibition put on worshipping Christianity in 313 was taken away [5].

Certainly, all these mentioned facts, set samples prove each cartoon, each wall drawing to be the mirror of concrete events of that period.

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Demographic results of the genocide and deportation committed by Armenians in Zangazur region of Northern Azerbaijan at the beginning of the XX century

Abstract: It is clear from historical facts that at the beginning of the XIX century the demographic situation in Zangezur of Northern Azerbaijan was deliberately changed as a result of direct imperial politics of tsarist Russia. For many years, the local population living on its historical territory for many centuries, was forcibly relocated as a result of the policy of genocide and deportation carried out by Tsarist Russia and its political heirs, against the Turkish-Muslim population living in Northern Azerbaijan, including in Zangezur. Tsarist Russia in order to strategically strengthen in the South Caucasus, has moved the ethnic Armenians from Iran and Turkey to these regions. It is an undeniable historical fact was confirmed by foreign sources, too.

Keywords: occupation of Zangazur, resettlement of Armenians in the Caucasus, the demographic situation in Zangazur region, migration from Zangezur.

The documents and archive materials prove that the population of Zangazur in the Northern Azerbaijan underwent to the most cruel and tragic massacre and deportations in the XX century.

Zangazur was a part of Yelizavetpol (Ganja) province after occupation of Garabagh khanate and Russia's occupation of Caucasus; in 1918–1919 years was one of the provinces of Azerbaijan Democratic Republic and covered Gorus, Sisyan, Gafan, Mehri regions of Armenia and Lachin, Gubadli and Zangilan regions of Azerbaijan. The total area of the territory was approximately 7.892 km².

Redistribution of Azerbaijan territories between Russian empire and Gajars' country at the beginning of the XIX century laid ground for the tragedies and calamities in the lives of Azerbaijanis who were the local population of Zangazur. Migration of the population which was one of the important forms of the

colonial policy of the czarist Russia in South Caucasus led to serious changes in demographic situation of the region; settlement of Armenian population of Iran and Turkey in Zangilan and genocide and deportation of local Azerbaijanis led Armenians to gain an advantage in the ethnic composition of the region.

Famous Russian researcher, the state figure in charge of migration issues N. Shavrov wrote: "More than 1 million of 1million 300 thousand Armenians living in South Caucasian at present time are not local population of this region. It was us who settled them here." The main part of the relocated was settled in picturesque lands of Garabagh.

On the eve of 1905–1906 massacres Moslems lived in 314 settlements out of 406 existing in Zangazur province. According to Armenian author S. Zavaryan's information, 43 Moslem and 14 Armenian villages in Zangazur province were destroyed in

1905–1906 years [1. P. 61]. Another Armenian author gave the list of 43 Azerbaijan villages which were destroyed. In the census documents of 1908 it is indicated that the population of Zangazur region of Yelizavetpol province was 294 753. 197 thousand out of them (67%) were Moslems, 97 thousand (32.9%) were Armenians (Concise chronological cyclopedia).

In 1917–1920 years Turkish population of Zangazur underwent genocide and deportation for the second time. But unlike the one in 1906, this time most of them did not manage to return to their native lands. According to statistic information, in Zangazur province Azerbaijanis were 123085 (55 percent), Armenians were 99257 (44,3 percent). In 1920, 70% of 224.197 populations living in Zangazur were Azerbaijani Turks [2].

Making use of the contradictive situation in the region after the February revolution and the World War I, Armenians began to realize their claim to build their own state with evident help and political and military support of the great powers infected with Christian fanaticism. The way of realizing this idea was elimination of the local population living in these territories. Armenian chauvinists using for this aim mass terror and violence, in 1907 only in Zangazur province plundered, robbed and destroyed 109 villages and decimated their population.

The population of these regions also understood the true goal of Armenian bandits. For example, the chairman of National Ordubad Committee Mirihidayet Seyidzade yet in December, 1918 wrote in his report to Azerbaijan government: “Armenians aim to decimate all Moslem population of Zangazur, Sharur, Nakhchivan and Ordubad regions, to clear up these territories from Moslems and in this way, to prove their right for these areas in future conference of the nations (Paris conference is meant – H. A.). Because all nations (European countries are meant – H. A.) will accept the claim that the territories cleared from the Moslems belong to the Armenians. For this reason, Armenians kill thou-

sands of our people, our blood is flowing like a river, and our honor is under their feet. Wherever you look, you will see Moslem refugees, you hear crying and shouting of the women and girls... So, until the general peace is executed, the entire population will be removed from there and when the issue of determination of the borders according to ethnographic aspect is discussed in the conference, naturally, we will have to say farewell to these places.”

In early September of 1918 Armenian regular army under the command of Andronicus intruded to Zangazur and as gangs they began to implement ruthless actions against the peaceful Moslem population.

There are numerous facts and materials about atrocities of Andronicus in the documents of the Committee of Emergency Investigation (CEI) founded by the government of Azerbaijan Republic, in telegram and letters of the representatives of the local government and public figures, in periodicals, as well as in a great number of witness testimonies. Two volumes of (approximately 80 pages) the investigation materials consisting of 36 volumes (3500 pages) collected by the CEI covers the events took place in Zangazur province.

The member of CEI N. Mikhaylov substantiated genocide of Azerbaijanis with concrete facts in his report he compiled on the basis of his investigation of the atrocities committed in Zangazur province in 1918. More than 50 000 people became refugees in their own country. The names of 115 destroyed and eliminated villages have been shown in the report. 10068 Moslems were killed or wounded in the villages.

7729 (3257 of them men, 2276 women, 2196 children) of them were killed, 2339 (1060 men, 794 women and 485 children) of them were wounded. But even these figures actually do not highlight the tragically situation fully, as in real the number of the killed and wounded was much more than the above mentioned figures, because the Moslems had to escape from the province, and it became impossible to identify the exact number of them. Arme-

nian vandalism found its confirmation in N. Mikhaylov's report and in CEI's materials with the concrete facts presented by the witness statements. In July of 1918 Armenians attacked Vagudi village and when 400 Moslems took a refuge in a mosque, the Armenians blocked the door of the mosque, then at first threw hand grenades inside, then set fire to the mosque burning the people inside. In Nuvadi village Armenians bayoneted bedridden 100 years old man, cut off the heads of the women and children. Armenians committed these inhuman atrocities against the peaceful local population of Shaki, irmishli, Aghudi, Chullu, Baghurbayli, Muselmanlar, Gatar, Vartanazur, Rahman-Afandi villages of Zangazur also. Overall, 20 such cruelty cases based on witness statements were reflected in N. Mikhaylov's report. However, the number of the Armenian savagery was so much that it was not possible to reflect all of them in one report. Such crimes took place in all destroyed villages of the province.

There were terrible facts in the documents collected by the Committee of Emergency Investigation of Azerbaijan Republic at the end of 1918 about the atrocities the local Armenian gangs and the blood-thirsty soldiers of Andronicus committed against Azerbaijanis.

The Armenian invading Aghkand burned the houses to ashes, caught and killed 65 people trying to escape from the village and wounded 4 of them. During attack of the Armenians bandits to Birinji and Ikinji Vartanazir villages in autumn of 1918, 384 people were killed, 30 were wounded [3, P. 50]. Armenian butchers committed the cruellest atrocities in one of the biggest Turkish villages of the province Shaki which had more than 300 houses; 140 men, 160 women, 200 children (totally 500) were killed and 80 men, 56 women and 10 children were wounded.

In the telegram sent to the Armenian Minister of Foreign Affairs by the Minister of Foreign Affairs of Azerbaijan F.Kh. Khoyskiy on December 10, 1919 it is stated that the men of Okhchu region

were invited to a caravansary on the pretext of making peace and all of them were killed by exploding the dynamite placed there in advance. The old, women and children of the village were cut in the mosque [4].

On January 3, 1920, the Armenians committed one more massacre against the Azerbaijanis living in the village Garchivan. The butchers gathered together all the inhabitants of the village including children and women and cut them all with swords without mercy [3, P. 1].

In accordance with November 23, 1919 agreement, although Azerbaijan withdrew its troops from Zangazur, the Armenian side did not carried it out, on the contrary, new units were sent to the region. As a result, during the period passed since this time 40 villages were plundered and the inhabitants were killed. The above-mentioned facts were brought to Haskel's attention, the High Commissioner of the Allies, and he was requested to call the Armenian troops to withdraw and to send to the region the commission consisting of American officers for disarmament of Armenian gangs. On January 19, 1920, the Armenian regular units destroyed 15 more villages of Zangazur using artillery and heavy weapons. The third decade of January, 1920, was especially distinguished with more ruthless violence against Azerbaijanis. Most of the villages of Gubadly lying in a wide territory from Galadarasi village till Khochan were destroyed. Before the occupation of 1993, ruins of many of those villages still remained and although 73 years passed from that time the people avoided those areas [3, P. 1].

This process accompanied with mass killings of civilians, looting, and robberies firstly began with forcible deportation of Azerbaijanis living in the Armenian SSR; The first wave of refugees started in 1987, again in Zangazur at the end of February and beginning of March [5].

In 1992–1993, the last 3 regions – Lachin, Gubadli and Zangilan covering an area of 7,892 square kilometer which remained in Azerbaijan from historical

Zangazur region were occupied by Russian-Armenian military units. It is already 23 years that these lands are under Armenian bondage; 1 million people have become refugees and displaced [6].

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Section 2. Philology and linguistics

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Language policy at the present stage

Abstract: The policy of Russia, as well as a number of the developed countries, maintains relevance of multilingualism in the sphere of the international relations, recognizing that it is promising. This article has been written with the purpose to reveal the fundamental characteristics of the language policy of today postindustrial society. The authors carry out the analysis of the linguistic means of current mass media.

Keywords: the principles of language policy, the equality of languages, democracy, the language of the Mass media, common-political discourse.

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Языковая политика на современном этапе

Аннотация: Политика России, как и ряда развитых стран, поддерживает актуальность многоязычия в сфере международных отношений, признавая его использование перспективным. В данной статье делается попытка определения основополагающих признаков языковой политики современного постиндустриального общества. Авторами проводится анализ языковых

средств, используемых в массмедиа в качестве материала для формирования современного общественно-политического дискурса.

Ключевые слова: принципы языковой политики, равенство языков, демократия, язык СМИ, общественно-политический дискурс.

В сегодняшней политической обстановке, как внутри Российской Федерации, так и во всем мире небывалую популярность приобрело такое явление, как толерантность, которой пропитаны все адекватные взаимоотношения индивидуумов в социуме, включая каждый элемент человеческой жизнедеятельности: от принципиальной личностной жизненной позиции, до политического дискурса.

Тем не менее, отношение к этой объективной действительности имеет свою конфронтацию. Многие специалисты полагают, что такие феномены, как толерантность, демократия и равенство (на наш взгляд, с точки зрения идеологии, данные понятия можно считать синонимами — это обязательные составляющие развитого постиндустриального общества, за редким исклю-

чением можно встретить оппозицию, имеющую, в свою очередь, свое логическое обоснование — когда излишняя толерантность не всегда идет на пользу обществу.

Тем не менее, каждое явление социума всегда сперва проходит сквозь призму языка. Синтез языка и толерантности, в свою очередь, может трансформироваться в такие понятия, как «язык и равенство», «принципы языковой политики», «дискурс и демократия», «дискурс СМИ и демократия» и пр., имеющих по своей природе определённую констелляцию смыслов, так как каждый из этих неотъемлемых факторов человеческой жизни тесно переплетается с тенденциями современного либерализма (рис. 1), что в целом стало предметом политологической рефлексии.



Рисунок 1.

Стоит предположить, что к основным принципам современной языковой политики развитых стран актуально причислить такие эссенциальные модусы, как:

– достижение взаимопонимания (налаживание конструктивного диалога, независимо от языковой принадлежности коммуникантов, их социальной группы и речеповеденческой ситуации);

- равенство языков;
- свободу слова, в том числе, свободу печати и средств массовой информации;
- расширение границ дискурса массмедиа;
- одноязычие (примером чего служат англоязычные страны) и/или плюрилингвизм (наиболее распространенное явление — неотъемлемая часть культурного разнообразия, предполагающее также «поднятие престижа человека, открытие доступа к некоторым профессиям и относящееся к признаку жизненного успеха» [1, 11], реже – использование пиджина (упрощенного языка, исключительно при контактной коммуникации).

Говоря о равенстве языков [2, 224], стоит отметить, что политика данного феномена носит термин «мультилингвизм» и чаще его можно встретить в определенном сообществе, к примеру, в Европейском союзе, который относится к организации мультилингвистической, где равенство языков опирается на «на принцип культурного и языкового разнообразия ... в целях обеспечения доступа к информации и правосудию для всех граждан на всех его официальных языках» [2, 224]. Зачастую равенство языков в сообществе ведет к институционализации данного понятия, развивая, таким образом, лингвистическое право. В таком случае языковая политика «выступает в качестве средства, обеспечивающего межкультурный диалог и социальную сплочённость, являясь, при этом, залогом благосостояния и возможности занятости» [2, 224].

Стоит предположить, что концепт «язык и равенство» может служить также признаком демократии, которая априори предполагает дискурсивно достигаемое взаимопонимание, являясь признаком «делиберативной политики (демократии)» [3, 1]. Тем не менее, вслед за А. В. Зайцевым, стоит подчеркнуть, что «далеко не все разновидности политического дискурса делиберативны, например, властный дискурс (дискурс власти), пропагандистский (агитационный) дискурс, «черный» («грязный») PR-дискурс, дискурс власти

и оппозиции, митинговый дискурс, газетный дискурс и т. д.» [3, 2]. Однако непосредственно дискурс СМИ всегда себя позиционирует исключительно как функционирование «свободы слова», право на которое крепко поддерживается Конституцией России (Ст. 29. Свобода мысли и слова).

Словосочетание «свобода слова» является аксиомой существования практически всех международных СМИ, в том числе, и политического характера. Однако обозначенная позиция зачастую вызывает прения, в первую очередь, связанных с таким противоборством человеческих отношений, как информационная война, что придает корреляции дискурса СМИ и демократии некоторую условность. Ярким примером информационного превосходства является искаженное освещение ситуации западными массмедиа информации о нападении Грузии на Южную Осетию, миротворческой деятельности России в Южной Осетии в 2008 г., оказание гуманитарной помощи Донбассу и Новороссии отечественными Фондами помощи (с 2014 г.), легальность присоединения Крыма к Российской Федерации в XXI веке и пр.

Тем не менее, многие политические журналисты стремятся преподнести наиболее достоверную информацию из первоисточников, подкрепляя ее фото и видеоматериалами, что вызывает серьезный резонанс как внутри страны, так и за ее пределами. Апогеем такой борьбы можно назвать прецедентные случаи: от попыток начать процессы против репортеров, выступавших с критикой, оканчивая их захватом в заложники либо убийством в принципе (Анна Политковская 2006 г., Анастасия Бабурова 2009 г., Наталья Эстемирова, 2009 г., Александр Рубцов 2016 г., Андрей Назаренко 2016 г. и многие другие).

Таким образом, можно сделать вывод, что дискурс СМИ и демократия с одной стороны, взаимодополняемы, так как существо публичного диалога представляет из себя «способ либерального обсуждения власти, как политической культуры общественного диалога, основанного

на определенных видах разговорных ограничений (условий, требований), ограничением которого является объективность (беспристрастность, нейтралитет)» [3, 6], с другой — противоречивы, что подтверждается фактом наличия во многих информационных источниках искаженной информации или слов, вырванных из контекста и обрамленных в канву, придающую им крамольный характер, к примеру, случай, когда «американское издание *The New York Times* опубликовало сенсационную статью о том, что якобы добилось первого признания со стороны российских официальных лиц в существовании государственной системы поддержки допинга, вырвав слова из контекста комментариев исполняющей обязанности главы Российского антидопингового агентства Анны Анцелиович» [4]. Проблема допинга является отнюдь не только проблемой отдельных спортсменов, а способна воздействовать на такие широкомасштабные политически значимые события, как: запрет на проведение всемирных олимпиад или чемпионатов (в результате чего снижается престиж государства и ее ухудшается его потенциальное экономическое благополучие),

снятие жертв допинг-скандалов с соревнований (как правило, наиболее сильных спортсменов с целью их дисквалификации, чтобы исключить конкурентоспособность определенной страны (как в случае с Шараповой — максимальный срок — четыре года) и возврат выигранных призовых на соревнованиях) и пр.

В современном мире такие понятия, как язык и равенство, демократия дискурса и становление внешнеполитических диалогов имеют такую же значимую роль, как грамотное решение военных расхождений. Неверные и искаженные информационные ресурсы способны пагубно воздействовать на идеологию народонаселения, престиж страны и разжигать межнациональные розни. Конструктивный диалог, напротив, способен урегулировать внешнеполитические и внутривнутриполитические недоразумения, снизить риск боевых конфликтов, налаживать рациональные международные отношения, содействовать дружбе народов, который, в свою очередь, должен базироваться на таких принципах языковой политики, как свобода слова, равенство языков и расширение границ дискурса массмедиа.

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Bilingualism and intercultural communication in teaching a foreign language to students of non-linguistic specialties

Abstract: As a result of mastering a foreign language, a monolingual person becomes bilingual. Thus the person's understanding of the world expands through the discovery of a new point of view, namely a second language system and a different culture.

Bilingualism as a phenomenon of intercultural communication is of interest not exceptionally for linguists, but for teachers of a foreign language, on whom the effectiveness of the practice of intercultural communication largely depends.

The process of teaching intercultural communication within the framework of the "Foreign Language" discipline has specific features of the formation of intercultural communicative competence.

Keywords: bilingualism, intercultural communication, foreign language learning, linguoethnic culture.

The problems of bilingualism and intercultural communication are inextricably linked, because people who are proficient in a foreign language are both experts in the field of intercultural communication and bilinguals.

Traditionally, the professional knowledge of a foreign language is defined as an approximate level of an educated native speaker. However, this definition seems insufficient.

It is advisable to add some characteristics that are important for professional work with a foreign language. Bilingual, who uses a foreign language in his professional activities, needs not only a certain level of practical knowledge of a foreign language, but also the ability to operate as a subject of communication in two languages, for example, native and foreign, to provide professional communication, as well as the ability to translate from one language to the other within the limits necessary for professional activity.

In this case, bilingual should be able to "... perceive foreign language activities from the position of foreign language linguistic socioculture, in order to then switch to their native language and sociocultural codes."

As a result of mastering a foreign language, a monolingual person becomes bilingual. Thus the person's understanding of the world expands through the discovery of a new point of view, namely a second language system and a different culture.

Bilingualism as a phenomenon of intercultural communication is of interest not exceptionally for linguists, but for teachers of a foreign language, on whom the effectiveness of the practice of intercultural communication largely depends.

The process of teaching intercultural communication within the framework of the "Foreign Language" discipline has specific features.

Specific conditions require specific solutions to the problem of the formation of intercultural communicative competence.

As Baryshnikov N. V. emphasizes: "... preparation for real intercultural communication in secondary

school is carried out in artificial conditions and inadequate means — educational communication with classmates who are carriers of the same culture" (Baryshnikov, 2002, pp. 32), which can be attributed not only to secondary schools, but also to other educational institutions. From his point of view, "... the real intercultural communication as a form of communication of representatives of different languages and cultures is realized with the greatest completeness and efficiency in case of the process of preparing for it a significant place is given to the native national culture" [1].

In this regard, the training was conducted. During the development of this training, the implementation of the basic principles of teaching intercultural communication was taken into account, namely, the principles: the cognition and consideration of cultural universals, the study of language and culture, the cultural-related study of foreign and native languages, the ethnographic study of language and culture, speech strategies, awareness and "experience", controllability, empathy (G.V. Elizarova, 2001).

The technology of training is as follows:

Proceeding from the fact that the language group is, as a rule, 12–16 people, the work was done in the mode of interaction of four small groups. The teacher selects four authentic texts in English, reflecting a "cultural universal" in four cultures, for example, tea drinking in Kazakhstan, England, Japan, China.

