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CONTENTS

ECONOMICS

The role of the consumer basket as a tool for regulating the quality of life and safety at different stages of development of the Russian economy

Khristolyubova Natalya Evgenievna.....8

Small business in Russia in modern conditions

Korsakov Kirill Evgenyevich.....16

Natural resource factor of value formation of mining companies (on the example of logging enterprises of the Komi Republic)

Ulyasheva Larisa Gennadjevna.....26

JURISPRUDENCE

On the issue of the mechanism for the protection of honor, dignity and business reputation by compensation for moral harm

Turshuk Lyudmila Dmitrievna, Selivra Maksim Nikolayevich.....34

Issue of determining the amount of compensation for moral damage through the prism of retrospective and modernity

Turshuk Lyudmila Dmitrievna, Selivra Maksim Nikolayevich.....42

The impact of the Fourth Industrial Revolution on the development of new forms of investment

Kazachenok Olesya Pavlovna, Stepanova Irina Aleksandrovna.....51

The use of blockchain technology in settlements for foreign trade payments

Kazachenok Olesya Pavlovna.....55

PEDAGOGICAL SCIENCES

Problem-active forms of education as a tool for implementing a competency-based approach

Abildina S.K., Bozakhaeva G.K......60

Content of professional competence of a teacher of professional education

Filimonyuk Lyudmila Andreevna, Sorokina Elena Nikolaevna.....66

Program of socio-pedagogical support for the value self-determination of at-risk adolescents

*Raschetina Svetlana Alekseevna, Yakovleva Natalya Fedorovna,
Faizullina Ksenia Alexandrovna*.....74

Entrepreneurship as a possible type of professional activity to be mastered by graduates of the University of physical culture

*Tyutyukov Vyacheslav Grigoryevich, Ivanov Andrey Viktorovich,
Borodin Peter Vladimirovich*.....83

Health care as one of the main tasks at the initial stage of training foreign students

*Gafiyatullina Gyuzyal Shamilevna, Tropina Irina Anatolievna, Sayamova
Valentina Ivanovna, Chernenko Elena Vladimirovna,
Oleshko Tamara Vasilyevna*.....90

Cross-border cooperation in the training of management education personnel: the southern dimension

Fokin Nikolay Igorevich, Sukhorukova Liudmila Mikhailovna.....96

Personal problems of younger school students in conditions rural school

Badashkeev Mikhail Valeryevich, Buskinova Marina Nikolaevna.....103

Modern scientific approaches to teaching foreign students to speak on the material of the language of the specialty

*Borzova Irina Aleksandrovna, Tropina Irina Anatolievna,
Chernenko Elena Vladimirovna, Dyachenko Svetlana Mikhailovna,
Mirzoeva Susanna Ambartsumovna*.....106

The development of communication skills in preschoolers in psychological and pedagogical research

Farkhutdinova Svetlana Gusmanovna, Nikulitsa Rostislav Vitalievich.....114

PHILOLOGY

Hypotyposis as a type of intertext

Borova Asiyat Ruslanovna, Ali Ismail Amir Adam.....118

Irony as a linguistic and cultural phenomenon in the fiction of E.M. Remarque and its Russian translations

Nechay Yuri Petrovich, Linke Nadezhda Olegovna.....124

Ethnocultural specifics of the concept "city" in O. Pamuk's novel "Istanbul. City of Memories"

Nechay Yuri Petrovich, Nechay Artur Valeryevich.....130

Prohibitions and prescriptions preventing a person from having a large birthmark

Zaporozhetz Valentina Vasilievna.....137

PHILOSOPHICAL SCIENCES

Music as the subject of philosophical analysis

Kulbizhekov Victor Nikolayevich.....147

PSYCHOLOGICAL SCIENCES

Counterproductive work behavior motivation, demotivating factors and staff burnout syndrome

Kruglova Marina Anatolyevna, Stolyarchuk Elena Anatolyevna, Budanova Anastasia Alekseevna.....153