I. Stage — presentation of lexical units in the study of language and culture (the tea tools: bamboo whisk, tea bowl, kama — Japan; shainek, kese, boursak — Kazakhstan; sniffing cup, drinking cup, Yixing teapot — China; china cup, teapot -England etc.); Actualization of the studied material in interactive exercises.

II. Stage — cross-presentation of information. Representatives of the two groups (Russia, Japan) alternately provide information on the culture of tea drinking in these countries. Representatives of the other two groups are "ethnographers", in this

case external observers. Their task — to find the correspondence and differences inherent in the tea ceremony of two cultures, while “ethnographers” can ask clarifying and clarifying questions. Then the groups change roles.

III. Stage — analysis of provocative situations. The teacher develops situations in which a representative of one culture, having arrived to another country, commits a cultural error. The task of the group is to find and explain the cause of the error and give advice on how to proceed in this situation.

IV. Stage — the implementation of speech strategies, the ability to show empathy. In this case, the trainees are participants in imaginary situations, where they play the role of a representative of another culture or themselves and must manifest themselves in communication according to the proposed situation. The task of the teacher is to develop the corresponding tasks.

V. Stage — accomplishment of the project work at the discretion of the teacher.

Naturally, in the process of working on the topic there are working, “draft” lessons, lessons devoted to working with a specific aspect, but, in our view, the use of training in teaching intercultural communication to complete the work on the topic would be very effective.

The problem of the qualities of mastering a foreign language is also being updated in the context of the development of the ideas of globalism. Without considering the political and economic aspects of globalism, from a linguistic point of view, finding a common language is a necessary condition for understanding people. Understanding the nature of bilingualism, the characteristics of foreign linguistic consciousness can significantly affect the reduction of the level of unification and loss of a sense of socio-cultural identity and nation’s originality.

Modern living conditions of society are associated with a significant migration of the population, in connection with which many people use in communicating two or more languages. Bilingualism,

being a multidimensional problem, is the subject of study of various sciences, each of which considers bilingualism in its interpretation. Bilingualism is studied in linguistics, which examines this phenomenon in connection with the text. It is a research subject of sociology, where the problems associated with the behavior or place of a bilingual person or a group of people in society have a paramount importance. Psychology considers bilingualism from the point of view of the mechanisms of production of speech, and, finally, bilingualism, viewed from the position of the relation between the mechanism of speech and the text, it is the subject of psycholinguistics. Bilingualism, considered in the aggregate of psychological and sociological characteristics, it is the subject of social psychology. It is believed that the listed sciences are related to the study of bilingualism itself. Despite the fact that bilingualism is viewed from different perspectives, all branches of knowledge proceed from the following: there is a primary language system that is used for communication. If a person uses only this system in all communication situations and if he does not use a different language system, then such a person can be called monolingual. A carrier of two or more communication systems (that is, a person who can use two or more language systems for communication) can be called a bilingual.

E. M. Vereshchagin identifies four criterion for the classification of bilingualism: Bilingualism is assessed by the number of actions performed based on this skill. Accordingly, this criteria is distinguished by:

- receptive bilingualism, that is, when bilingual understands speech works, that belong to the secondary language system. This kind of bilingualism is possible in the study of dead languages;

- reproductive bilingualism, that is, when bilingual is able to reproduce what has been read and heard. An example of reproductive bilingualism is the independent study of non-native language for obtaining information. The text is understood, but it is often incorrectly pronounced;

– Productive (producing) bilingualism, that is, when bilingual understands and reproduces speech works belonging to the secondary linguistic system, and generates them. The second criterion for classifying bilingualism is the correlation of two speech mechanisms with each other, when both language systems can function independently of each other, or can be linked together during the act of speech:

– pure bilingualism (an example of pure bilingualism may be the case when the family uses one language, and the language of communication at work, in a store, transport and other public places is another language);

– Mixed bilingualism, in which languages freely replace each other, and a connection arises between two speech mechanisms related to the generation of multilingual speech. The phenomena of mixing languages have been observed for a long time, they have been greatly strengthened in recent years, as the processes of migration of the planet's population as a whole are becoming more intense [2].

By age, in which the second language is assimilated, early and late bilingualism is distinguished. There are also bilingualism receptive (perceiving), reproductive (reproductive) and productive (producing), the latter of which is the goal of learning a foreign language. It is studied in the framework of psycholinguistics and sociolinguistics. Of special interest for psychology and linguistics are bilinguals and polyglots. It is believed that bilingualism positively affects the development of memory, the ability to understand, analyze and discuss the phenomena of language, ingenuity, speed of reaction, mathematical skills and logic. The fully developed bilinguals study well and are better absorbed by abstract sciences, literature and other foreign languages. It is believed that absolutely equivalent command of two languages is impossible. Absolute bilingualism assumes a completely identical language proficiency in all communication situations. It is impossible to achieve this. This is due to the fact that the experience that a person has acquired, using one language,

will always differ from the experience acquired using a different language. Most often, people prefer to use different languages in different situations. For example, in situations related to training, with technical aspects of knowledge, preference will be given to one language, and in emotional situations related to the family – to another. Emotions associated with one language will always differ from the emotions associated with the other. Two languages are usually formed in a person to varying degrees, because there are no two completely identical social spheres of action of languages and the cultures represented by them. Therefore, in the definition of bilingualism, there is no requirement for absolutely free command of both languages. If one language does not interfere with the second, and this second language is developed to a high degree, close to the language of the native speaker, then they speak of a balanced bilingualism. The language that a person speaks better is called dominant; This is not necessarily the first language that was learnt. The ratio of languages can change in favor of a particular language if appropriate conditions are created: one of the languages can partially degrade (language attrition), stop developing (fossilization), be displaced from use (change of language), forget, get out of use (language death); Or, on the contrary, language can be revived (revitalized), maintained (preserved), brought to the level of official recognition and use (modernization). These provisions relate not only to individual speakers, but also to linguistic communities. Two systems of languages in bilingual are in interaction.

Proceeding from the hypothesis of W. Weinreich, who proposed the classification of bilingualism in three types, based on how the languages are assimilated: compound bilingualism, when for each concept there are two ways of realizing (presumably for bilingual families), a co-ordinate one, when each implementation is related to its own System of concepts (this type usually develops in the situation of immigration), and subordinate, when the second language system is completely built on the system of

the first (as in the school type of teaching a foreign language). Bilingualism is the part of many regardless of the degree of education, including illiteracy. In this case, the picture of bilingualism is often far from harmonious. Yet the usual requirement is to use each of the languages regularly, to read, write, understand, speak, be familiar with the culture represented by this language. However, such a good competence in the language does not guarantee that each of the learned languages will be known to a person in all spheres of its use: for example, in one language a person understands humor, dialectal differences, knows folklore, on the other — slang, jargons, master modern literature; On one it is easier to talk about political and religious topics, on the other — on everyday and emotional; On one it is easier to read and write, on the other — to understand and speak. In addition, people generally have different language abilities and even when creating optimal conditions for mastering both languages, they can not always master each of them equally well and at the highest possible level. Others, even with limited access to communication with native speakers, learn another language very well [4].

Numerous studies were carried out in the field of speech disorders in bilinguals, which allows not only to understand how the brain of a bilingual individual is structured, but it is also better to describe the nature of speech ability in general. The latest scientific work carried out by scanning the damaged and intact brain of bilinguals showed that in people who have become bilingual in adulthood, two languages are more likely to be localized in different parts of the brain, and those who have studied two languages from childhood, in the same. All people have interference phenomena (negative influence of the first language on the second language) and transfer (positive transfer of skills of one language to another). When a person does not use one of the known languages for a long time, they say that he is “sleeping” bilingual. If the speakers use alternately one or another language, then they talk about switch-

ing the code. If the languages are mixed inside a word or sentence, then sometimes they say mixing the code. The term “hybrid” is also used for neoplasms that borrow components from different languages. If such changes accumulate in the use of large groups of language users, then pidgins arise. The reasons for borrowing are inadequate competence in one of the languages or, conversely, the desire to most accurately reflect one’s thoughts; Proof of group solidarity and belonging, expression of attitude towards the listener, fatigue and other psychological manifestations. L. V. Shcherba in the book “Language system and speech activity” classified bilingualism as: “Bilingualism means the ability of certain groups of people to explain themselves in two languages. Since language is a function of social groupings, it is necessary to be bilingual to simultaneously belong to two such different groupings. In old Petersburg there were quite a few people who had a “family” language ... German, while all their social activities were closely related to the Russian language. Similar cases are also frequent, for example, in Uzbekistan, with the difference, however, that here cases are often more complicated in the sense that the scope of the use of the Russian language in public life is narrowed. In such circumstances, there are often two family languages: with the father, children speak the same language, and with the mother – on the other. It also happens that although the family language is one, however, people are forced to communicate with their relatives in another language” [3].

The social groups underlying one bilingualism or another are mutually exclusive. ... Both languages are completely isolated from each other. So, for example, there are children who study at school in one language, using it and in communicating with classmates, but who speak at home with their parents on another, because they do not understand the first language. A similar case can also be found in a person who uses the same language at work and uses another language at home. In all these cases, and similar to them, bilingualism can be called

“pure”. In the second case, people constantly move from one language to another and use one or another language. This happens, for example, when all members of the family, who belong together with their relatives and acquaintances to one group of the population, nevertheless enter the other in their work. When they meet each other in different environments, they cease to distinguish and begin to use both languages alternately. This bilingualism can be called “mixed”, since it really does it, to some extent, the mixing of the two languages. In the most pronounced cases of this kind, when people in general freely speak both languages, they create a peculiar form of language, in which each idea has two modes of expression, so that in effect a single language is obtained, but with two forms. People at the same time do not experience any difficulties in moving from one language to another: both systems are related to them to each other. In this case, there is usually a sometimes mutual, sometimes one-sided adaptation of the two languages. It will depend on the comparative cultural significance of both languages, as well as on the presence or absence of an environment that uses only one of these languages, and therefore is not affected by another language. Before proceeding to a practical evaluation of both types of bilingualism, between which an infinite number of transient cases occur in life, it is necessary to dwell on the fact that the knowledge of the language can be conscious and unconscious. In our native language we talk to communicate our thoughts and feelings to the companion and we think, of course, about these latter, and not about language, which is only an instrument of communication. However, already when we use our own literary language, we are forced to think about this tool, choosing the most appropriate words and phrases for expressing our thoughts. When we are studying the literary language, then consciousness is absolutely necessary: we must learn to write and speak. The literary language of all times and peoples has never coincided with everyday spoken language and has always been in one way or another a “foreign”

language, as recognized in the Russian language and by A. V. Lunacharsky.

In a mixed type of bilingualism, where the alternations of the two linguistic forms induce comparison, and consequently, a greater awareness of their significance. This type of bilingualism is thus of a type having immense educational significance, since in pure bilingualism a person speaking two, three or more languages, as native, will not be from one this more cultural than speaking one native language: He has no reason to compare them. First, through comparison, as already indicated, consciousness increases: comparing different forms of expression, we separate thought from the sign that expresses it, and this thought. Secondly, and most importantly, it must be borne in mind that languages reflect the world view of a particular social group, that is, a system of concepts that characterizes it, and the system of concepts, as dialectics teaches us, is a function of production relations with all their ideological Add-ons. Therefore, the system of concepts from language to language can be different. A few examples will show this more clearly: in German Baum means a growing tree, and Holz is a tree as a material, and it does not matter whether this material serves fuel or for handicrafts. In Uzbek, jaqac will mean both a growing tree and tree as a material, however wood as fuel has a special word otun, as in Russian (firewood). Comparing different languages, we destroy the illusion that there are unshakable concepts that are the same for all times and for all peoples. The result is the liberation of thought from the captivity of the word, from the captivity of the language and giving it a true dialectical scientific character. “This is the educational significance of bilingualism”.

The speech and language of modern man is the result of a long historical development. Language as the most important manifestation of the culture of this human community, is a historical system of symbols constantly existing in it. Speech communication is carried out according to the laws of the given language, which is a system of phonetic, lexical,

grammatical and stylistic means and rules of communication. An important position is that the person's belonging to the national culture is manifested at all levels of the language personality: on the cognitive level, on the language level, on the emotional level, on the motivational level – in the national charac-

ter, the national mentality, at the motor level. Thus, culture is distributed as it were on all levels of the language personality. Language is a system of landmarks in the objective world. Due to ethnic culture, a person shapes his vision of the world, his image of the world.

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Problems of polyfunctionality of linguistic terms

Abstract: Linguistic terminology is a separate system of terms, which contains different microsystems, the totality of which constitutes the terminological macrosystem of the language. In this macrosystem, the linguistic terms of different microsystems, can appear in different terminological fields, displaying polyfunctionality.

Keywords: terms, linguistic terminology, terminological field, microsystem, microtheme, hierarchy, terminological macrosystem, polyfunctionality.

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Вопросы полифункциональности лингвистических терминов

Аннотация: Лингвистическая терминология — это отдельная система терминов, которая составится из разных систем и *микросистем*, совокупность которых составляет *терминологическую макросистему* науки о языке. В этой макросистеме лингвистические термины разных микросистем могут выступать в разных терминологических полях – проявляя полифункциональность.

Ключевые слова: термины, терминология лингвистическая, микросистема, микротема, иерархия, терминологическая макросистема, полифункциональность.

Термины — это слова или словосочетания, которые являются точными обозначениями специальных понятий науки, техники, производства, ис-

кусства, общественно-политической жизни и др. В словарном составе языка термины отличаются от слов следующими характерными чертами: это

название понятий, его значение можно определить научно, план содержания термина всегда стремится к однозначности, в основном имеет форму выражения имени существительного, лишены оттенков эмоциональности [7, 645; 5, 177].

Дисциплина, изучающая термины, — терминология. Цель её — создать теорию, классифицирующую термины на основании особенностей их формы и содержания, их компонентов, изучающую их словообразовательные, семантические и функциональные особенности, выявляющую принципы и способы обогащения этой сферы научного мышления.

Термины станут целостными в системах терминологии: систематизация происходит по определенным направлениям, в определенных отраслях и дисциплинах. Отдельно взятая, каждая терминология — это отдельная система терминов, но она состоит не из уединённых элементов. Она состоит из разных систем и микросистем, между которыми существуют иерархические отношения.

Совокупность терминов отдельной сферы науки составляет *терминологическую микросистему*, а совокупность терминологических микросистем составляет *терминологическую макросистему* данной науки.

Среди разных терминологических систем особое место занимает система *лингвистических терминов*, которая включает слова и словосочетания, функционирующие в языкознании для выражения специальных языковых понятий, языковых фактов, категорий, специальных объектов данной научной сферы.

В специальной литературе лингвистические термины изучают исходя из разных принципов: по происхождению, по употреблению, по структуре, по тематическим группам, по частям речи и т. д. [2, 13–15].

Нас интересуют вопросы взаимоотношения разных микросистем лингвистической терминологии; какие отношения выявляют лингвистические термины разных микросистем, что такое

терминологическое поле, находится ли каждый термин в одном терминологическом поле, может ли он удовлетворить несколькими терминологическими полями и т. д.

Анализируя структуру и семантику лингвистической терминологии, можно отметить, что каждая терминологическая система состоит из *тематических групп*, которые называются *микросистемой*. Эти системы вместе образуют лингвистическую терминологию, которая называется *макросистемой* лингвистических терминов.

Термины каждого уровня языка со своими терминологическими окрестностями составляют отдельные терминологические микросистемы / или микротемы /: *фонетические, лексические, деривационные, грамматические, морфологические, синтаксические* и т. д. Терминологические микросистемы по отношению к макросистеме выявляют субординативные связи: такое отношение можно показать как между отдельными микросистемами, так и внутри одной микросистемы / среди её компонентов / [1, 332].

Между терминами каждой микросистемы существуют субординативные отношения двух типов — восходящие и нисходящие [6, 579]. Ср.: *человеческий язык — праязык — индоевропейская семья языков — отдельный язык — группа диалектов — диалект — говор/иерархия нисходящая/и именительный падеж — склонение — существительное — категория падежа — грамматическая категория — морфологический термин — лингвистический термин/иерархия восходящая/.*

Терминология *изъявительного наклонения* — это отдельная микросистема, по отношению к которой суперпозицию занимает *система наклонения/как макросистема/*, последняя считается микросистемой *глагольной макросистемы*, глагольная терминология считается *микросистемой морфологии*, которая рассматривается как макросистема и одновременно считается *микросистемой грамматики*, которая считается макросистемой и т. д.

Каждый термин находится во внутренней связи с другими терминами и занимает определённое место в терминологической системе, которое обособлено подчинительными связями. Такая связь оформляет *поле термина или терминологическое поле* [3, 220].

По языковым уровням выясним позицию разных терминов в терминологическом поле.

Так, в *фонетическом микросистеме* показываем терминологическое поле термина *сонанты*: фонетика — звук — фонема — гласные — согласные — сонанты — звуковое изменение — ударение — слог — перенос — орфография — орфоэпия — транслитерация — транскрипция — графика и т. д.

В *словообразовательной микросистеме* показываем терминологическое поле термина *корень*: словообразование — основная морфема — корень — зависимый корень, свободный корень, этимологический корень — номинативный корень — глагольный корень — заимствованный корень и т. д.

В *семантической микросистеме* термин *метафора* находится в следующем терминологическом поле: семантика — лексическое значение — прямое значение — метафорическое значение — метафора — метонимия — синекдоха — синонимия... и т. д.

Термин *падеж* в морфологической микросистеме имеет своё терминологическое поле: категория грамматическая — категория падежа — склонение — падеж — грамматическая частица — второстепенная частица — словоотносительная частица — показатель склонения — показатель спряжения и т. д.

В *синтаксической микросистеме* можно показать позицию составного термина *прямое дополнение* в своём терминологическом поле: синтаксис — предложение — члены предложения — главные члены предложения — второстепенные члены предложения — дополнение глагольного компонента — дополнение — прямое дополнение — косвенное дополнение и т. д.

Как видно, каждый термин рассматривается в рамках отдельной микросистемы, являясь одним из его компонентов, *касающейся структурного плана языка*.

В каждой терминологической микросистеме, касающейся *внеструктурного плана языка*, можно показать терминологическое поле любого термина — исходя из его позиций и терминологических связей. Так, какую позицию занимает составной термин *армянский язык* в генеалогической классификации языков: классификация языков — языковая семья — индоевропейская семья — языковая ветвь — индийские языки/санскрит, праkrit, бенгальский, пушту.../ — анатолийские языки/хеттский, лувийский, палайский/ — иранские языки/древнеперсидский, таджикский, скифский, афганский.../ — армянский язык/древнеармянский, среднеармянский, современный армянский язык/ — греческий — славянские языки/русский, белорусский, сербский.../и т. д.

Исследование функций терминов языковой макросистемы показывает, что лингвистические термины могут выступать в других терминологических полях языка.

Чтобы выявить отношения между разными микросистемами, надо изучать взаимоотношение термина одной микросистемы с другими терминами отдельных микросистем. Термины разных микросистем выявляют разные семантические связи. Соотносительное изучение лингвистических терминов разных микросистем показывает, что термины данной микросистемы удовлетворяют требованиям других микросистем.

Отсутствие взаимодозначного соответствия между планом выражения и планом содержания в терминологических системах порождает существование, с одной стороны, дублетов, триплетов, с другой — многозначность терминов, когда один и тот же термин имеет не одну научную дефиницию, а несколько [4, 509]. Это свидетельствует о том, что термины, хотя и лишены признака многозначности, тем не менее приобре-

тают полифункциональность. Полифункциональность выявляет большинство терминов разных микросистем.

Некоторые термины *фонетического уровня* языковой структуры очень часто выступают в микросистемах лексикологии, синтаксиса, стилистики и т. д.

Так, *ударение* изучается в фонетике, как признак звуковой системы языка. Его терминологическое поле включает следующие термины: *фонетика — звук — высота звука — тембр звука — артикуляционная база — фонема — гласные — согласные/звонкие — глухие — глухие придыхательные... / — сонанты — звуковое изменение/ассимиляция — диссимиляция — метатеза — сингармонизм... / — ударение — слог/открытый — закрытый... / — перенос — орфография/традиционная — фонетическая... / — орфоэпия* и т. д.

Однако, термин *ударение* считается компонентом лексикологической микросистемы, как смысловозначительный знак: окрестность этого термина оформляют следующие единицы: *слова — лексическое значение — однозначность — полисемия — слоговое ударение — силовое ударение — прямое значение — переносное значение — изменение значения* и т. д.

Одновременно термин *ударение* функционирует в микросистемах морфологии и синтаксиса. В морфологической микросистеме *ударение* используется в повелительном наклонении, а в синтаксической микросистеме выступает в следующем терминологическом поле: *синтаксис — предложение — члены предложения — расположения членов предложения — устойчивое расположение — свободное расположение — логическое ударение* и т. д.

В фонетической микросистеме термин *интонация* считается как неразделимый признак звуков речи, и вместе другими терминами составляет особое терминологическое поле. Тем не менее, термин *интонация* характерен для микросистемы

синтаксиса и выражает тональный признак предложения: *синтаксис — предложение/простое- сложное, краткое-распространённое, сложносочинённое-сложноподчинённое/ — словосочетание — главные члены предложения — подлежащее — второстепенные члены предложения/дополнение, прямое дополнение..., обстоятельство — времени, образа действия, причины, цели... / — сочетание слов — интонация — такт — финаль* и т. д.

Термин *ритмика* используется в фонетической микросистеме как регулярное повторение сходных и соизмеримых единиц/звуков, слогов и т. д./, однако это термин имеет своё терминологическое поле в микросистеме стилистики: *стилистика — ритмика — ритмология — риторика — риторические фигуры — риторическое восклицание — риторический вопрос* и т. д.

В грамматических традициях категориальные термины *падеж* принадлежат к микросистемам морфологии. Так, *именительный падеж, родительный падеж, дательный падеж* и т. д. являются компонентами категории падежа, следовательно — они морфологические термины. Но эти термины выступают также в синтаксической микросистеме. Без них невозможно округлять терминологическое поле подлежащего, так как на синтаксическом уровне подлежащее проявляется этими падежами/как в древнеармянском языке/. Сравним: *предложение — главные члены предложения — подлежащее — составное подлежащее — /проявление падежей/именительный падеж, — родительный падеж, — дательный падеж* и т. д.

Такая двухвалентность терминов показывает, что терминологические микросистемы выявляют *взаимодополнительные отношения*.

Если морфологические и синтаксические понятия будем наблюдать в соответствующей терминологической окрестности, тогда лексикологические понятия будут выступать в сферах морфологии и синтаксиса. Это естественно: *взаимодополнительные отношения* проявляют как

структурные уровни языка, так и компоненты языковой терминологической макросистемы.

Термин *омонимия* считается компонентом *семантического поля* и относится к *лексикологической микросистеме*. Но без этого термина невозможно представить такие понятия морфологии и синтаксиса, как *омонимия морфологическая* — *омонимия синтаксическая*. Сравним: *лексикология* — *семантика* — *синонимия* — *антонимия* — *омонимия лексическая* — *омонимия морфологическая* и *омонимия синтаксическая*.

В *морфемном терминологическом поле* падежные частицы изучаются как первичные и второстепенные окончания. Эти окончания выступают также в *морфологическом уровне*, как носители падежного значения, в микросистеме *синтаксических терминов* они наблюдаются как указатели синтаксической функции, в микросистеме *грамматических терминов* — считаются как средства выявления грамматических значений/способы аффиксации/, и, наконец, в классификации языков мира, в *общем языкознании*, считаются носителями главного признака языков агглютинативного типа.

Приведенные примеры твердо утверждают, что термины разных терминологических микросистем могут выступать в разных терминологических полях исходя из своих взаимодополнительных функций.

Изучение разных микросистем лингвистических терминов показывает, что взаимодополнительные отношения между отдельными микросистемами носят цепной характер и действуют во всех микросистемах языковой макросистемы.

Иллюстративные примеры относятся к структурным уровням языка, как компоненты данной макросистемы.

Обобщим: *микросистемы* лингвистических терминов по своим понятийным значениям и иерархическим связям, образуют особую *макросистему*, которая составляет теоретическую ось науки о языке. В этой макросистеме лингвистические термины разных микросистем могут выступать в разных терминологических полях — проявляя полифункциональность.

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Section 3. Management

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Investigation of Thai perceptions of Russia as a touristic destination

Abstract: Key research question and questionnaire formulation and thematic analysis were applied to investigating Thai perceptions of Russia as a touristic destination, based on current attractiveness and barriers in the tourism environment of Russia. Apart from the attractiveness and barriers, 402 responses of the Thai tourist representatives and the investigation from thematic analysis were appreciated to identify effects of the barriers on Thai travellers' alternatives and tourism development recommendations for Russian and Thai tourism entrepreneurs. Regarding practical relevance, the results can be used by the entrepreneurs in Russia promoting and advertising among Thais.

Keywords: Russian touristic destination, Thai touristic perception, Russian tourism issues, Russian tourism problems, international tourism, Russian itinerary.

Studies concerning Russia as an international touristic destination became popular during several previous years. Many of the studies were pursued in the areas of analysis of market situations [3, 240–250; 20, 223–232; 21, 260–272] and investigation of touristic offering alternatives [5, 673–676; 15], regional tourism development tools [18, 61–67], and territorial branding [6, 5110–5112; 11, 5005–5007] to develop tourism in the imperfect market context of Russia. Nevertheless, none of them makes any focus on opportunities and barriers of Russia as an itinerary destination for specific South-Eastern Asian countries. Perceptions of Russia as the destination can be different among people from different nations. Thai-

land was the one of the most popular destinations for Russians owing to taking the second place with more than one million Russian visitors among foreign countries in 2016 [1]. However, the touristic flow from Thailand to Russia was really unessential [7] in spite of huge potential from a population of approximately 68,000,000 in Thailand [24] and tourist visa exemption between the countries [17]. This implies the subject of perception-based development of the itinerary flow from Thailand to Russia has not been investigated. Thus, the goal of this international tourism development study includes investigating Thai perceptions of Russia as an excursionist destination and formulating recommendations for touristic

service development in Russia, oriented towards the market in Thailand.

To pursue this study, the authors formulated five key research questions, “What are hindrances to promoting Russian tourist attractions to eyes of Thai people?”, “What are the Russian attractive things based on Thai perceptions?”, “How can barriers to promoting Russian tourist attractions affect alternatives of Thai travellers?”, “What can Russian tourism entrepreneurs develop for better touristic income distribution throughout Russian regions?”, and “What can Thai tourism entrepreneurs develop to promote their international business with local entrepreneurs in Russia?”. The questions were applied as the framework in formulating questions to collect 402 questionnaire responses of the Thai tourist representatives.

Pertaining to travel styles of the respondents, it can be inferred that group (36.60%) and solo (21.90%) backpacking styles were more preferred than travel agency tours (14.20%), private guide or driver hiring (15.40%), and private own driving to destinations (11.90%). However, significance of the less preferred styles can be still noticed. To summarise the survey data regarding favourite activity areas during holiday, outdoor activities (76.90%), culture and history learning (75.40%), and shopping (78.40%) were favoured by most of the respondents while recreational courses (19.70%) and scuba diving (11.90%) were important activity areas of few respondents. Art appreciation (66.20%) and photography and filming (64.40%) were preferred by many of them. On the other hand, only a few of them were fond of sports (47.50%), cuisine (44%), beauty and healthcare (36.10%), concerts and shows (35.30%), and nightlife (31.10%). Pertaining to interesting things the respondents expect to experience in Russia, natural spots (87.97%), concerts and shows (71.55%), museums and arts (81.39%), and culture and history (80.76%) were mostly expected to be experienced by the respondents while Russian stars and supermodels (24.94%) were least expected

by them. Traditional food (69%), bars and nightlife (51.70%), and shopping (64.59%) were moderately expected. Likewise, sports and recreation (47.26%), transportation (42.27%), and spa and health resorts (38.38%) were little expected.

The results in terms of interesting seasons of the respondents for trips in Russia can be inferred that spring (72.08%) was the most preferred season. Summer (67.10%) as well as autumn (69.09%) was highly preferred. Besides, winter (53.61%) was moderately preferred.

Concerning favourite options and channels in finding Russian touristic information, the majority of the respondents searched for the information via Internet websites (55.50%). Blogs and forums (26.60%) were preferred by some of them. Other kinds of channel (less than 10%), however, were hardly favoured.

In reference to favourite factors of Thai respondents in choosing hotels or apartments during their trips, distance (88.87%), price (92.16%), and facilities and special offers (70.06%) were the most important factors among the respondents. Traveller recommendations (55.63%), payment terms (52.33%), meal offers (52.02%), and options of room and bed (59.95%) were moderately favourite, and travel advice (36.26%) was the least significant.

Regarding knowledge of the respondents in terms of Russian cities and regions, most of the respondents knew Moscow (95.50%) and Saint Petersburg (88.30%) while few of them were familiar with the regions of Southern Siberia (25.40%) and South-Western including Black Sea (21.10%). Crimea (51.50%) was known by some of them. The other regions (less than 15%), however, were hardly recognised by the respondents. In Russia, history of the Soviet Union and the world wars (29.10%) as well as Romanov’s history and beautiful palaces (27.10%) was highly perceived as the first Russian things of which Thai people think while vodka, ballets, art museums, nature, landscape, cultural diversity, and others were agreeable to very few respondents (less

than 10%). Churches with onion domes (15.90%) were moderately perceived. Besides, most of the respondents mentioned richness in natural resources (23.10%) or arts and museums (27.40%) when asked to choose the best thing of Russia in their opinions. Strengths in sciences (10.90%) and military (13.20%) were agreeable to some of them. Nevertheless, few of them (less than 7%) agreed the educational system, country size, cultural diversity, natural diversity, and others were the best things of the country.

According to the responses regarding key barriers to trip planning of the respondents for Russia, language (88.10%) was the key barrier of the majority of the respondents. Political problems (50%), weather (55.50%), and inaccessible information about attractions (54.50%), local tour agencies (53.20%), and local transportation options (53%) were the key barriers of some respondents. The cost of living (48.80%), legal challenges (32.60%), and limited knowledge about history and culture (38.30%) were considered problematic by few people. Health problems, visa and immigration policies, the country size together with distance among places, 11 different time zones, fear of crime, and international transportation options were perceived by very few people (less than 18%). To briefly discuss the results related to the things to be firstly improved for the better touristic image of Russia, unavailability of other languages in rural itinerary areas (49.50%) was considered the serious problem of most of the respondents. Difficulty of touristic information access in other languages (20.60%) was voted by some respondents. Likewise, few realised political problems (10.20%), like Chechen and Crimean conflicts. Also, legal challenges, strict visa and immigration policies, traffic congestion in Moscow and Saint Petersburg, crimes, cleanliness in big cities, multi-language tour guides, and others were the serious problems of very few people (less than 9%).

Regarding the respondents' attitudes towards Russian language importance in Thailand, most of

the respondents' attitudes were neutral (47.80%) while very few of them disagreed (less than 10%) with it. Some of them agreed (42.80%) with the idea; however, few of the agreeable people totally agreed (14.40%) with it.

Finally, all of the additional comments were summarised. Inadequate knowledge about Russia caused the respondents to have difficulty in answering some questions. Regarding the problems related to communication, the country image, and information accessibility, the respondents were afraid of visiting Russia even if they were interested in learning more about Russia. In their opinions, there is inadequate English communication in places, especially those outside Saint Petersburg. Not only was Saint Petersburg considered the most attractive city due to beautiful palaces and museums of the city, but it was favoured by the people because local people can speak English well. Apart from the communication problem, their negative attitudes towards Russia were disclosed. Wars in the past caused them to perceive Russia as a dangerous country. Moscow, the best place, was confirmed by many of them because people in other regions still hold the Soviet culture legacy, a cause of the unfriendly image (sincere people with few smiles). Moreover, limited information about the touristic information outside Moscow and Saint Petersburg and inefficiency of the country promotion for the regions outside the two largest cities discouraged Thai tourists in choosing Russia as their touristic destination. Last but not least, improvement of tourist service processes was recommended. Thai excursionists were irritated by long queues for ticket purchasing in summer and unqualified agency tours. Concerning all of the problems mentioned above, purchasing a tour is always recommended in case of not knowing anyone in Russia.

Next to the exploratory data summarising, thematic analysis [2, 77–101; 9] was the applied qualitative technique for data theme identification, analysis, and reporting. The data were grouped together at a higher level of abstraction, and the grouping process

was repeated for three times until a limited number of higher level data emerged. Even if the highest level data can be labelled as themes, they were compulsory to be reviewed and discussed by the two authors to determine whether pieces of information were overlooked or discordant. Finally, three themes were found and split by expectation and recommendation so that the researchers can make better focuses on attractive features, barriers, and recommendations in solution formulation for the five research questions. In the first theme, seasonal promotion for natural, cultural, historical, artistic, and shopping attractions is the first expectation, and flexible backpacker promotions with special propositions via cyber channels are the first recommendation. The second one comprises expecting decrement of Thai-related barrier severity and recommending the communicational medium to support intercultural communication and customer service feedback between Russians and Thais. Reducing severity of the Russia-based barriers and supporting multi-language usage and intercultural awareness in Russian tourism infrastructure belong to the third theme.

To discuss the findings related to the attractive features based on Thai perceptions, natural, cultural, historical, artistic, and shopping places were the most attractive things. Not only were the places charming, but different seasons were also found attractive to the people in visiting Russian regions. According to the survey results, spring, summer, and autumn were considered their preferred travel periods while winter was less favoured. Winter, however, may not be completely the low season due to gaining more than 53 per cent of the total survey score. Also, the results implied winter may be more attractive if tourism entrepreneurs are able to specialise the attractions for winter. Apart from seasons as the primary separation criteria explicitly found from the theme, cities and regions are supposed to be secondary criteria since Russia is the largest country with a very diverse climate. Therefore, it can be inferred attractive Russian features based on Thai perceptions are

natural, cultural, historical, artistic, and shopping attractions in different regions and seasons.

In terms of promotion development recommendations for Russian and Thai tourism entrepreneurs, the attractive features, stated in the previous paragraph, may not help the entrepreneurs to be completely successful in attracting Thai tourists to Russian regions owing to other factors like travel styles, promotion channels, and requirements of offer specialisation and customisation. This can be the reason why flexible backpacker promotions with special propositions via cyber channels emerged in the phase of thematic analysis. To illustrate what Russian tourism entrepreneurs can develop for better touristic income distribution throughout Russian regions, promotions for White Night Festival, a famous Russian in celebrating the brief return of nearly round-the-clock daylight [10], are only applicable in Russian northern cities like Saint Petersburg, Petrozavodsk, and Murmansk since the sunlight lasts almost all day in Russian northern regions during June and early July in summer [22]. As another example, Russian winter may be more attractive if the entrepreneurs are able to specialise the attractions like ice hotels, special winter or ice museums, ice skiing, and Husky dog sledding with the recommendation for the season. Not only are promotions for the attractions applicable in winter, but they are also possible in early spring (March) and late autumn (November) in some areas like Irkutsk and Murmansk [23]. However, the promotions may not be applicable in early spring and late autumn of Sochi [23]. Thus, other activities, like horse riding and trekking, for spring beauty appreciation may be more desirable during early spring in Sochi. Likewise, complementary requirements like being interested in picture or video recording, food, nightlife, technology, sciences and military should be regarded to develop Russian touristic promotions. Regarding international promotion development of Thai tourism entrepreneurs in cooperation with Russian entrepreneurs, Thai entre-

preneurs may be able to support the promotional approaches in terms of information sharing with promotions via channels like Internet websites (most recommended), social networks, blogs, forums, and billboards in subway or sky train stations. In brief, the promotion development recommendation supposed to be operated by Russian entrepreneurs includes the flexible backpacker promotions, based on the Thai-oriented attractive features, with special propositions via cyber channels while coordination in travel and information facilitating is suggested for Thai entrepreneurs.

According to the second theme, the obstacles are mainly related to inefficiency of intercultural communication and customer service feedback in Russian language. Not only did Russian communication not have much significance in attitudes of Thai people, but it was also considered the most important barrier to their trips in Russia and customer service development. Furthermore, the past country image, found in the survey results, was quite negative in their attitudes and caused the people to avoid intercultural experience in Russia. The severity of these problems should be diminished by both Thai and Russian entrepreneurs, otherwise Thai people may neglect Russia as an itinerary destination and choose other more communication-friendly countries [27] like Finland for their winter trips and Germany for historical museums.

To reduce the barrier severity, English as a communicational medium in intercultural communication and customer service feedback is recommended due to its significant role as one of the secondary languages in the educational systems of both Russia [14] and Thailand [25]. Especially in Thailand, the language role is widely accepted among media and educational institutes [25]. Aside from the language usage promotion in Russian tourism, activities for intercultural communication development, like cultural exchange programmes, international seminars, and scholarships between Russia and Thailand are supposed to be more emphasised. This is

because the activities may encourage Thai people to be more confident in exploring Russia and to reduce their prejudice against the past Russian image for more efficient intercultural communication while English is important to reducing fear of ambiguity in Russian letters in Thai perceptions and supporting the more efficient process of customer service feedback.

In terms of Russia-based barriers together with their impacts on alternatives of Thai travellers, the hindrances in the third theme are generally related to inefficiency of Russian tourism infrastructure, perceived by Thai tourists. Although the infrastructure problems, according to the survey results, are mainly related to service processes, tourist information access, good Russian image promotion, weather, politics, and the living cost in Russia, capability of Russian and Thai entrepreneurs are limited to reducing severity of the problems related to weather, politics, and the living cost in Russia. Thus, only development in service processes, tourist information access, and good Russian image promotion with support from multi-language usage and intercultural awareness is required to be urgently achieved so that Thai tourists are not likely to choose other more tourist-friendly countries [4] like Spain, France, or Switzerland instead of Russia for their trips.

For Russian public and private entrepreneurs, Thai sensitivity about unsupportiveness of Russian tourism infrastructure can be reduced by availability of English [25] or Thai communication in Russian facilities because there is not plenty of English in the facilities like ticket machines [8], street signs [16], vehicles [26], and even information systems [8]. Apart from multi-language communication, intercultural awareness is also important to developing the friendly infrastructure based on Thai perceptions. For example, Thai screen design for ticket machines should be related to heavy use of graphics and past-rooted messages [19] since Thai culture is high-context [12]. In a high-context culture, a large part of the communication comes from implicit knowl-

edge, contexts, and nonverbal languages [13]. With multi-language and intercultural awareness support, service processes, tourist information access, and Russian image promotion may be improved. For example, service processes will be timelier and less complicated because Thai or English usage in ticket machines or information systems supports self-reliance. Moreover, the country image will be more tourist-friendly if comfortability and Thai culture-based screen design of the machine are perceived. For Thai entrepreneurs, distributing eligible touristic information about Russian attractions as well as the improved image through the channels, easily accessed by Thai tourists, is recommended. Therefore, supporting multi-language communication and intercultural awareness in Russian tourism infrastructure is supposed to be regarded by Russian entrepreneurs to reduce severity of inefficiency of the infrastructure while readable itinerary information and the improved Russian image should be distributed by Thai entrepreneurs via the recommended channels.

The overall findings can be inferred that natural, cultural, historical, artistic, and shopping attractions in different Russian regions and seasons should be promoted by Russian entrepreneurs' flexible backpacker promotions with special propositions via cyber channels. Simultaneously, co-ordination in journey and information facilitating is advised for Thai entrepreneurs. However, the excursionists may change their destinations and ignore their passions for travelling Russia due to their perceptions of Russian communication and touris-

tic infrastructure as the key barriers. Consequently, both Russian and Thai entrepreneurs should focus more on English usage in intercultural communication and customer service feedback. Likewise, multi-language communication and intercultural awareness in Russian tourism infrastructure are supposed to be developed by Russian entrepreneurs while distribution of eligible itinerary information and the improved Russian image via the easily accessible channels in Thailand is recommended for Thai entrepreneurs. Finally yet importantly, some implications from the results are sceptical and need to be further researched with the larger number of more distributive samples although the research goal can be achieved. The future research questions are how researchers can identify the non-traditional itinerary services or products and discriminate them among neighbouring cities or regions, how the study results can be applied to formulating promotion strategy for Russia as a touristic destination, what can be the reason why those attractive features, barriers, and recommendations were found in Thai perceptions in terms of Thai behaviour, and how living cost and political problems in Russia are handled in case of the extended area of tourism stakeholders.