Critical events in the work of remote teams

Kruglova Marina Anatolyevna, Kruglov Vladimir Georgievich, Artamonova Sofia Vitalievna.....161

MEDICAL SCIENCES

Decompensation of non-psychotic mental disorders after suffering COVID-19

Golovina Alla Gennadiyevna, Shmakova Olga Petrovna.....167

The effectiveness of the use of synbiotic in the complex treatment of oral dysbiosis

Vecherkina Zhanna Vladimirovna, Shalimova Natalia Aleksandrovna, Chirkova Natalya Vladimirovna, Smolina Alina Aleksandrovna.....172

Organizational problems in providing medical care to children and adolescents with acne (review)

Golikova Lyudmila Olegovna, Antonenkov Yuri Evgenyevich, Chernov Alexey Viktorovich, Tatarkova Yulia Vladimirovna.....176

Combined neuroprotection in recovery cognitive functions

Badashkeev Mikhail Valeryevich, Shoboev Andrey Eduardovich.....186

Method of delivery as a perinatal factor in the formation of general speech underdevelopment

Denisenko Anastasia Sergeevna, Denisenko Anna Nestorovna.....189

TECHNICAL SCIENCES

Analysis of micro-and macro-cavities in non-deformable anisotropic solid media by non-destructive testing

Ryazhskikh Viktor Ivanovich, Krasnov Andrei Andreyevich.....193

Industrially applied methods for the production of pomegranate polyphenols

Hafizov Samir Gharib, Hafizov Gharib Kerim.....198

Left Ventricular Assist Devices in the Management of End-Stage Heart Failure

Antipushina Ekaterina Sergeevna, Antipushina Diana Nikolaevna.....208

THE ROLE OF THE CONSUMER BASKET AS A TOOL FOR REGULATING THE QUALITY OF LIFE AND SAFETY AT DIFFERENT STAGES OF DEVELOPMENT OF THE RUSSIAN ECONOMY

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Abstract. *In the article, the author examines the role of such important socio-economic indicators as the consumer basket, the subsistence minimum, the minimum wage in monitoring, assessing and regulating the quality of life of society as a whole, different social groups and the individual, which is especially important in the modern stage of scientific and technological development of Russia. Sustainable scientific and technological development of the country is based on the special role of man as the main factor of production, and imposes strict requirements on the level and quality of human and social capital. The level of quality of life of the population acts as both an "accelerating" and "inhibiting" driving force for the development of the state. Ensuring the necessary and sufficient level of quality of life of the population at the present time, to solve current and strategic socio-economic problems is a challenge for all countries of the world economy. The relevance of the study of this topic is determined by the fact that in January 2021, the Ministry of Labor and Social Protection of the Russian Federation adopted a fundamentally new method for calculating the subsistence minimum, the minimum wage, and the role of the "consumer basket" indicator was also changed.*

Keywords: *consumer basket, living wage, minimum wage, quality of life of a person and society, human capital, safety, danger, poverty level, scientific and technological progress.*

Russia, among other countries of the world economy, is solving the problems of modernization and the transition of the economy to a new technological mode associated with the spread of scientific and technological progress not only in the sphere of production, as it was at the previous stage, but also in virtually all areas of human life. Under these conditions, people and human capital are promoted by progress to a leading position, and are the main factor in the production of both

traditional and modern goods. Currently, the level of human capital (that is, competencies, knowledge, skills, skills that a person has accumulated in the learning process, obtained as a result of practical activities), which allows him to create value on a global scale, is acquiring special significance. The quality, composition and structure of human capital is a competitive advantage domestically and in the global economy. It has been scientifically proven that the level of human capital is interconnected and interdependent with the level of the quality of human life. A high level of quality of life of the population and a high level of human capital are the necessary prerequisites, factors and the result of the process of progressive socio-economic modernization of the country, regions, industries and departments. Otherwise, these indicators can act as restraining and even inhibiting factors of development, changing the nature of the modernization process, causing, instead of the expected public solidarity (the idea of the need for public solidarity to respond to modern threats, challenges and risks is developed in the "Society 5.0" building program, which is being implemented now in Japan) [1], a dangerous stratification of society into different social groups with divergent, parallel and conflicting interests [2].