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Yield Management, between theoretical training and practical interest

Abstract: The interest of this paper is to show that the Yield Management integrates a mechanical and purely technical vision, a global approach to human resource management. A review of the literature makes it possible to present the theoretical and practical interest of Yield Management.

Keywords: Yield Management, training, personnel in contact, culture.

Introduction

In the hotel sector, any exchange is a social process in which the contact person and the customer co-produce the service. Hoteliers have realized that in order to succeed in customer relations, it is necessary to have competent staff with the knowledge and skills necessary to make the service activity profitable. The application of Yield Management implies the acceptance and involvement of the personnel concerned. The success of such a vision implies not only the installation of software, forecasting, profitability or optimization, but also a cultural change within the organization. Indeed, often institutions that use automation without considering the cultural aspect lose much when they think that it is enough to press a button.

The success of such projects is generally linked to the ability of a company to integrate a new cultural approach that favors the development of a customer orientation. The main objective is to promote the perception of the value of the offer by the customer. The problem of Yield Management is that beyond the fact that it renovates the service offer through automated systems, it can only ambition to be a cultural approach if it relies on the transformation of beliefs, Attitudes and values of staff working in the same organization. Training in Yield Management is therefore imperative to refine the skills of staff in direct

contact with customers. In the rest of the article, we will outline the key success factors of this training.

Development of a Yield Management culture

In order to set up Yield Management, the hotelier must be able to develop an integrated culture covering all the departments. Successful application of Yield Management involves not only the installation of software, forecasting or even optimization, but also the acceptance and involvement of the personnel concerned.

Yield Management «is not led by the same actors, the right to accept reservations over certain periods and especially at certain prices no longer systematically returns to commercial service. The reservation department must agree» [1]. In many cases, establishments that use automated systems without taking personnel into account lose much when they think that it is enough to press a button. The application of Yield Management promotes an integrated culture with the objective of long-term profitability through the development of a good relationship quality with customers.

Consideration of staff in the final decision, interest in information flow, and the integration of a dynamic capacity adjustment approach with client expectations to improve All the elements favoring the development of a Yield Management culture. This observation allows us to note that the Yield Manage-

ment integrates besides the dynamic adjustment of the offer on demand, a marketing perspective.

Faced with the difficulties of sales experienced by a hotel owner, the latter is obliged to recognize the sovereignty of the consumer: the consumer is king, so the main task of the company consists in seeking first to know the needs and desires of the consumer before Design a product that can satisfy it and all this in a cost-effective way for the company. Yield Management is in fact a strategic business approach with principles of profitability and income maximization that profoundly affects the culture of hoteliers as well as the behavior of consumers. If the Yield Management culture provides a strategic lever for maintaining customers to adapt service/price offerings to their needs without sacrificing profit maximization [2], it assumes a common experience of Collective values and shared values.

Ability to arbitrate

The problem of arbitrations arises mainly when the decision of acceptance or refusal of the customer is taken. A decision appropriate to the situation helps reduce the risk of loss of income. The refusal of full-price units while discounted units are still available is a non-optimized decision. Purchasing and consumption behaviors are predictable and specific to each segment [3]. It is interesting to encourage sensitive individuals to the price to be booked well in advance for a reduced rate. Thus, the time profiles of reservations and cancellations are tracked accurately.

Customer acceptance or refusal decisions take into account a number of factors, including forecasts of “go-shows”, no-shows, cancellations, length of stay and the problem of groups. A “go-show” expresses the arrival of customers at the last minute. Conversely, the “no-show” translates the non-presentation of customers having booked. The reservation cancellation differs from the no-show by the fact that the cancellation entails an automatic reset of the corresponding capacity [4]. However, during the forecast, no-shows and cancellations are treated in the same way by the practice of overbook-

ing. This practice is based on the estimation of an average number of cancellations and no-shows recorded over a previous period.

In order to improve the quality of service and respect for customers, several hotels have sought to limit overbooking, especially since this can be expensive, due to the risk of image degradation and the mouth with negative ear. A refused reservation can cost up to twice the posted rate. Since this guest has to stay in another room elsewhere at the charge of the hotel which was unable to provide the service and pay compensation.

In addition to no-show, cancellation and overbooking, length of stay and group problem are other elements that appear to be fundamental in arbitration. The manager must know how to control the demand, not only by day and by fare class, but also by length of stay. It generally refers to the average length of stay over a period and the number of arrivals for a number of days. This ensures good management of peak nights. In the hotel sector, the management of groups involves decisions on rates, space allocated and length of stay in order to improve the overall profitability of a hotel. The latter can also limit the number of blocked rooms for groups.

Controlling customer dissatisfaction

Yield Management provides an optimal solution to reduce dissatisfaction with a tariff modulation, by matching supply and demand. Based on a clear, varied and appropriate pricing system for different targets, Yield Management presents a real commercial lever with a goal of profitability and customer retention [5].

Some marketing practices are necessary for the application of Yield Management [6]. These practices include customer segmentation and the systematic concern for customers' future needs and expectations. Yield Management encourages hoteliers to extend and refine their segmentation process.

The latter means the division of a group of consumers into homogeneous subsets, from the point of view of their purchasing behavior, their expecta-

tions and their uses. Targeting is the choice of the segments to which a specific action will be directed. The segmentation of the market and the choice of a few segments reflect the ability of a hotel to offer a surplus value to a specific set of customers. The selection of customers is the critical strategic option, as is the refusal of certain segments of the market [7].

In the hotel sector, a Yield segmentation process can be implemented around business and leisure segments, geographical areas, length of stay and expense profiles by market segment [8].

However, demand is becoming more fragmented. To adapt, hoteliers will have to personalize their services for ever narrower segments. They pass from the traditional segmentation to the micro segmentation to finally reach the segment of a single client. Yield Management considers costs and marketing information in market segments to distinguish between the different categories of customers and the elements to which they are sensitive.

There are two categories of segments, price sensitive and non-price sensitive or profitable. Generally, the price-sensitive segment includes leisure-time clients, early bookers, spending less and choosing the off-season.

On the other hand, the non-price sensitive segment is made up of businessmen, who show up when the need arises, agree to pay a higher price, spend more and do not give interest to the booking season. After distinguishing between these different categories of consumers and the elements to which they are most sensitive, it would be interesting to offer them personalized or preferential offers while taking into account the achievement of the most advantageous margins.

However, it should not be forgotten to communicate transparently the tariff information concerning the various privileges of the profitable category and the restrictions of the category of price sensitive [9]. The existence of a price-sensitive segment of consumers seems interesting. This segment can accept significant restrictions reducing its flexibility.

These restrictions exclude this category of consumers from other services intended for the businessman segment such as the choice of the total duration of the stay or the date of departure for a trip.

The Yield Management approach also provides for a special treatment for the regular clientele to which a hotel can provide several weeks or days in advance that during such a period the establishment, although in high demand, keeps it Of the availabilities at their usual contracted price. It is true that the hotelier loses in immediate profitability, but it develops a quality relationship with segments allowing it to function better in the medium and long term [9].

The aim of this variety of offers is to spread attendance over the year in order to satisfy both consumers who care about their wallets and those who are willing to pay the high price. That is why the search for consumer satisfaction, by favoring the service for which the hotelier can guarantee a good margin, improves the quality of the relationship between a service provider and its customers.

Conclusion

The detour through the various theoretical constructs revealed that Yield Management has tapped into different fields and integrated various tools including computing and modeling. It has also been found that Yield Management should integrate in addition to the dynamic adjustment of supply-to-demand, a cultural vision which assumes that the main function of the service company is to produce the desired satisfactions.

Taking the form of a coherent, articulated system, based on a cultural vision of the client, Yield Management culture unites individuals in a social structure, which is itself integrated into a wider socio-cultural context. Culture is a system of representations and a way of translating the image that the staff has of itself as a member of a social group. These representations enable the service company to assimilate its functioning and to identify the most effective behaviors. It is a kind of application of behavioral norms allow-

ing the synchronization of actions and constitutes a lever of collective learning.

Collective learning within a service company is obviously much greater than the sum of individual apprenticeships. Learning is reflected in changes in employee response to a situation as a result of their past experiences. The result is a new form of work organization and a new reconfiguration of the dynamic relationship between staff and clients.

It is a matter of establishing a culture of service, oriented essentially to the search to satisfy the customers better. Staff in direct contact with clients

should acquire the knowledge, skills, abilities and motivation needed to refine the new customer orientation.

The implementation of Yield Management thus requires training of personnel adequate to optimization techniques, pricing systems and how to communicate with dissatisfied customers. This training is essential for customers to distinguish price differences for the same benefit and perceive through the transparency of equity information. The contact staff thus becomes the guarantor of the success of a culture now necessary to keep customers.

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Section 4. Pedagogy

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Conceptual model of arbitrate of high school

Abstract: High school is considered to be the coordinative institution of the providing general education system, directed to obtain the basic knowledge and professional self-determination of students. Such a formulation of high school focuses not only on its figuration in the general education system, but also concentrates its attention on the monitoring or arbitrating mission of high school, which serves as a link between the secondary and high education. The mentioned facts brings to the necessity to formulate the determining integrative system of high school governing, which aims to create the additional blank of knowledge, being omitted from the attention of specialists in the contemporary pedagogical science. The integrated system of the arbitrated school governing includes general conformation of social governing system and the development tendencies. Its a governing complex, directed to improve the quality of educational level and to satisfy the social, cultural and other needs of the society. The purpose of integration of various types of functions and governing is included in the development of the contemporary social national education, as well as to provide its compatibility in the international educational sphere, which has become the actual method of establishment and processing the modern accomplishments in theoretical and applied governing.

Keywords: Arbitrate governing, correlation, world outlook, institute of donation, professional self-orientation, socialization.

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Концептуальная модель арбитражного управления старшей школой

Аннотация: Старшая школа является координированным институтом общеобразовательной системы, которая направлена на приобретение базовых знаний и профессиональное

самоопределение учащихся. Такая формулировка старшей школы указывает не только на ее фигурирование в общей образовательной системе, но и акцентирует внимание на посредническую или арбитражную миссию старшей школы, служащую связующим звеном между ступенями среднего и высшего образования. Вышесказанное приводит к необходимости формулирования определения интегрированной системы управления старшей школой, призванной дополнить тот пробел понятий, которые еще не удостоились надлежащего внимания специалистов в современной педагогической науке.

Интегрированная система арбитражного управления школой включает в себя общие закономерности социального управления и тенденции развития. Это — управленческий комплекс, направленный на улучшение качества образования и удовлетворение социальных, культурных и других нужд общества. Целью интеграции различного рода функций и проявлений управления заключается в развитии современного социально значимого национального образования и обеспечение его конкурентоспособности в международной образовательной сфере, что становится возможным посредством внедрения и апробации современных достижений теоретического и прикладного управления.

Ключевые слова: арбитражное управление; корреляция; мировоззрение; институт донорства; профессиональное самоопределение; социализация.

Введение

Управление образовательной системы — одно из реалий организации современного общества. Современные проблемы управления образовательной системы взаимосвязаны с особенностями и тенденциями развития всего общества. В этом контексте приоритетным направлением улучшения процесса управления является определение и апробация положений новой концептуальной модели управления [6; 19].

Процесс управления старшей школой включается в целостную систему социального управления, направлен на упорядочение этой системы и создание предпосылок для дальнейшего развития.

Концептуальная модель арбитражного управления старшей школы направлена на создание такой интегрированной системы, которая будет соответствовать целям стратегического развития всей образовательной сферы и общественного развития, в целом [10; 17, С. 5–14].

Управление является арбитражным признаком старшей школы, обеспечивающим сохранность системы и возможность ее потенциального

развития. Иными словами, управление старшей школой характеризуется корреляционной организацией и выработкой интегрированных подходов по отношению к учебным, методическим и воспитательным работам. Оно подразумевает взаимозависимость тенденций развития данного общества и вышеуказанных учебных, методических и воспитательных работ, проводимых в старшей школе [2; 11, С. 3–8; 18, С. 21–38].

Представим научную гипотезу концептуальной модели внедрения и функционирования интегрированных подходов в области управления старшей школой:

1. Продуктивность интегрированной системы управления старшей школой находится в положительной корреляционной зависимости по отношению к функции арбитражного управления;

2. Арбитражное управление приводит к балансу интересов всех заинтересованных и вовлеченных в учебный процесс лиц и формированию социально значимого мировоззрения учащихся, если основано на принципах стратегического управления и перспективного планирования.

Идея корреляционной организации интегрированной системы управления лежит в основе анализа и сочетания отечественного и международного опыта и является стержнем нижеприведенной концептуальной модели. Методология этой модели построена на следующих положениях и понятиях [21, С. 112–121; 22, С. 41–55].

Корреляционная организация системы арбитражного управления заключается в последовательной цепочке понятий, где исполнение каждого из них влечет к организации следующего звена, а именно [9; 12; 20; 23].

Арбитражное управление — вовлеченность учебного персонала в процесс управления — взаимозависимость подструктур управления — соответствие управления процессам, происходящим во внутренней и внешней среде — управление, основанное на стратегическом и перспективном планировании — поэтапное улучшение качества управления — формирование социально значимого мировоззрения учащихся и баланс интересов всех заинтересованных в учебном процессе сторон [8; 14; 16].

Новая концептуальная модель интегрированной системы управления старшей школой имеет следующее содержание:

- Внедрение индивидуальных учебных программ и выработка института донорства в качестве индивидуального руководителя учащегося, специалиста-советника по вопросам профессионального определения и приобретения соответствующих навыков;

- Посещение учащимися лекций высших учебных заведений, общественных и международных организаций в качестве слушателей;

- Предварительная организация свободных слушаний со стороны руководящих органов данной старшей школы;

- Организация подотчетности учащихся, посетивших вышеописанные слушания в виде письменных рефератов, отчетов или устных опросов;

- Организация графика курсов для учащихся-слушателей;

- Организация способов поощрения в участии курсов свободных слушаний как учащихся, так и соответствующих ВУЗ-ов/повышение рейтинговых показателей вовлеченных в данный процесс ВУЗ-ов и лекторов, формы поощрения прошедших курс учащихся и т. д.

- Направленность управления индивидуальной учебной программой на профессиональное определение учащегося;

- Включение в учебную программу таких дисциплин, которые позволят выпускнику усвоить базовые знания по основным сферам дальнейшей деятельности;

- Организация принципа самообучения;

- Социализация учащегося — его участие в местных и государственных социально-культурных программах;

- Вовлечение специалистов / ученых, культурологов, других/к работе преподавания в старшей школе;

- Организация старшей школы как социально-культурной образовательной системы — интегрированного социального заведения, способного передавать выпускникам многопрофильные навыки в области образования, культуры, социальной защищенности и здравоохранения.

Стратегическое значение концептуальной модели управления старшей школой состоит в комплексной актуализации последней ступени среднего образования и включает изучение следующих задач [3, С. 82–90; 13; 24, С. 127–131]:

- Обобществление отечественного и международного образовательного опыта, основанного на тенденциях развития образовательной сферы;

- Формирование группы экспертов в контексте программы актуализации управления старшей школой, состоящей из работников системы управления, педагогов, ученых, психологов и экономистов;

- Подготовка методических предложений и решений с целью актуализации системы управления;

- Выработка и проведение соответствующего мониторинга;

– Освещение проблем и достижений в управлении через научно-методические издания, семинары, СМИ и т. д.

– Вовлечение широких слоев общества, а также государственного и частного секторов в процесс апробации и применения новой модели управления старшей школой [1; 9].

Материалы и методы

Поэтапное проведение исследования и соответствующая классификация объясняется малоизученностью ранее данной концепции и необходимостью многостороннего изучения выдвинутой проблемы.

Исследование было проведено в два этапа, в которых участвовали две возрастные группы. Первым этапом были проведены предварительные работы по организации сбора информации, выявлены составляющие интегрированного управления [4; 5; 7, С. 42–49].

Однако, выводы первого этапа остались бы незавершенными и недоказуемыми без заключительной обработки собранных данных. По этой причине, предварительные данные подверглись теоретической и методологической классификации и были представлены в качестве доказательства новой научно-теоретической концепции.

Приведем краткое описание и обоснование используемых ниже методик.

Нами был выбран определенный комплекс методов, которые, как было сказано, в зависимости от отдельных задач исследования, периодически дополнялись и модифицировались. В процессе исследования были применены следующие формальные методы и их модификации: метод “Обобщения независимых характеристик личности”, авторская методика “Сетевая диагностика профессионального самоопределения”, анкетирование и статистическая обработка данных. Во время обработки результатов исследования был проведен статистический анализ данных по программе SPSS.

Метод “Обобщения независимых характеристик личности” подразумевает сбор данных от

носителем половозрастных, образовательных и социальных статусов испытуемых.

Авторская методика “Сетевая диагностика профессионального самоопределения” была сформулирована на втором этапе исследования и была проведена с контрольной группой. Цель проведения — обнаружение обусловленного интегрированным управлением социально значимого мировоззрения опрошенных лиц. Смысловым стержнем методики явились понятия, сопутствующие интегрированной системе управления, и наличие в них арбитражной функции управления. Особенности этой методики являются следующие положения:

1. Методика дала возможность определению системы интегрированного управления;
2. Постановка данной методики направлена на осознание взаимосвязи интегрированной системы управления и социально значимого мировоззрения.

Порядок проведения методики “Сетевой диагностики профессионального самоопределения” следующий: каждому представителю исследуемых групп, живущих в данном регионе — подростки, учителя, персонал управления школой, родители, представители общины — предоставляется право сделать на карте заметки определенного цвета — положительные или отрицательные — соответственно его отношению к разбросанным на карте вариантам ответов и выделить некоторые из следующих вариантов: “В процессе профессионального самоопределения учащегося главную роль играют...”

- Собственные предпочтения;
- Учителя, классрук школы;
- Полученные в школе знания;
- Родители;
- Внешкольное окружение.

На представленной сетевой карте поочередно обозначаются ответы представителей всех исследуемых групп. В результате на карте накладываются в виде цветной сетки варианты ответов, показывая

не только их ранжирование, но и субъективное отношение к ним со стороны каждой из групп. Добавим к этому, что диагностика профессионального самоопределения посредством сетевой карты проводится после сбора и обработки независимых характеристик личности, что дает возможность для выявления половозрастных и профессиональных особенностей ответов исследуемых лиц.

В заключении, необходимо подчеркнуть о приемлимости вышеописанных методик относительно целей исследования, способа репрезентации и доказательства научной гипотезы.

В экспериментальном исследовании было вовлечено 5236 человек (2873 женщины и 2363 мужчин). Результаты экспериментального исследования представляют обобщенные данные и их корреляционные связи по проведенному мониторингу в основной (1 группа) и контрольной группах (2 группа). Обе группы составили следующие социально-ролевые подгруппы: учащиеся

в старших школах Республики Армения, а также персонал и органы управления старших школ, родители. Для представления эффективности экспериментального исследования была собрана контрольная группа, состоящая из лиц (ученики, учителя, персонал управления школой), вовлеченных в экспериментальную модель интегрированной старшей школы.

По поло-возрастному признаку участники исследования разделились следующим образом: подростки от 15 до 17 лет (784 девочек и 781 мальчиков), взрослые от 25 до 65 лет (2089 женщин и 1582 мужчин).

Результаты

Представленные таблицы демонстрируют усредненные ответы опрошенных. В Таблице 1 показаны результаты ответов подростков на вопрос о том, как они оценивают систему управления старшей школой, опрошенные дали следующие ответы, представленные в процентном отношении.

Таблица 1.

Оценки	I группа		II группа	
	%		%	
	девочки	мальчики	девочки	мальчики
Отлично	0	0	25	6
Хорошо	0	0	69	81
Удовлетворительно	53	25	6	13
Неудовлетворительно	26	61	0	0
Плохо	0	0	0	0
Затрудняюсь ответить	21	14	0	0

Наряду с высокими показателями положительных ответов у девочек наблюдается большой разброс их ответов по сравнению с показателями у мальчиков. Это, конечно, говорит о более высокой эмоциональности и субъективном восприятии мира среди девочек. Отметим также, что по сравнению с другими возрастными группами, у подростков были зафиксированы самые высокие показатели нейтральных ответов, что говорит о социальной неустойчивости и несформированности у них социально значимого мировоззрения. Контрольная группа мальчиков показала положи-

тельный рост ответов по отношению к основной группе – преобладающие «средние» оценки в основной группе перешли в категорию «хороших» и «удовлетворительных».

Все другие половозрастные и социальные выборочные группы также дали ответы на вопрос об их отношении к системе управления старшей школой.

Основная и контрольная группы руководящего персонала школы дали следующие ответы, которые также представлены в процентном соотношении (таблица 2):

Таблица 2.

Оценки	I группа		II группа	
	%		%	
	женщины	мужчины	женщины	мужчины
Отлично	0	0	0	0
Хорошо	0	0	56	41
Удовлетворительно	0	0	44	56
Неудовлетворительно	73	86	0	3
Плохо	27	14	0	0
Затрудняюсь ответить	0	0	0	0

Обобщенная картина ответов, как видно из Таблицы 2, выявила относительно равнозначное распределение мнений у мужчин и женщин. Заметно также сформированное положительное отношение и доверие к экспериментальной модели управления школой. Отметим тот факт, что в двух груп-

пах отсутствуют нейтральные ответы, что является ярким примером установившихся представлений опрошенных лиц о предмете исследования и сформированных социальных установках.

Ниже следует аналогичная таблица ответов учителей в двух выборочных группах:

Таблица 3.

Оценки	I группа		II группа	
	%		%	
	женщины	мужчины	женщины	мужчины
Отлично	0	0	3	0
Хорошо	0	0	59	45
Удовлетворительно	0	0	38	49
Неудовлетворительно	37	15	0	6
Плохо	63	85	0	0
Затрудняюсь ответить	0	0	0	0

Вышеприведенные в Таблице 3 показатели довольно схожи с положительной тенденцией ответов предыдущей выборочной группы. Однако, здесь также имеются некоторые особенности, характерные социальным нуждам и установкам данной выборочной группы. Так, во второй группе мужчин ответы выделяются подчеркнутой осторожностью. Неудовлетворительная ранее «неудовлетворительная» оценка сменяется во второй группе приблизительно равным разбросом оценок «удовлетворительно» и «хорошо», сохраняя у опрошенных лиц умеренное недоверие и ожидание продолжительности перестройки системы управления. Об этом свидетельствует отсутствие «отличной» оценки у мужчин

в отличие от женщин-учителей. Ответы последних, в свою очередь, также продемонстрировали свои особенности. Если у женщин во второй группе были зарегистрированы идентичные с мужчинами ответы, то в основной группе опрошенные женщины продемонстрировали большую степень приспособляемости к существующей системе управления и насущным проблемам в этой сфере. В этом причина того, что в ответах женщин основной группы чаще встречаются «средние» оценки по отношению к ответам мужчин-учителей.

Следующая выборочная группа опрошенных — группа родителей, оценки которых также приводятся ниже в Таблице 4:

Таблица 4.

Оценки	I группа		II группа	
	%		%	
	женщины	мужчины	женщины	мужчины
Отлично	0	0	0	0
Хорошо	0	0	57	33
Удовлетворительно	0	0	22	41
Неудовлетворительно	45	40	14	21
Плохо	43	51	0	0
Затрудняюсь ответить	12	9	7	5

Опрос, проведенный в среде родителей, также предоставил интересную информацию. Процентные отношения ответов показывают постепенное ослабление нейтральных ответов как в основной, так и в контрольной группах, что указывает на определенность и знаковость экспериментальной модели управления в мнениях родителей и является косвенным показателем положительного общественного резонанса по исследуемой теме. Кроме этого, ответы вовлеченных в основную группу у женщин колеблются между «удовлетворительными» и «неудовлетворительными» оценками, а у мужчин – с небольшим перевесом в сторону «неудовлетворитель-

ного» ответа. А в контрольной группе картина совершенно иная: несмотря на то, что в обеих половозрастных группах наблюдается положительная тенденция оценивания, у мужчин наблюдаются умеренно положительные ответы между «удовлетворительной» и «хорошей» оценкой, а у женщин ответы несравнимо ярче и эмоционально выражены.

И наконец, оценка продуктивности концептуальной модели управления старшей школой была исследована у представителей общества, не имеющих непосредственную связь с буднями школы. Ответы данной выборочной группы заключены в Таблице 5:

Таблица 5.

Оценка	I группа		II группа	
	%		%	
	женщины	мужчины	женщины	мужчины
Отлично	0	0	0	0
Хорошо	0	0	0	0
Удовлетворительно	33	2	37	48
Неудовлетворительно	21	63	0	0
Плохо	39	30	0	0
Затрудняюсь ответить	7	5	63	52

Вовлечение этой выборочной группы последовало важной стратегической цели. Опрос лиц, которые не связаны непосредственно с образовательной сферой, дает возможность выявлению общественного резонанса и тех акцентов, которые будут необходимы для перспективного планирования управления. В доказательство этому видим такое расположение оценок (Таблица

5), которое характерно общественным откликам, касающимися современной системе управления школой. Имея ввиду субъективный характер этих откликов, считаем важным принять тот факт, что существующая система управления школой не воспринимается в качестве продуктивно действующего института, что наиболее ярко выражено в явном доминировании «неу-

довлетворительной” оценки у мужчин. Ответы женщин относительно однородны по разбросу оценок, хотя и сохраняются в усредненных значениях.

Ответы относительно экспериментальной модели управления старшей школой зафиксировали частичное отсутствие информации и дезинформацию по исследуемой проблеме, чем и было вызвано преобладающее количество нейтральных оценок. Это — прямой посыл к соответствующим образовательным и информационным органам по преодолению этого пробела. Это заключение также является важным свидетельством тому, что продуктивность внедрения новой модели управления старшей школой во многом зависит от выработки соответствующей общественным ценностям системы и от прозрачности ее функционирования.

Заключение:

В результате педагогического и социально-психологического исследования концептуальной модели арбитражного управления приходим к следующим выводам:

1. Созидательная деятельность управления старшей школой обуславливается соответствием процессу общетвенного развития.

2. Модель арбитражного управления имеет диагностический характер, направленный на организацию профессионального самоопределения учащихся.

3. Арбитражная особенность управления является институциональной особенностью жизнедеятельности старшей школы.

4. Внедрение арбитражной функции в систему управления указывает на представление старшей школы в качестве связующего звена между ступенями среднего и высшего образования.

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Section 5. Regional studies and socio-economic geography

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The problem of geo-economics definition

Abstract: The study is of empirical character. The purpose of this article is to answer question: What is the essence of modern geo-economy? The author analyzes the books and articles, which are devoted to definition of the essence of modern geo-economics. On this basis, the proposes his own version of definition of geo-economics. According to the author, geo-economics is a unique economic and political strategy of the state aimed at achieving specific geostrategic goals of the state.

Keywords: geo-economics, competition, bureaucracy, geo-strategy, geopolitics.

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Проблема дефиниции геоэкономики

Аннотация: Исследование носит эмпирический характер. Цель этой статьи — ответить на вопрос: в чем суть современной геоэкономики? Автор анализирует книги и статьи, посвященные определению сущности современной геоэкономики и предлагает свою собственную версию определения геоэкономики. По мнению автора, геоэкономика — это уникальная экономическая и политическая стратегия государства, направленная на достижение конкретных геостратегических целей государства.

Ключевые слова: геоэкономика, конкуренция, бюрократия, геостратегия, геополитика.

Этот термин широко используется в научной литературе с 1990-х годов, используя модули международной экономики, политической экономии, геополитики, экономической и политической гео-

графии и других. Однако, до сих пор нет единого мнения о предмете геоэкономики, почти все исследователи, которые работают над проблемами геоэкономики [например:1; 5; 26; 9; 21; 13; 6; 19; 7; 28;

14; 11; 8; 18; 25; 10; 3; 22; 24; 12; 4 и другие] используют методы и методологию с их собственными значениями. Вышесказанное затрудняет составление более или менее общепринятого определения. Мы считаем, что если исследователь не упоминает предмет исследования, при определении геоэкономики, то он приобретает абстрактную форму.

Американский ученый г-н Джордж Т. Реннер впервые использовал термин «геоэкономика» в 1942 году [2]. А другой Американский ученый г-н Эдвард Люттвак попытался теоретически обосновать этот термин в своей статье «От геополитики к геоэкономике: логика конфликта, грамматика коммерции», опубликованной в 1990 году. Он предположил, что мир вступил в эпоху геоэкономики, став полем для получения, использования и (пере) распределения национальных и международных товаров и услуг [15]. Однако со временем эти постулаты, безусловно, претерпели эволюцию. На сегодняшний день существует ряд часто противоречивых определений геоэкономики, которые значительно отличаются от исходных постулатов, сформулированных г-ном Люттваком. Исходя из этого, мы заинтересованы в анализе того, насколько эти изменения в исходной концепции геоэкономики обогатили или наоборот — девальвировали ее. В этой статье мы стремимся рассмотреть исходную концепцию геоэкономики, определенную г-ном Люттваком в отношении других популярных геоэкономических концепций, чтобы сформулировать наше собственное видение современной геоэкономической идеи. Принимая во внимание, что современные теоретические и эмпирические исследования в области геоэкономики довольно разнообразны и представлены многочисленными авторами, ее детальный анализ намного превосходит формат статьи, поэтому мы решили ограничить наш анализ небольшим количеством исследовательских областей, которые кажутся наиболее актуальными.

Возрождение государственного капитализма и государственных предприятий означает, что

государства обладают большими экономическими ресурсами, глубокая интеграция глобальных торговых связей и финансовых рынков сделала геоэкономические инструменты более мощными. Геоэкономика — новая редакция старого соперничества между государствами. В рамках такого соперничества капитал для инвестиций в промышленность, предоставляемый или направляемый государством, эквивалентен огнестрельному оружию; Развитие продукта, поддерживаемого государственными субсидиями, равнозначно усовершенствованию оружия [17, 125–130].

Термин геоэкономика стал популярным, но ему не хватает согласованного определения. Чаще всего это понимается как использование экономических инструментов для достижения геополитических целей. Другие определения меняют цели и средства, подчеркивая, как сгибание геополитических мышц используется для экономических результатов. Государства вносят свой вклад в свою экономику и, таким образом, используют свои геоэкономические силы для атаки и для самообороны на мировой арене. В таком случае они преследуют только одну цель — добиться превосходства над своими конкурентами с помощью любых средств [27].

Каждое государство пытается реализовать те правила, которые выгодны для него, и тем самым диктует свои правила другим конкурентам. Г-н Люттвак трактует геоэкономическое соперничество как «конкуренцию», целью которого является улучшение конкурентной ситуации на мировом рынке и создание условий для геоэкономического роста. По мнению г-на Люттвака, геоэкономическое соперничество может превратиться в общую угрозу для глобальных и национальных экономических систем. Это может дать новый смысл национальным государствам, поскольку он может выполнять функцию ведения войны за создание современного государства, что было типичным для послевоенного периода [16, 35–43].

Известно, что меркантилизм является характеристикой геополитики и наносит ущерб мировой торговле, поскольку геополитика всегда преследовала военно-политические цели, а геоэкономика ориентирована на достижение социально-экономических целей, не нарушая целостности глобального рынка. Это способствует росту богатства и эффективности использования экономических инструментов, которые стремятся захватить большую часть этого богатства. В то же время, геоэкономическое соперничество использует такие нетарифные методы, которые по своей сути нарушают правила свободной конкуренции и свободного рынка, принятые на глобальном многонациональном и двустороннем уровнях. Именно это имеет в виду г-н Люттвак, утверждая, что в «геоэкономике доминирует наступательный инструмент» [16, 19–20].

Дисциплина геоэкономики отличается от геополитики двумя основными способами. Во-первых, в том, что касается темы, это в первую очередь касается не политической и военной деятельности, а экономической деятельности. Во-вторых, в отношении действующих лиц деятельность осуществляется не в основном лицами, представляющими национальное государство, а сотрудниками организаций частного сектора, чья лояльность в первую очередь относится к владельцам этих организаций. Геоэкономика, как и геополитика, изучается прежде всего

с учетом интересов национального государства или с точки зрения макроэкономики. Это делает его более сложным, чем исследование геополитики, где само государство является главным действующим лицом [23]. Следует отметить, что определение геополитики, так же как и геоэкономики [6], зависит от времени и места. В этом контексте геоэкономика имеет положительную коннотацию с термином общественная география.

Обобщение взглядов всех акторов позволяет определить круг вопросов, которые входят в поле геоэкономики. Это государство (точнее, государственная бюрократия) конкурентоспособность национальной экономики, экспансия на мировые и региональные рынки.

По мнению автора, геоэкономика, является уникальной экономической и политической стратегией государства, направленной на достижение конкретных геостратегических целей государства. Исходя из вышеназванной геоэкономики в целом можно определить, как способность государственной бюрократии применять преимущественно экономические методы для обеспечения конкурентоспособности национальной экономики и прокладывать путь для ее расширения на глобальном и региональном рынках. Пока неясно, как будут развиваться мировые процессы. Но ясно одно: геоэкономика — это термин, который мы услышим в течение многих лет.

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Section 6. Sociology

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Business education as an advantage factor of a professional engineer in the labor market

Abstract: This Article deals with the importance of business education as an integral part of professional training of professional engineers and the conditions of its development in Ukraine. This Article highlights the main problems faced by professional engineers in the domestic labor market upon successful graduation from a technical higher education institution and discusses the prospects of professional self-orientation.

Keywords: business education, innovation, professional engineer, technical higher education institution, labor market, the Institute of Advanced Training (IAT).

Introduction. The last decades are mostly characterized by drastic changes in development strategies of the European countries that are directly aimed at improvement of the competitiveness of the European market of goods and services, increasing the number of vacancies filled by well educated employees due to the harmonized development of the three landmarks: education, research and innovation. A key role in the development of economy is now played by knowledge because the competitiveness of economy of any country is mainly ensured by the appropriate level of development of the existing scientific, technical and educational potential [6, 148].

The results of expert studies conducted by the International Institute for Management Development (IMD) in Lausanne, unfortunately, showed a significant decrease in the level of competitiveness of our country in the global ranking. In 2007 Ukraine

occupied the 46th position among 55 countries but within the last 5 months of 2008 Ukraine dropped to the 54th position, surpassing only Venezuela. Upon analyzing the results of the last three years, the researchers of IMD came to conclusion that the loss of Ukrainian competitive potential was due to a decline in the level of intellectual and human capital, as well as the inefficient policy of the acting government [2, 23]. As far as creation of favorable conditions for development of business environment, our country, unfortunately, also occupies one of the last positions.

Problem statement. The objective of this research is to define the essence and importance of technical professionals' business education in their employment upon successful graduation from a technical higher education institution.

Results of the research. Upon obtaining higher education modern young professionals face the

problem of choosing the right job. First of all, it is necessary to choose between the public and private sector employment. At this stage, weighing all the pros and cons of choosing one alternative takes place. For a start, let's consider the private sector employment. The very first and the most significant advantage is a high salary (which isn't usually paid officially). As a rule, this salary is not limited by monthly payments and is complemented by awards and bonuses which stimulate employees and provide the opportunity to increase their earnings depending on the quality and pace of work. Another significant advantage is work environment: comfortable workplace, office location, new technical equipment and the availability of everything necessary for a productive work process. International corporations sometimes offer their employees a company car and accommodation. Thus, the better the employees work the more benefits they get. However, as soon as the employees lose their ability to work (due to illness, disability, maternity leave or retirement age), they are quickly replaced. Negative sides of the private sector employment are: irregular working hours, frequent unplanned business trips and various events. In the public sector, the employee always receives a benefits package: paid vacation, sick leave, medical insurance and may be eligible for the additional or advanced training at the expense of the company. To the advantages of the public sector also belong a retirement package, cash assistance in case of need and various social programs. [8, 33].

It is difficult to identify precisely which sector is the best, but in any case, the employers from both sectors consider only qualified and experienced candidates with good higher education. Now, in Ukraine there are many companies which prefer young professional engineers: the graduates of technical higher education institutions. Basically, these companies are the international companies, but not the Ukrainian state-owned industrial enterprises. Due to vast financial opportunities at their disposal, the international companies offer more favorable conditions

of employment in comparison with state-owned enterprises, for which the competition under such circumstances becomes impossible.

Employees do not necessarily choose only one sector; they often combine both public and private sector employment minimizing the disadvantages of one sector and enjoying the advantages of another sector. However, a careful assessment of the career development in any sector shows that the best option is to start one's own business; only in this way the professionals will be able to create comfortable working conditions and fully unlock their potential.

Nowadays, in the conditions of the market economy development especially relevant becomes the development of private small and medium industrial enterprises aimed at satisfying the consumer market and giving a serious impetus to the socio-economic development of this country. However, as far as the possibility of starting one's own business and creating a private industrial enterprise in Ukraine is concerned, Ukrainian young professionals face certain problems. The most important problem is good business education because without having a certain level of business education it will be impossible to conduct business activity in modern conditions.

Business education is a relatively new phenomenon in the Ukrainian market of educational services. The need to update knowledge and improve skills is not new; it also existed in the USSR. Traditionally, these services were provided by the Institutes of Advanced Training (IAT), which provided the functioning of the system of training, retraining and advanced training of managing personnel for state-owned enterprises and institutions. IAT fully satisfied the needs for training of managers and civil servants for ministries and enterprises. In the process of studying at IAT future managers of state-owned institutions mastered the mechanisms of organization of production, technology and economy. All the knowledge obtained from IAT was suitable for use only in conditions of administrative command economy, so after the collapse of the USSR the vast majority of gradu-

ates of IAT failed to solve the most burning problems of the development of enterprises in the conditions of destruction of the established economic ties, hyperinflation, barter relationships, changing banking and tax environment. Therefore, it became necessary to obtain new market knowledge and skills in the shortest possible time. In the conditions of reducing the funding of additional professional education, economic instability, production recession and inflation most public Institutes of Advanced Training were shut. The market demanded new forms and ways of providing additional education; thus, the conditions appeared for the emergence of the market of business education. Business education is one of the most dynamically growing sectors of the education sector. In modern conditions there is a constant need for updating knowledge and improving their quality requirements [5, 1].

However, today the most urgent need is not only for training technical professionals but also the future entrepreneurial engineers who will feel comfortable both as employees and employers; they will be able to start their own businesses and get profit not only for themselves but for the state by creating new jobs and introducing new technologies.

A leading Ukrainian education institution – The National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute” – already has notable success in providing students with business education. First Ukrainian Innovation Ecosystem “Sikorsky Challenge” is aimed at attracting young people to the innovative entrepreneurship and includes a school of startups, business incubator, venture fund and other elements of innovation infrastructure. In addition to direct educational function — teaching innovative entrepreneurship, this system also helps to develop business projects, find investors, provides advice in the field of creating prototypes and business products, holds pitch sessions of business projects to investors, prepares students for the competition of innovative projects “Sikorsky Challenge” Festival [11].

Another successful example is “Startup Depot” — a business incubator in Lviv. Together with Polish Institute of Urban Development located in Krakow (Instytut Rozwoju Miast, Krakow) and Lviv Urban Institute in the framework of Polish Aid Project for the second time it launched a specialized school for students who are interested in entrepreneurship or modern technology and are planning to start their own businesses in the future. This event brought together two reputable higher education institutions of Lviv: Polytechnic National University and the Ivan Franko National University.

Also, it is important to note that the attention should be paid to the development of business education in the regions. According to G. P. Kanafotska, in the implementation of this task the leading role should be played by local authorities, which should create favorable conditions for the creation and further development of business schools through common networks that will unite the business schools with business [4].