In world practice, the quality of life indicator is used as an aggregated measure of the quality of life of a person, society and the state in the system of regional and national government, including objective (standard of living, life expectancy, level of education, health care, etc.) and subjective (satisfaction of a person with his life, whether he considers his life to be happy, prosperous, protected, etc.) indicators and indices characterizing society as a whole and an individual person (which is a more difficult task).

Society consists of a set of individuals, therefore, the quality of human life, the human capital accumulated and realized by him in the process of life, acquire special significance, and the level of social capital depends on them, affecting the security, direction and potential of the country's development, especially in the context of a constantly growing scientific technological progress. Man has ceased to be perceived as a "cog" of a huge mechanism. A modern person now does not postpone the satisfaction of his various interests and needs for an indefinite time (as it was 50 years ago), but wants to live here and now, and often sees hedonism as the goal of his life. Of great importance for the formation of a person's interests, needs and incentives that induce him to activity are samples of mass culture, which, thanks to network trade, scientific and technological progress (telecommunications, the Internet, etc.), are freely distributed in the global space.

In Russia and a number of other countries of the world, such indicators as: "subsistence minimum", "consumer basket", "minimum wage" are traditionally used as tools for monitoring, assessing and regulating the quality of life of the population and individuals. At different stages of the country's socio-economic

development, depending on the goals, scale and priority of tasks, the level of progress, these indicators performed different functions, had a different composition and structure, and established different interdependencies.

The conducted scientific historical research and analysis show that in the practice of Russian management, the "consumer basket", "subsistence minimum" and "consumer budget", as their logical prototypes were used in the Soviet and pre-revolutionary period of management. In 1913, in Russia, a list of 24 names of agricultural and industrial products and goods was used to analyze the standard of living. In 1928, the Soviet government calculated the consumption set to assess the standard of living of the population. The set has already been expanded to include 40 food items and basic necessities, it also includes utilities, urban transport costs, as well as education and cultural needs (for example, 4 newspapers, 0.5 sheets of writing paper, 8 trips to the cinema). During the transition of the Soviet economy to the system of market economy, at the stage of perestroika in 1989, the program "Transition to the market" [3] used a new socio-economic concept - "the minimum consumer basket", developed by the USSR State Labor Committee. It was planned that the entire system of socio-economic indicators of the country would be based on this indicator. The methodology for calculating the minimum consumer basket differed from the consumer basket in the modern sense. It was planned with this minimum consumer basket to satisfy not the minimum needs of a person, but to ensure a decent standard of living for a person, even with minimal income. The basket included 12 items of expenditure, including: food - 76 items, clothing - 45, sanitary items - 28, furniture - 20, dishes - 28 and more than 250 items of services (including housing and communal services, transport, communications, recreation, gifts, flowers, etc.). In the new Russia in 1992 the very concept of a "consumer basket" appeared, based on the minimum consumer budget (in fact, it determined the level of human survival). The composition and structure of this consumer basket was determined by the need to support the impoverished population after the monetary reform (Pavlovsk) in 1991. The territory of Russia was divided into eight zones, and the consumer basket included only food products - 35 items, accounting for 70% of the minimum consumer budget, the other part was not deciphered, and non-food products are presented in relative terms. The methodology for calculating the subsistence minimum has changed, its national values, as well as the territorial and natural-climatic characteristics of the country's regions, have been taken into account.[4] In 1999, Federal Law № 201 "On the Consumer Basket" was adopted in Russia as a whole [5], and on the basis of "Methodological Recommendations" № 192 approved by the Government of the Russian Federation, the composition and structure of the consumer basket was established. [6] The consumer basket included 129 items of goods and services.