That is why a key task of education institutions should be not only to provide a high level of business education, which would be competitive in the labor market, but also to form a clear understanding that personnel training is a significant opportunity to address the urgent needs of enterprises, and become an integral part of a high-quality and long-term program of their strategic development, because in the nearest future only highly qualified and competent personnel will become a source of competitive advantages in the region. Only such business training can promote the technical professionals’ development and assess their abilities to achieve outstanding results in the management of their own companies.

In order to achieve better results in providing technical professionals with business education it is necessary to analyze the experience of developed countries. The international education community is practicing different directions and training programs for a new generation of engineers.

The American model or the “new model” is also called “professional manager”. It is implemented in business schools which are the centers of education and research in the field of business. The students of such education institutions are both high school graduates and university graduates with practical experience in the field of business.

A variety of existing programs allows training at different levels and in different directions. The leading role in the United States are played by Graduate Business Schools that have all types of business education programs: a four-year long bachelor’s degree program; a two-year long MBA program; a one-year long specialized master’s degree program; a three-year long (and longer) Ph. D. program as well as the programs of leadership development. The “new model”, except the United States, is adopted in the UK, Denmark, Norway, and Cyprus. The “new model” is also popular among business schools of the Eastern region, such as China and India.

On the basis of traditional and new models of business education a so-called “mixed model” emerged which combines both American and European sector of business education. Training takes place in education institutions of various types (universities, schools, institutes of advanced training, etc.) and in various forms. The “mixed model” is the most common in business education in many

European countries such as France and Italy [5, 170].

Conclusion

Thus, the following general conclusion can be made: in Ukraine there is an urgent need for introduction of business education to technical higher education institutions. A leading role in modernization of the private sector in the field of high-tech industry should be played by technical higher education institutions combining both technical education and business education. Only this combination will lead to significant growth in the new generation of dynamic and productive entrepreneurs with unconventional way of thinking.

Despite the fact that in Ukraine there are many problems of legislative, economic and social nature, certain changes are still taking place. It is extremely important to choose the strategic direction of national development which should emerge from the necessity of development of national industrial enterprises of the innovative type. A key task for our country is a structural improvement of the legislative base in the field of innovation policy and creation of necessary conditions for attracting businesses to interact with research institutions aimed at creation and implementation of modernized state patents. Another significant task is to increase the efficiency of use of the potential of technical universities.

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Section 7. Economics and management

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Theoretical aspects of interaction of transnational banks' expansion and unfolding of financial crises

Abstract: This paper is dedicated to investigation of an impact an international banking crisis may have on escalation of global financial instability. This paper determines possible advantages, as well as negative effects of processes of penetration of transnational banking capital on national economy. This work analyses theoretical and practical aspects of improvement of state and international regulation of transnational banking activity in the context of a global economic crisis.

Keywords: global economic crisis, transnational banks, state regulation of banking activity, default, corporate bonds, mortgage lending, financial liberalisation, monetary crisis, profiteering.

Financial globalisation manifested by deepening financial relations between different countries and regions, formation of world markets, increase in investment flows, and establishment of transnational financial institutions is one of the most significant factors of development of the global economy in the 20th and 21st centuries. At the same time, financial globalisation as a process of development of our contemporary society gives rise to an ever increasing number of new risks that need to be identified, controlled and limited in advance. National banking systems have become more vulnerable due to rising of the level and extension of the range of financial risks. This has resulted in the fact that financial crisis in the USA which reached its peak at the end of 2008, quickly became a global one having involved almost all countries all over the world.

Financial globalisation as a process of intensification of international capital flows pre-conditioned by liberalization of banking services market, which is accompanied by qualitative changes in functioning mechanisms and institutional infrastructure of national and international financial markets contributes to retaining of such characteristic features of the international financial market as disproportion in its structure in favour of excessive development of its profiteering segment, concentration of the larger part of international financial operations of all types between developed countries, and significant heterogeneity in distribution of financial flows between countries of different degree of economic maturity.

Actual interrelation between deepening expansion of transnational banking capital, the structure of external financial inflows to countries with emerging

markets, and unfolding of crises in economies of these countries is real and objectively determined. The following characteristic features are essential to this interrelation: cyclicity due to which a sequence "economic boom – crisis – post-crisis period" persists in time with periods of changes in the structure of financial inflows; steep rise in risks of crisis formation in the process of transition from official external financing and direct investments to private debt financing and portfolio investments as major elements of financial inflows.

The main controversy of current development of financial globalization between commercial profiteering interests of international banking groups and state interests with regard to controlled and secure economic development deepens in the context of rising level of self-sustainability of international capital markets, external financial risks for national economies increasing in the process of integration of the latter to global financial environment, and rejection of both national and international institutionalized regulatory actions by global players.

At the turn of the 21st century liberalization of international monetary and credit relations and the global services market has become one of the principal factors of globalisation of the current financial environment. International financial relations are developing under the influence of changes that take place in finances. The share of financial services in international trade tends to grow steadily. New types of financial services and instruments have appeared [1, P. 92].

Financial relations between states are becoming more differentiated and sophisticated. During the last few decades the impact of financial aspects of reproduction has been increasing significantly. This resulted in increase in capitalization, i. e. a value of a quoted company. A level of capitalization has become an important indicator of financial globalisation on the whole, while regulation of stock markets has turned into one of issues of financial globalisation in the context of deepening international integration in the sphere of monetary and financial relations [2, P. 7].

At the same time, controversies of global processes become more and more evident in financial globalisation. The latter increases risks intrinsic to financial transactions and creates conditions for transition of local crises from one country or a group of countries to other ones. This process is pre-conditioned by interrelation of countries having long-standing financial relations and by modern communication technologies that have a capacity to accelerate and simplify the process of capital flowing from one country to another. One of the negative features of financial globalisation is related to lack of control over global transfer of enormous amounts of cash that resulted in a crisis in South-Eastern Asia (1997) which spread to Russia (1998) and Brazil (1999), and a mortgage crisis in the USA (2007).

At the turn of the 21st century an economic collapse in countries of Asia and Latin America gave rise to destructive criticism with regard to financial liberalisation as the main factor that had caused those crises. However, in spite of this fact, there are arguments to both pros and cons, to negative and positive effects of financial globalisation on the banking sector, as well as on economic growth on the whole. G. Kaminsky and S. Schmukler determine dependence of an influence of financial liberalisation on a term of observation, and advantages of having an access to international capital markets as it directs savings to places where their use will be most effective. Furthermore, intensifying interaction with international capital markets levels negative influences of state policy. However, giving evidences to the fact that financial liberalisation, and that of the stock market in particular, increases the rate of aggregate GDP growth, instigates economic boom and reduces the cost of capital, G. Kaminsky and S. Schmukler acknowledge, with some reservations, that financial globalization increases a possibility of formation of financial crises, including banking ones [9].

Moreover, there are quite a few of works dedicated to negative influences financial liberalisation has on financial and banking sectors and economy on the

whole. For instance, J. Williamson notes that financial liberalisation has two following negative effects: first, it may result in loss of credit and monetary control and, next, it may cause monetary crises [15].

R. Ranciere, A. Tornell, and F. Westerman draw our attention to the fact that lessening of financial restrictions is combined with acceptance of bankruptcy risk (which often is manifested in debts denominated in foreign currency) which is growing, since financial liberalisation, among other things, facilitates issue of systemic guarantees for repurchase of doubtful debts that are to protect creditors against systemic crises. For this reason most of investments take the form of risky cash injections into the financial sector, and the entire economy becomes weakened that, in turn, triggers formation of financial crises. Furthermore, financial liberalisation reduces banks' incentives with regard to verification of borrowers. Banks normally verify borrowers for loan denials by other firms and examine their credit record. When financial markets are liberalised, there emerges a lot of unverified projects and borrowers, and, thus, banks do not have powerful incentives to verify them while carrying out credit expansion. Therefore, financial liberalisation intensifies inflow of investments and instigates economic growth; however, it deteriorates quality of the assets management portfolio precipitating financial vulnerability that may result in a crisis if macroeconomic shocks occur [12].

B. Daniel and J. Jones suggest that international banking groups taking advantage of financial liberalisation get high return on capital, while noting that before liberalisation banks' capital stock and share value were rather low. This high return on international investments creates a false impression of impossibility of bankruptcy which, in turn, encourages banks to earn even higher profits. Banks' equity grows quickly. While equity and aggregate capital of enterprises are being accumulated, the marginal product of capital reduces and a probability of formation of banking crises becomes more real [5].

Ch. Wyplosz states that financial liberalisation is more dangerous for countries with emerging market economies than for industrially developed countries, citing two approaches to detection of economic forms of financial liberalisation. The first approach provides for gradual financial liberalisation that starts in internal financial markets and is then directed to the plane of external integration on a staged basis (as it has already been mentioned, the same approach has been used in emerging markets; however, all efforts to exclude a possibility of crisis formation have failed). However, financial markets can only develop gradually, and it will take decades for them to get stronger and to gain resistance to risks intrinsic to the following stages of liberalisation. This approach was used in the aftermath of World War II in Europe, where liberalisation of capital flow was completed only in the end of 1980s. The other approach lies in impetuous financial liberalisation (with some reserve), as any financial restrictions may serve some private or political interests that, in turn, may become a factor constraining any thorough reforms. This approach was used in many countries with transitional economy triggering drastic financial shocks during the period from 1992 to 1993 [15].

Thus, we can state here that financial liberalisation in itself is not an all negative phenomenon, yet it comes laden with some potential dangers for banking sectors of transitional economies. Furthermore, R. McKinnon developed a step-by-step liberalisation strategy starting from the internal product market and extending to external trade liberalisation with restrictions on capital flows being introduced no earlier than at the following stages. Since financial liberalisation exacerbate volatility of foreign exchange rates, at the stage of preparation to introduction of financial liberalisation a special attention should be paid to choosing a form of flexibility of foreign exchange rates (floating or pegged exchange rate). Overestimation or underestimation of the foreign exchange rate at an early stage of capital inflow may result in reduction of positive effects of financial liberalisation (slowing down of economic growth).

Furthermore, R. McKinnon states that effects of financial liberalisation are all negative in countries where there are no mechanisms of self-regulation of trade markets, where banking regulation and supervision remain inefficient, where corruption plays the key role in social processes, and where rights of ownership are not fully guaranteed [10].

At the present stage of post-crisis development a statement that banks grant loans only in cases when these are least needed, becomes topical. The constant of this statement is realised in deep crisis in the EU financial system which is observed at the present stage. This situation when an investment boom changes into an uncontrollable capital outflow is typical for developing countries and those with emerging markets and spreads to economies at various stages of market development, and has its historical retrospective views. Foreign investment slowdown, for which a term "sudden stop" has been introduced in western economic literature, resulted in the economic crisis during the period from 1997 till 1998, which at that moment interrupted dynamic growth of "new Asian tigers", i. e. such countries as Indonesia, Thailand, Malaysia, and the Philippines. During the period from 1999 till 2002 capital outflow stroke a blow on economy of countries of Latin America, with Argentina having suffered most. On the basis of information provided by American investigators, within the period from 1990 till 1997 banking crises related to withdrawal of investments took place in 11 countries, including Turkey and Hungary [11].

Models of formation of financial crises in national economic systems of various degrees of economic maturity have features in common. Rapid inflow of foreign investments results in acceleration in growth of the GDP. In this situation demand in the internal market becomes more intense, while production capacities of borrowing countries fail to satisfy it. Thus, an excess of cash in the monetary market instigates emergence of the so-called "bubbles" in assets markets (including real estate and securities markets) and accelerated increase in import that often results in for-

mation of great foreign trade deficit. When the period of accelerated growth ends, mass withdrawal of capital of investment banking groups anticipating unfavourable tendencies may begin - these groups start selling stock and other securities and claiming repayment of loans. At the same time refinancing of such loans by foreign banks becomes impossible. As a result, the following consistent chain takes shape: collapse of "bubbles", expansion of the banking crisis, fall in exchange rates, and, eventually, economic regression.

Furthermore, positive results of enlargement of the European Union due to integration of new countries with emerging market economies that are developing quickly have changed into negative tendencies that resulted in underestimation of economic risks. The EU has not paid due attention to the fact that, for instance, economic growth of the Baltic States was pre-conditioned with great amounts of mortgage debt, while in Hungary the budget deficit to the GDP ratio was two or three times higher than the standard ratio of 3%. This situation poses no great risks for periods of steady functioning of the financial system and lending mechanisms; however, in the context of a crisis these turned out to be harmful to the economy. Drastic decrease in manufacturing combined with significant budget deficit, as well as enormous foreign currency debts and strong dependency on external financing presented a great challenge to new EU member countries.

Postulates about mutual relation of banking crises and instability of the monetary market are well-known. Positioning of monetary crises as systemic elements of instability of the investment banking services market was articulated in works of J. Frankel and A. Rose [7]. Furthermore, the authors suggested an approach characterising 25% nominal devaluation of the national currency accompanied by 10% increase in the rate of currency devaluation compared to its average level for the previous five years.

In turn, the banking element of monetary crises is examined in works of such scholars as A. Demirguc-Kunt and E. Detragiache [6] who define the key role it

plays in bifurcations of the banking system and currency fluctuations. These tendencies may be defined as crisis ones if at least one of the following conditions is met: 1) a share of assets that are not involved in the real sector of the economy in the total volume of assets of the banking system exceeds 10%; 2) expenses on restoration of the banking system exceed 20% of the GDP; 3) negative tendencies in the banking sector result in nationalisation of a significant part of the latter (more than 10%); 4) mass withdrawal of deposits takes place or limitations are imposed of such withdrawal and “banking holidays” are introduced.

This interrelation of banking and monetary crises is pre-conditioned with key parameters of emergence of systemic risks of functioning of the monetary system which precede risks of national currency depreciation. Banking and monetary risks are closely related to each other, because depreciation or valorisation of the national currency increases the risk of formation of a banking crisis.

Positioning of factors of transnationalisation of banking capital using econometric methods of investigation which play the key role in formation of a crisis situation in the financial market (the so-called prior crisis indicators) started at the end of 1990s. A certain “effect of delay” in development of experiential investigations of theories was due to two following reasons: first, analysis of reasons of a crisis using mathematical and statistical methods requires availability of long-standing observations; next, relevant methods of investigation should be developed first [8].

Specifically, the co-evolution principle in investigation of global factors, of the logic of its spreading, of duration and consequences of transnationalisation of banking activity, and of history of development of emerging market economies, is manifested in the fact that financial risks intrinsic to these processes result from various factors and these are different in their effect.

Furthermore, current processes of global financial instability are natural in some sense. Within the market systems crises are inevitable, as these are one

of the principal signs of activity of a developed market economy. However, countercyclical monetary and banking policies which were successfully implemented at the turn of the 21st century gave rise to a certain illusion that “monotonous” growth of economy is possible within long intervals of time without disruptions and undesirable steep rises. Detailed macroeconomic models implemented in activity of state regulators, stabilisation of rates of economic growth due to integration of emerging economies of Asian and European countries to global trade, and successful practice of inflation targeting contributed to this illusion. Destabilising impacts that could worsen economic indicators were timely detected and neutralised using reasonable subtle manipulation of short-term interest rates. However, important functions of crises were neglected, such as detection and elimination of disproportions, structural recovery, institutional correction, intense practical approval, and limitation of innovations.

This is why conglomeration of excessive institutional units, frail structures, and hypertrophic development of some markets are observed at the present stage of development of international financial relations. Sooner or later this potential would inevitably realise itself taking shape of destructive high-amplitude fluctuations.

Permanent global fluctuations in banking services markets are pre-conditioned by the factor of easy availability of borrowed funds that contributes to depriving these funds of an indispensable property of any economic good which must be rare. As a result, prices as the monetary expression of value have lost their informational reliability, while market practitioners have got an opportunity to “save” on professionalism and competence. Cheap credit resources have given rise to mass lack of responsibility both at the level of international institutions, state authorities and transnational banks, and at the level of borrowers (both states and enterprises). For instance, the very first signs of a mortgage crisis emerged in 2007; no institution, however, showed any desire to take responsibility for controlled shrinkage of financial,

credit and liquidity markets. Paying no attention to all the signals that emerged, investors, creditors, central banks, and international banking groups were resignedly waiting for further development of the situation, until the markets collapsed in 2008. Furthermore, in March 2009 the IMF suggested that "... even in those situations when risks had been detected, information about them was usually unclear or very obscure to urge regulatory authorities to action" [4, P. 4].

Furthermore, current crisis phenomena observed in the global financial system are related to changes in value orientation. These phenomena are underpinned with the influence of negative institutional and technologic tendencies of post-industrial and global development. These result in mistrust to freedom per se and mass rejection of risks and responsibility [3, P. 260].

All these factors are manifested in the fact that profiteering of transnational banks became ubiquitous. Various financial instruments were distributed throughout global financial markets; crediting, and mortgage crediting in particular, as well as consumer crediting on the whole, were growing rapidly. Securities, and other derivative financial instruments not related to actual solvency of borrowers were flooding the financial market. Along with excessive debt burden of the USA these factors pre-conditioned collapse of the mortgage market triggering chain reactions of disorganisation of American and global economies.

Participants of processes of financial globalisation have direct impact on the ratio of equivalency of exchange and the level of mutual benefits for various countries participating in the global market. Thus, it is clear that neither politicians nor relevant state regulatory and supervisory authorities duly considered or took actions against risks increasing in financial markets, analysed financial innovations and their consequences, or took systemic actions with regard to regulation of economy both at the national and global levels.

Current practices of unfolding of financial crises at the national level allow distinguishing key factors

and indicators pre-conditioned by expansion of transnational banking capital:

1. Erosion of value within the banking sector: Several years before the crisis erupted, the aggregate profit earned on capital investment in the commercial sector had been less than average weighted expenses on raising funds (these typically include the amount of interests and fees payable for the funds raised). This information can be obtained by comparison of aggregate profit of banks with foreign capital with estimation of their interest payments on debt financing that have been raised.

2. Pyramid-like state debt: A pyramid state debt emerges when the government keeps raising new funds in the borrowed capital market not for refinancing of the overall debt only, but for the purpose of financing interest payments as well.

3. Interest coverage ratio: This is a ratio of cash flows to interest payments. When it decreases in many companies more than 2 times, the economy becomes vulnerable, while banks confront with the fact of bankruptcy.

4. Return on bank assets: If return on assets is lower than 1%, while net interest margin is lower than 2%, this may be a sign of a crisis.

5. Rapid growth of the credit portfolio: Observations made in many unstable markets give evidence to the fact that if the credit portfolio is growing by more than 20% annually for several years in a row, many of the loans granted turn into bad debts intensifying financial crisis. Thus, limitation of possibilities to access capital markets due to a credit crisis taking place in developed countries can halt growth of banking assets significantly, while a rather messy granting of loans during the previous period will result in rapid increase of the share of bad debts in the portfolio and cause tension in the banking system.

6. Reduction of deposits: This is a very serious signal warning of inadmissibility of the situation. In Argentina, when the government abolished the previous US dollars to Argentine peso exchange rate of 1:1, depositors transferred 22% of deposits

to off-shore accounts in order to protect themselves against further depreciation.

7. The level of debts in arrears: Increase in outstanding debts in the credit portfolio by more than 5% may signify a crisis. The matter is, banks usually provide information about actual extent of issues belatedly, that is why it makes sense to listen to unofficial analytics. According to investigation done by the IMF, when the credit crisis was in full swing, the major international banks had assets of almost 1 trillion US dollars in arrears.

8. Increase and prolongation of terms of payment of loans granted by foreign banks. Special attention should be paid to a situation in which loans granted by foreign institutions to national companies are growing and terms of repayment of most of these loans are due in less than one year. For instance, external debt of companies in Thailand had been growing by 45% annually for three years till the very moment of the crisis that took place in 1997. At the same time, 37% of the debt was due in less than a year [14].

9. "Bubble"-like prices of assets: Several years of annual increase in prices of assets (stock and real estate) at the annual level of 20% may be an indication of price bubbles that will burst sooner or later. If we take into account the fact that fixed assets are used as collateral on bank loans, the need in comprehensive monitoring of credit portfolios of banks secured with real estate as collateral becomes obvious.

In response to a surge of private capital inflow to countries with emerging markets at the beginning of the 21st century, various methods were used to control big capital flows. Among other, the following possibilities were considered: sterilisation by way

of carrying out open-market transactions, changes in requirements to reserves, and tightening/relaxation of fiscal control. Each of the aforesaid policies had adverse effects which at some points exceeded expenses related to large-scale capital inflows. Price-based control, such as control through introduction of requirements to reserves on uncompensated costs proved to be efficient in restraining short-term capital inflow to a certain extent [13].

It should be emphasised that expansion of the scale and further sophistication of operation of transnational banking groups in financial markets result in the need to expand cooperation of banking supervision authorities. While this issue is not a newly emerged one, it becomes more and more important in the context of global financial instability. Effective combination of appropriate supervision in the country of location with effective consolidation-based supervision in the country of incorporation requires establishing close co-operation through information exchange mainly, as well as extending knowledge of financial instruments and strengthening relations with financial groups.

Success of reformation of Basel II with further development of a new Basel III system to a considerable extent depends on how effective this co-operation is. In the future a need in a wider co-operation and co-ordination in the field of estimation of sufficiency of banking capital will emerge. Such actions will facilitate more consistent implementation of standards, levelling of operating conditions, and reduction of superfluous burden on the side of regulatory authorities. These actions will also reduce banks' interest in challenging actions of regulatory authorities in various jurisdictions.

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Expert and legal analysis of effectiveness of provisions of the law “On Foundations of National Security of Ukraine” in the circumstances of external aggression

Abstract: It has been noted that quality reformation of the system of ensuring national security of Ukraine requires, first of all, a detailed analysis of the provisions contained in the law of Ukraine “On Foundations of National Security of Ukraine” to be conducted. It has been established that imperfection of the legislation in the field of national security and low effectiveness of its application result in improper ensuring of national security and hinders full-fledged implementation of national interests. It has been proven that an effective strategy of national security should be based on a clear and logical legislative foundation as well as on guarantees of its proper implementation.

Keywords: National security, the system of ensuring national security of Ukraine, ensuring national security of Ukraine in the field of foreign policy, state policy in the field of national security.

The system of ensuring national security of Ukraine built over the 25 years of its independence has shown its weakness when relationships with the Russian Federation aggravated. Both entities supposed to ensure national security and the legislative framework of their activities have appeared unprepared for the Russian aggression. In our opinion, attention should be paid to a number of main factors causing low effectiveness of the system of ensuring national security of Ukraine:

- the system of ensuring national security of Ukraine was based on the obsolete Soviet-type system making use of its constituent elements (the Soviet army, militia, KGB, border-security troops which Ukraine had inherited from the USSR), Soviet legislation and the experience in its application in the previous century within the framework of a bipolar world;

- the system of ensuring national security of Ukraine was formed under pressure from global and regional leaders who pursued their own na-

tional interests disregarding the interests of Ukraine (Ukraine was demanded to refuse nuclear weapons without provision of effective security assurances);

- political leaders of Ukraine, for the entire period of its independence, have adopted a formal attitude to protection of its national interests (implementation of legislation on issues of national security and Strategies of national security were never organized); similarly they failed to take the necessary efforts in to shape and develop the system of ensuring national security of Ukraine (chronic underfunding of programs for development of security elements made them deteriorate every year and resulted in overriding corruption and complete decay).

- the multi-directional foreign policy in the circumstances of purposefully deepened discrepancies in the people’s political bearings based on regional principles, and disposition of political leaders of Ukraine to implementation of their personal or corporate rather than national interests facilitated centrifugal tendencies and caused unpreparedness

of the system of ensuring national security to counter the threat of separatism;

– incomplete formation and, as a result, inability of the system of ensuring national security of Ukraine to analyze the security environment and timely identify threats, as well as considerable influence on leaders of entities ensuring national security of Ukraine exerted by foreign intelligence agencies resulted in development of wrong management decisions on issues of ensuring national security.

The causes of low effectiveness of the system of ensuring national security of Ukraine listed above are sufficient to initiate the question of its complete reformation, beginning with creation of a working model and formation of a comprehensive system of legislative enactments in the field of national security and defense of Ukraine [2].

It should be noted that quality reformation of the system of ensuring national security of Ukraine requires, first of all, a detailed analysis of the provisions contained in the law of Ukraine “On Foundations of National Security of Ukraine” focused primarily on shaping and implementation of a policy for ensuring national security of Ukraine in the field of foreign policy.

Public relations on issues of ensuring national security of Ukraine in the field of foreign policy are regulated by the Constitution of Ukraine, the Law of Ukraine “On Foundations of National Security of Ukraine” dated 19 June 2003, other regulatory acts and international agreements and treaties recognized by Ukraine.

The Law of Ukraine “On Foundations of National Security of Ukraine” [3]. specifies that the legal framework in the field of national security of Ukraine is formed by the Constitution, the said law and other laws of Ukraine, international agreements ratified by the Verkhovna Rada of Ukraine, as well as other regulatory acts approved subject to the laws.

In accordance with this Law, the President of Ukraine should develop and approve the Strategy of national security of Ukraine, doctrines, concepts,

strategies and programs which determine target guidelines and principles of military development, as well as lines of activity for state authority bodies in particular circumstances in order to ensure timely identification, prevention and neutralization of real and potential threats to national interests of Ukraine. The Strategy of national security of Ukraine and the Military doctrine of Ukraine are the obligatory documents for application, and a necessary background for development of specific programs following the elements of state policies for national security.

We should note that Article 7 of this Law emphasizes that the threats to national interests and national security of Ukraine in the field of foreign policy are as follows:

– infringement on sovereignty and territorial integrity of Ukraine, territorial claims on the part of other states;

– attempts at interference into domestic affairs of Ukraine on the part of other states’ military and political instability, regional and local wars (conflicts) in various regions of the world, especially near borders of Ukraine.

Article 8 of this Law specifies that with consideration of the geopolitical and domestic situation in Ukraine, activities of all state authority bodies should concentrate on forecasting, timely identifying, preventing and neutralizing external and internal threats to national security, protecting the sovereignty and territorial integrity of Ukraine, ensuring safety of its border areas, enhancing its economy, ensuring personal safety, constitutional rights and freedoms of its citizens, combating crime, improving superiority of law and public order, maintaining social and political stability, strengthening positions of Ukraine on a global scale, maintaining a proper level of its defense potential and capability, serious improvement of environmental conditions [3].

Therefore, main lines of state policy of national security of Ukraine in the field of foreign policy include maintaining active international stance of Ukraine with the purpose of:

- creating favorable foreign policy conditions for extensive economic and social development of Ukraine;

- preventing interference into domestic affairs of Ukraine and repelling infringements on its sovereignty and territorial integrity on the part of other states;

- improving cooperation with the North Atlantic Treaty Organization with the purpose of attaining criteria required for membership status;

- facilitating settlement of conflicts, primarily in regions bordering on Ukraine;

- participation in international peacekeeping operations under the aegis of the UN, OSCE and other international organizations in the field of security, as well as within the framework of international treaties ratified by Ukraine;

- participation in activities to combat international organized crime and global terrorism, combating propagation of nuclear and other weapons of mass destruction and means of their delivery;

- adaptation of Ukrainian legislation to legislation of the European Union [2].

In our opinion, the substantial drawback of the current edition of the Law of Ukraine “On Foundations of National Security of Ukraine” is that most of its provisions are of declarative rather than regulatory and determining nature. In its essence, the Law should consist of legal regulations setting compulsory behavior patterns (rights and obligations) for participants to public relations. Otherwise, conditions are created that initiate subjective evaluation of such regulations and criteria of their due performance.

More detailed conclusions and recommendations as to amendments to the Law of Ukraine “On Foundations of National Security of Ukraine” have been presented in an analytic note prepared by the National Institute for Strategic Research [1].

The legislation of Ukraine on issues of ensuring national security is obsolete to a large extent, and the standards of interaction comprised therein as regards state authority bodies and law enforcement agencies both at peacetime and in periods of crisis do not

take into account the new type of aggression which makes extensive use of both traditional military action and various non-military forces and means.

In addition, regulatory acts in this field contain a number of discrepancies, so approaches to definition of certain terms have to be reviewed; modern mechanisms for management of national security threats need to be implemented and so on.

In implementation of the complex and systemic approach to enhancement of Ukrainian legislation in the field of ensuring national security, one should start with the assumption that the corresponding base law should create preconditions to shape a branch of national security law within the national law system. Its main tasks should be as follows: highlighting elements of national security in activities of the state; implementation of a unified and coordinated mechanism for the work of the system of ensuring national security, including ensuring effective interaction and coordination between state authority bodies, civil society institutions and individual citizens in the said field, implementation of a systemic approach to planning, supply of resources and control of execution for events related to ensuring national security; ensuring effective work of the defense and security sector which lays the base for the system of ensuring national security, including a clear definition of the following: the defense and security sector notions; the mechanism of its management both at peacetime and in crisis periods; the procedure of creating auxiliary structures if necessary; the procedure for complex review of the defense and security sector, and approval of regulatory acts following results of such review etc.

In accordance with provisions of the base law, other regulatory acts in the field of ensuring national security should be formed [1].

Hence, imperfection of the legislation in the field of national security and low effectiveness of its application result in improper ensuring of national security, which hinders full-fledged implementation of national interests.

We would like to emphasize that effectiveness of a law is an important indicator of its social necessity and usefulness. It depends on the contents of the law and its relevance to the real social, legal and political situation in the country. The current law fails to represent actual circumstances and real needs of the state and society, and cannot exert any influence on legal relations.

It has been proven that an effective strategy of national security should be based on a clear and logi-

cal legislative foundation as well as on guarantees of its proper implementation. The framework law to regulate issues of national security should become the new Law of Ukraine “On National Security of Ukraine” which should contain no abstract generally theoretical notions but clear-cut approaches to shaping the system of ensuring national security, the mechanism of its operation, powers and the plan for interaction between entities ensuring national security.

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Ecological effect of development of international trade co-operation

Abstract: This paper is dedicated to investigation of ecological effects of development of international trade co-operation. It establishes a system of indicators characteristic of general tendencies in development of foreign trade interaction, and its ecological parameters. It also distinguishes basic vectors of influence ecologization has on formation of production and trade principles of global economic co-operation. This paper substantiates priorities in development of international trade relations in the context of effects of ecological transformation being taken into account.

Keywords: ecologization, international trade relations, trade and environmental co-operation, effects of ecologization, ecological transformation of foreign trade interaction.

Expansion of global economic co-operation increases influence of world economic relations on dynamics of processes of social production within the framework of separate states, while gaining in importance as an independent factor of formation of the ecological situation in member countries of international economic exchange. Ecological factors become determinants, among others, of formation and functioning of global trade relations. Taking the said into account, an environment-oriented strategy of economic growth is being implemented in developed countries as a vector of achievement of steady growth. In turn, it is impossible to solve environmental issues in developing countries without using new models of steady functioning of national economic systems. It should be mentioned here that economic, industrial, scientific, and engineering co-operation between countries of the world directed at rational use and saving of natural resources is complicated by differences in their geopolitical development and with different extent of availability of resources of various nature.

Regardless of a global nature of processes of ecologization of international trade relations, it should be noted that there are some regional specific features of adaptation of trade and respective production systems to conditions of ecologically steady and environmentally safe development. The most influential features include increase of the share of ecological goods in export, development of initiatives with regard to liberalization of trade co-operation including that in the field of ecological products, implementation of regulatory and legal principles of securing efficient ecologization of production and trade potential, a high level of financing of environmental projects, introduction of an ecotax and use of tax proceeds to optimize ecologization principles of production, development and use of cost-effective engineering processes in export-oriented production, and use of renewable energy sources in production having a positive impact on ecological indicators of development of regions and the world community on the whole. It should be mentioned here that the greatest share in global export (56%) belongs to the EU, the

USA, China, and Japan [1]. This forms the basis for consideration of the said countries and regions as determinant subjects of influence on ecologization of international trade relations. However, in the current context ecologization of international trade co-operation takes place under influence of intensifying global processes. In the first instance, this stems from the fact that a country can neither develop on its own nor use all the achievements of the scientific and technological revolution. This results in transformation of development of foreign trade and its ecologization vectors [2]. Therefore, when assessing effects of ecologization of foreign trade, it will be reasonable to use a system of indicators shedding light on both general tendencies in development of national systems of foreign trade around the world and ecological indicators characteristic of the environmental component of interstate trade interaction (Fig. 1):

It should be noted that the growth rate of the share of export in the GDP is higher in developing countries and countries with transformation economies than that in developed countries. In turn, decrease of the share of industrial production is observed in the GDP structure of developed countries. The phenomenon of technological leadership of developed countries is attributable to mass re-allocation of resources within the chain of novel technology-mediated practices with concurrent distribution of respective social and institutional innovations earning a significantly excessive profit, accumulation of which enables modernization of the national economy. Therefore, development of production for the purpose of import substitution does not have any economic sense, because it entails increased investments which it will be problematic to return due to limitation of the national market in the whole range of products, as well as impossible to simultaneously ensure high competitiveness of the latter in the global market [3]. Developed countries have a higher share of services in their GDP compared to other groups of countries which matches their intense transition to principles of post-industrial economy.

Instead, developing countries and countries with transformation economies keep having a high share of export of agricultural and industrial products in their GDP. This stems from availability of respective resources and location of production facilities of technological leaders on their territories. In spite of the fact that the share of agricultural global export is lower than that of industrial products and services, a closer relation between economic activity and the environment is observed in this very industry. This requires identification of effects of ecologization in this sphere of the world economy and trade in merchandises produced by it. In the first instance, this concerns implementation of alternative methods of farming and growing of organic products. The said form of development of the agricultural industry is widely spread in the USA, Great Britain, Germany, France, Sweden, Switzerland, and the Netherlands. In turn, growing of organic products is closely related to ecologization aspects of use of agricultural territories. Furthermore, implementation of resource- and cost-effective and low-waste technologies in the processing industry, and of alternative systems of crop-growing agriculture with limited use of chemical agents increasing crops, as well as of alternative systems of protecting plants facilitates more intense renewal of natural fertility of soil.

Industrial products, oil, cars, drugs, and telecommunication equipment prevails in the export structure of developed countries. Production of the said merchandises has a highly negative impact of the environment [4]. The main exports of developing countries include, among others, oil, thermal electronic devices, natural gas, and computer hardware. During the period from 2005 to 2015 the commodity composition of export of developing countries shifted to some extent and this shift has become evident, in the first instance, in increase of supply of passenger cars, textile products, and electric machines and devices. In the first instance, this is pre-conditioned by location of the said productions on the territory of this group of countries [5].

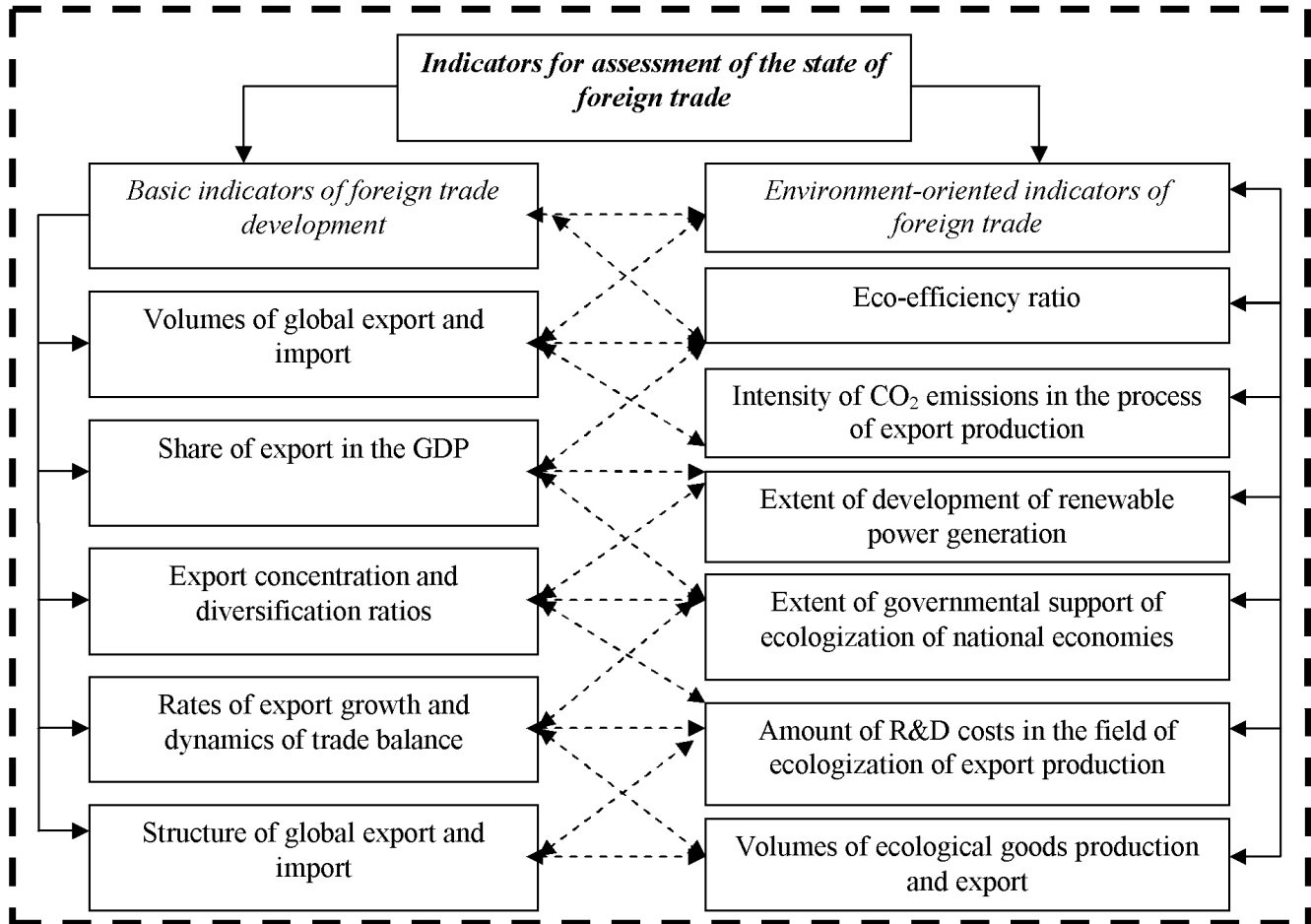


Figure 1. System of Indicators for Assessment of the State of Foreign Trade

The environmental performance index is a composite indicator of environment-oriented foreign trade relations which measures achievements of a country in terms of its ecological situation and natural resource management on the basis of indicators reflecting various aspects of the state of the environment and viability of its ecologic systems, preservation of its biological variety, counteraction to climate change, health of its population, practices of its economic activity, and its environmental load factor, as well as efficiency of its state policy in the field of environmental protection [6].

A high environmental performance index is characteristic of such countries as Finland, Iceland, Sweden, Denmark, Slovenia, Spain, Portugal, Estonia, Malta, and France. This gives evidence to the fact that governments of the said countries focus significantly

on formation of environmental principles of development of national economies, taking into account all internal and external threats to environmental safety. On the whole, acknowledgement of a necessity in implementation of a set of measures directed at optimization of the environmental component of global trade and economic interaction should be considered as the main effect of ecologization of the latter [7]. In the first instance, this is manifested by reduction of air pollutant emissions which instigate climate change and influence substantiation of possible ways of minimization of this process. Ratification of a global agreement that took place at the UN World Climate Change Conference held in Paris in 2015, which is to substitute the Kyoto Protocol, plays an important role in ensuring achievement of the said goals. The primary objective of this agreement

is to significantly reduce greenhouse gas emissions and, thus, to limit global warming of the planet to 1.5–2 °C compared to the average temperature of the pre-industrial age. With regard to this, intensity of CO₂ emissions in the process of development of export production is a key assessment indicator of the state of ecologization of foreign trade. It should be noted here that most of states, including the EU, the USA, and Canada, are implementing a range of fundamental initiatives regarding reduction of environmental load of this indicator [2].

Second, it is manifested by development of renewable energy. In 2014 the renewable energy sector showed increase by ratios of aggregate generated capacity and volumes of power energy produced. Investments in this sector exceeded the amount of respective investments to conventional power engineering. Use of solar energy should be considered as a prospective alternative source of energy resources. In 2015 the number of solar power plants around the world increased by 34% compared to 2015. Countries with the highest level of use of solar powered facilities include China, Japan, Germany, the USA, Italy, Spain, France, and Great Britain.

Use of water-power plants is also important. Water-power engineering is the most technologically advanced way of power generation, and has a guaranteed power resource that can be anticipated. Water-power generation capacities are mostly used by such countries as China, the USA, Brazil, Canada, Japan, India, and Norway. China, the USA, Germany, Spain, India, Great Britain, Canada, and France are leading in use of wind-power capacities. At the same time, intensifying use of wave-power capacity is observed that is based on power generation by sea and ocean tidal surges and ebbs or flow of lowland rivers. In this regard capacities are efficiently used by the Republic of Korea, Canada, and France. Natural and industrial low-grade heat (geothermal) resources are feasible for use as energy sources. Resources of low-grade heat accumulated in the environment that can be used in heat pump systems of heat supply

exceed current and anticipated needs in heat power. Geothermal energy capacities are used intensely in the USA, the Philippines, Indonesia, New Zealand, Mexico, Italy, Iceland, and Kenya [2].

Third, this is manifested by increase in amounts of governmental support of ecologization of national economies. The greatest part of the said resources is directed at ecologization of water resources. Significant funds are allocated by such countries as the Czech Republic, Finland, Switzerland, Finland, and Japan. In our opinion, it should be noted that significant funds are also allocated to facilitating environmental protection (the highest ratios are characteristic of such countries as Denmark, Slovenia, Great Britain, France, and Germany) and development of renewable power engineering (Portugal, Germany, and France).

Fourth, it is manifested by financing of research and development in the field of environmental protection and renewable energy. Power engineering is prevailing in the structure of expenses on research and development in this field. In the first instance, this is pre-conditioned by an opportunity to reduce volatility and production costs in order to improve competitiveness of export products.

Summarized estimation of transformation of development indicators of foreign trade resulting from its ecologization, among other factors, gives evidence to increase in volumes of global export and import, foreign trade turnover, and the share of export of the GDP of developed countries in particular, which means increase in volumes of global production and, accordingly, in influence it has on the environmental component of global development. Prevailing of oil products and industrial products in the commodity composition of export of developed and developing countries requires use of a set of ecologization-oriented measures directed at leveling of their influence on the environment, and in particular, in the context of hazardous emission into the air. Increase in the share of industrial and raw products in the total volume of foreign trade operations under

the influence of ecologization processes requires use of environmental principles of production and rising of its level of environmental friendliness, decreasing main factors of air pollution in the process of produc-

tion activity, use of renewable energy, and development of state investment policy by countries of the world that is directed at facilitating development of environmental projects.

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Section 8. Ethics

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Universalism versus Contextualism in Bioethics

Abstract: The goal of this work is to analyse the paradigmatic concept of universal values important for bioethics such as autonomy, beneficence, justice and developing contextual approaches in resolving the moral questions on bioethics. It also aims to reveal and analyse the importance of universal approaches despite the basic non-eliminability of a context and subjectivity.

Keywords: autonomy, contextualism, subjectivity, universal values, metaethic, normativity.

I.

In modern civilization different cultures adopt different approaches to resolve ethical issues in spite of the long history of human rights, the constant tendency to unification, and the search for a common denominator. Various questions crop up on the course of this search, which are fundamental to ethical rethinking. Some of these questions are: What is the basis for moral behaviour? What is morality? Why does morality undergoes changes? What is the way of knowing the method that can lead to a right decision in a particular situation? We have to acknowledge not only the differences between the approaches of different cultures to solve the same normative problems, but also the differences between interpretations: When the same methods and postulates are used – autonomy, the principle of beneficence, and the principle of justice – inside one culture.

My approach is that universals are important, and we must cultivate and remember while having a true understanding of them. This true understanding does not mean making a hypostasis for deduction out of them. Therefore, the criticism of Winkler, Hoffmaster, and Keyserlingk is right for the most part. I differ

with them in some points: Morality does not supervene culture and experience, and thus contextualism is rigorously limited from the methodological point of view. Also, universals are deemed important exactly as universals, as an ideal rather than adapted and applied instruments to different cultures — it is where I disagree with Keyserlingk's approach. The sum of universals can be compared with the theory of music and solfeggio: they do not guarantee the creation of a symphony in a particular situation and music will exist without them — but the melodies however will be simplified.

II.

Human freedom cannot be separated from being; any deductive argument — a conclusion made out of postulates — or discursive argument (discussions, referendums, etc.) always seem somewhat limited within particular contexts; the human being has to take decisions in a particular situation and face its existential guilt, when all possible variants will have a certain negative tone under the conditions of a rigorous alternative.

Religious postulates, which provide a strict and unambiguous interpretation of many moral issues

and actualize them by its institutions, especially in patriarchal societies, have turned out to be weakened, subjected to reflection in the context of personal freedom as well as in traditions of deep metaphysical rethinking — starting from the Enlightenment. Kant's philosophy should be distinguished in this tradition. Kant's deep epistemological rethinking in —'The Critic of Pure Reason'— also opened the door to deep ethical rethinking, primarily on the continent.

In this context, I shall uphold that it is rethinking of experience supervened by morality — i. e., morality has philosophical-metaphysical roots; exclusively experience is not enough for ethics. With regard to culture, culture is always a derivative of metaphysics with the example of Christianity, which Heidegger called Platonism for the people, while modern European culture supervenes philosophical rethinking of the New Age where we should pay attention to Kant's philosophical rethinking.

However, it was Kant who ennobled the autonomy of the human personality in his moral imperative in which he postulates that the human must not be used as means in any circumstances: the human is always a goal. But the questions remain nevertheless —'How exactly?' and 'What to do in the particular situation?' If a universal postulate does not provide a concrete answer, then is the postulate necessary at all and does its possibility of bringing out a wide interpretation not open Pandora's box for everything?

The approaches to the question 'what to do in the particular situation' are different in the modern bioethics discourse. Contextual approaches, emphasizing a particular situation and particular culture as a whole, have begun to develop; it is the culture that is the course of notion of the good and evil in the latter case.

I shall keep to the standpoint that though contextual approaches can be useful from the tactical and methodological points of view, they are still limited and hypostatization of morality within the context of rigorous opposition to universals is counterproduc-

tive. The problem, on the one hand, arises owing to a misunderstanding of universals and also misunderstanding of culture as a self-givenness but not as a derivative of metaphysics: Platonic, Kantian, of the New Age, etc. Therefore, the contextual approaches, being methodologically productive, remain descriptive in essence; enlargement of the descriptive baggage, with simultaneous elimination of universals, can lead to a situation where the question 'how' will still arise. It would be more difficult to find the answer in this contextual descriptive herbarium due to its inevitable growth, while the landmark of universals used for thinking economy would be lost. As a result, the problems will be multiplied.

The universals do not free the human from the existential guilt. Moreover, religion offers a confession, but modern intentions in the ethical discourse, according to my point of view, are inclined to reduce guilt by givenness of culture. Culture is represented as something fundamental, and independent of the human — i. e., by a certain bypass route of human freedom elimination, and consequently, elimination of responsibility and guilt, as the human has allegedly no power over the formed culture and hence changes synchronously with culture. It means that a certain kind of innocence is supposed for culture itself and dissolution of the human in the culture and hence according to such a contextual strategy both human and culture are innocent. The burden of freedom and guilt is obviously lightened, though the subsequent inevitable step will be the question of culture itself if we proceed from the fact that the human is also able to ask questions about himself.

III.

Further I will analyse metaethical and normative concepts and also express my point of view to it.

Gerhard Ernst, in particular, distinguishes between metaethical relativism and a metaethical objectivism. As for metaethical relativism:

In der einfachsten Variante vertritt der metaethische Relativist zunächst einmal die folgende sprachphilosophische These: Der Satz „Ein Arzt

darf in der Regel nur aufgrund der informierten Zustimmung des Patienten eine Behandlung durchführen“ hat denselben (kontextabhängigen) semantischen Gehalt wie der Satz „**Gemessen am Maßstab meiner Kultur** darf ein Arzt in der Regel nur aufgrund der informierten Zustimmung des Patienten eine Behandlung durchführen [1, P. 224–225].

Metaethical relativist represents, in the easiest variation, the following linguistic-philosophical thesis: The sentence ‘a doctor may carry out treatment as a rule only on account of the informed consent of the patient’ has the same (contextual) semantic content like the sentence ‘in the value context of my culture a doctor may carry out treatment as a rule only on account of the informed consent of the patient’ (Translated by D. Mentuz).

In this case, we deal with indexical moral relativism. The emphasis is placed on the word ‘my’ culture. The moral absolutism here recognizes that moral representations do not depend on their origins and culture but are universal and have to be observed by all.

It is necessary to distinguish the position of metaethical objectivism, which is not reduced to metaethical relativism and nor to moral absolutism referred to in the above-named positions. According to Ernst, the approach to a solution seems the synthesis of metaethical objectivism and normative relativism, where the latter arises when the assessment of the morality of action is believed to be connected with an action context:

Zum normativen Relativisten wird man, weil man glaubt, dass die Beantwortung der Frage, was zu tun richtig ist, vom **Handlungskontext** abhängt [...] Der normative Relativist glaubt also, dass die Beurteilung der Richtigkeit einer Handlung zwar nicht von allen Kontextfaktoren abhängt, aber jedenfalls von Kontextfaktoren, von denen sie nach Ansicht des Universalisten nicht abhängt [1, 227].

One becomes the normative relativist by thinking that the answer of the question what is right to do depends on the context of the action [...] The normative relativist thinks that the judgement of the

correctness of an action does not depend on all context factors, but, in any case, on those context factors on which it does not depend in the opinion of the universalist (Translated by D. Mentuz).

Normative relativism from Ernst’s point of view explains cultural diversity depending on contingent decisions of a certain culture while the value systems are not withdrawn from reconsideration. And the moral differences, which are basically universal, depends on such decisions or cultures representing the desire ‘to strengthen’ one value universally for all culture systems and ‘to weaken’ other values, depending on a situation or concrete culture which makes the decision. Ernst, therefore, rejects metaethical moral relativism, while the value system is present universally for all — i. e., Ernst takes the position of metaethical moral objectivism and at the same time recognizes standard (normative) relativism as accents of different cultures on particular values from the universal system. Also, the moral absolutism in its popular option, as a hypostasis and the basis for a strict deduction, is rejected, while metaethical moral absolutism is considered quite a clear phenomenon:

Der populäre moralische Relativismus ist abzulehnen, insoweit es sich dabei um eine metaethische Theorie handelt. Das normative Anliegen ist dagegen ernst zu nehmen. Der populäre moralische Absolutismus ist weitgehend abzulehnen, insoweit es sich dabei um eine normative Theorie handelt. Auf der metaethischen Ebene ist diese Position dagegen sehr plausibel [1, 233].

Popular moral relativism is to be rejected in so far as it concerns a metaethical theory. The normative content, however, is to be taken seriously. Popular moral absolutism is to be rejected extensively in so far as it concerns a normative theory. At the same time, this position is very plausible at the metaethical level (Translated by D. Mentuz).

Here it would be possible to agree with three things: denial of popular moral absolutism, which amounts to dogmatism and hypostasis of deduction, denial of moral relativism, which is extreme manifesta-

tion of scepticism amounting to denial of a hypostasis (Under hypostasis here, and even further, I basically mean dogmatization of a particular concept either universally or contextually) of contextualism, and recognition of the fact of a normative variety in the current historical situation in different cultures. I do not agree with the conclusion that diversity in cultures has its origin in the different strengths of emphases made by different societies (cultures) on different elements of the same and universal system of values. In my opinion, the origin of normative diversity is connected with culture and experience, but it does not originate from culture and nor experience. Culture itself is a derivative of something more fundamental. The normative diversity has deeper roots, namely *a systematic reconsideration* (rethinking the experience and intellectually denying something from it) *of experience, which took place and takes place differently in different societies, and does not strengthen and weakens something but is capable to deny*. It means the roots of diversity are in philosophical traditions, and therefore systems on which cultures lean and grow can be absolutely different. Systematic reconsideration, therefore, can come to different results at different times. It does not mean that unity is impossible but that contextualism can serve as a method only of tactical smoothening of a situation — a tool that can bring understanding, but which is not the ontological basis.

IV.

Nevertheless, contextualism can serve as an important tactical method in solving specific ethical problems, and it can also serve as a counterbalance to deductive dogmatism.

There are three main principles of applied ethics, those of autonomy, beneficence, and justice.

Ideal moral justification by nature is deductive, problems according to Winkler, arise when people understand that one group of philosophers will act one way in a particular situations and another one — differently, but in the same situation. A solution, according to Winkler, is ‘contextualism’, which is understood by him as follows:

[T]he idea, roughly, that moral problems must be resolved within concrete circumstances, in all their interpretive complexity, by appeal to relevant historical and cultural traditions, with reference to critical institutional and professional norms and virtues, and by utilizing the primary method of comparative case analysis. Applicable moral principles will derive mainly from these sources, rather than from ethical theory on the grand scale [4, 344].

In my opinion, the above-mentioned solution is methodologically reasonable, and decisions are always made in concrete situations and in specific historical conditions. From this, however, it is disputable that the moral principles are the output of these situations; instead, they either precede these situations or are reconsiderations; they are not of concrete single situations or a set of these single situations but are the result of reconsiderations of the large-scale integral eras and expressed in the history of thought.

Further, Winkler analyses the theory of WRE and concludes that a conflict of methodology takes place here. The concrete situation is important, since the decision depends on it. The method of wide reflective equilibrium (WRE) is somehow similar to the coherentism theory of knowledge and is its derivative. The method is described in the following:

There should be a coherence among three divisions of moral thought: our considered moral judgements, a set of principles designed to rationalize and order these judgements, and a set of relevant background theories or understandings about such things as human nature and psychology, the workings of the law and procedural justice, conditions for social stability and change, and the socio-economic structure of society [4, 354].

At the beginning of building a theory, we have our most basic considered judgements. Then, we develop a number of principles to explain the judgements. All the judgements should be brought into a coherent system. Next, we check the principles against the general existing theories, the function-

ing of various institutions, and so forth. There is no epistemological priority of principles. The coherentist system is quite opposite to foundationalism. Principles might be altered or denied, but the complete system must be and stay coherent. The method consists of dialectics of principles, thoughts, situations etc. One main problem of coherentism is that Nobody can say that the whole coherent system is true. A fairy tale can also be a coherent system.

But even in this situation, one can argue that we need a general principle. A crucial question that Winkler raises is:

[To] what extent does direct appeal to normative principle play a determining role in actual moral practice [4, 360]?

It is a fatal question. It is a question of existential guilt. First, it is possible to be sure that there will always be such a context when direct application of the principle is impossible. At the same time, the general principle will still exist for individual, who should make the decision under 'to what extent'.

V.

The similar criticism of 'applied' moral philosophy is stated by Hoffmaster [2, 366–389]. His criticism can be divided into internal criticism and external criticism conditionally. Internal criticism aims to show that a moral theory cannot succeed on its own terms, while external criticism points out that a moral theory cannot account for morality, such as the phenomenon of moral change, and, besides the universalism problems (too high uncertainty and abstractness), which are already designated above in Winkler's concept and the problem of an epistemological coherentism in the theory of WRE, it would be reasonable to add what Hoffmaster mentions about morality domains:

Applied ethics is not helpful in addressing some crucial moral issues because these issues challenge assumptions upon which the theoretical edifice of applied ethics is erected. Perhaps the most obvious examples are **debates about the domain of morality**. What moral status, and therefore what moral

protection, do entities such as fetuses, anencephalic infants, animals, and the environment have? [2, 371].

Hoffmaster's postulation is also the fact that morals proceed from experience, and studying of ethnography can be the solution of many problems. At the same time, if this approach is conceived as a way to a certain achievement of understanding at a certain stage, then it can be reasonable. But it is necessary to avoid naturalization of morals in the way of ethnographic descriptivism when ethics can be anything, which leads to the situation of metaethical relativism. By observing these conditions, it is possible to agree with Hoffmaster that ethnographic studies can be useful and constructive contributions for resolving and understanding ethical problem in particular societies.

Another author whose concept regarding the context and the universal values I would like to mention in this essay is Edward W. Keyserlingk. He defends the universality of human autonomy [3, 390–415].

Keyserlingk protects the principle of autonomy from the standard theory of Western bioethics based on three principles, namely autonomy, beneficence, and justice.

The mentioned ethical universal values as well as to the principles of their interpretation, are fixed both in historical evidence since antiquity and in modern documents. The tradition of ancient codes of medical ethics is inspired by such great historical figures as Hippocrates, Claudius Galenus, Percival and others, although those earlier documents pay more attention to the principles of beneficence and physician welfare, and less or no attention to the principle of autonomy. Modern examples of international codes in healthcare are the Nuremberg Code of 1946, and the Declaration of Helsinki of 1964.

Keyserlingk considers that the principle autonomy can be introduced without cataclysms in other not western cultures if not to perceive it dogmatically. Under this principle, it is understood:

Under the umbrella of that principle are typically placed these derived obligations: respect for autonomy, the protection of nonautonomous persons and those with diminished autonomy, informed consent, privacy, and confidentiality [3, 390].

Some philosophers believe that autonomy is more or less a Western value and idea that focuses on a rational agent which exists often in a conflict with others, free of strict social determinations.

Other critics are even more radical; they insist that it is useless to construct universal ethic codes, and it would be reasonable to let each culture to formulate its own code from the understanding of its own moral, social, cultural, and economic context and traditions.

Respect for personal autonomy means an obligation to value the autonomous choices and actions of others — those made by people who are competent, informed, and acting voluntarily [3, 398].

Keyserlingk insists that respect for autonomy in many less developed societies should not be viewed as a destructive import from the West. This can be achieved by taking the indirect route and forsaking short-range approaches: It will not be easy and even possible for every society to change healthcare standards or research practices immediately, given the variety of economic, social, and other factors, which, in many cases, give rise to that conduct.

In my opinion, it is rather a weighed position: First, communication with universal values remains generally important, and second, considering the above methodology, contextualism with reasonable limits may be productive in concrete situations.

Conclusion

In conclusion, I would like to emphasize the following points: the role and correct application of contextualism, the goal of the theory, coherentism and the importance of the WRE theory especially regarding justice, the importance of ethical codes in medical practice, and the goal of the ideal of universality.

The role and correct application of contextualism: nevertheless, contextualism can be a very important method in solving specific ethical problems. It can serve as a counterbalance to dogmatic deduction and also to a pole of abstract universal values, but only when universal values are not rejected by contextualism as something indecent. Otherwise, we will see a hypostasis of a context, which may lead to full moral relativism and disappearance of ethics.

The Goal of The Theory: I agree with critics that it is not necessary to impose on universal values tasks not peculiar to them. Epistemology does not tell us what exactly is true and how exactly in every particular situation we can achieve knowledge, just as solfeggio does not teach us how to compose an ingenious symphony.

Coherentism and WRE theory ‘The Missing Ingredient In Codes of Ethics: Social Justice’: In my opinion, it is necessary to pay close attention to coherentism and to the WRE theory. I consider coherentism as one of the perspectives and productive branches of epistemology. If the majority of statements of coherent system are true, then we can hope that the entire system is true. It would be possible to agree here with Keyserlingk that the principle of social justice is insufficiently presented in ethical codes.

The importance of ethical codes in medical practice: A primary function of ethics is that of affirming the right of the individual patient and the research subject to be protected from unjustified and harmful incursions by the state, the medical and research establishments, or other institutions. And the most compelling and even indispensable moral basis for such a right is the principle requiring respect for personal autonomy.

The goal of ideal of universality: The goal of codes does not only codify the summaries of standards. Aspiration rather than strict deduction is the main task of the ethical theory and universal values reflected in codes.

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