In 2001 and 2005, new versions of the law "On the consumer basket in the

Russian Federation" were approved, which were adopted by the Ministry of Labor and Social Protection of the Russian Federation "Methodology for calculating the value of the consumer basket" in 2001 and 2005, respectively. In the 2005 methodology, an innovation was the division of the constituent entities of the Russian Federation into three natural and climatic zones (with cold, temperate and warm climates), which affected the consumption of non-food products. Some of the items of the consumer basket began to be set not by composition (as was the case in previous versions), but by percentage, which may indicate a further trend towards a reduction in consumption expenditure rates. In 2006, the Federal Law "On the consumer basket in Russia as a whole" № 44 (dated 31.03.2006) was adopted. The composition and structure included 29 consolidated items in three groups: food, non-food products and services. In 2010, FZ №332 "On the consumer basket as a whole in Russia in 2011-2012" (dated 08.12.2010) was adopted, in the composition, structure and volumes provided for by the previous FZ - №44. This FZ became invalid on January 1, 2013 due to the adoption in 2012 of FZ "On the consumer basket in Russia as a whole" № 227 (dated 03.12.2012) and was valid until December 31, 2020 inclusive. (In the current FZ "On the consumer basket in Russia as a whole," Article 1 sets the terms for revision, at least once every five years. Consequently, the expected period for revising the consumer basket is the beginning of 2018, but Article 4 on the validity period of the law № 421 - FZ (dated 28.12.2017) changes were made that extended the validity period of the actual consumer basket until 2020). Since 2018, the consumer basket has been legally used to establish the average monthly living wage for a person, which corresponded to the minimum wage, but was not supposed to exceed it according to the standards. In accordance with Russian legislation, the size of the minimum wage was set annually in the amount equal to the full subsistence minimum of the working-age population in the country as a whole for the second quarter of the previous year and was used as a tool in overcoming social inequality and fighting poverty in the country.

Thus, this review and analysis of the main stages of the formation and development of the consumer basket, the subsistence minimum, as scientific concepts and socio-economic indicators, proves that the state was searching and adapting a meter that would perform control and regulatory functions to ensure a safe, necessary and sufficient living standards of the population, taking into account the actual socio-economic situation of the country.

The value of the subsistence minimum was adopted in Russia as a basic socio-economic indicator, measured in value and physical terms of the consumer basket, including mandatory payments and fees. The consumer basket is the minimum set of food and non-food products and services established by the state that a person needs to meet physiological needs, maintain health and ensure safe life.

The goal of improving the indicators "consumer basket" and "subsistence minimum" at the Soviet stage was a steady increase in the well-being of citizens, at the present stage, an increase in the quality of life of both society as a whole and an individual. Comparing the consumer baskets of the Soviet period and the modern one, we note that the Soviet basket was constantly growing, while the modern one demonstrates a steady tendency towards a simplification of the structure and a decrease in volumes. The actual composition and structure of the consumer basket and the subsistence minimum calculated on its basis make it obvious that they are significantly behind the scientifically grounded norms of rational consumption and income level, which allow a person to overcome the poverty line and maintain a decent standard and lifestyle. The volume of the consumer basket and the size of the subsistence minimum influenced not only the size of the minimum wage, but also the size of pensions, social benefits, subsidies to low-income citizens, scholarships for students, the amount of alimony and money for the payment of maternity capital at the birth of a third and subsequent child and other types material support for different groups of the population, and also served as a guideline by which the poverty threshold is determined. The consumer basket has traditionally been a tool for providing different groups of the population with a socially guaranteed maximum permissible level of consumption of economic benefits.

In the media in 2019, there were publications about conducting social experiments, when a person followed the norms of the consumer basket in consumer behavior, at the end of the month, a person's labor ability and health declined dangerously. This example and the experience of the life of a part of the country's population based in life on the consumer basket, the subsistence minimum and the minimum wage proved that it is almost impossible to overcome poverty, as a result, the level of personal security of a person is extremely reduced (in such conditions, a person not only has no opportunity, but also cannot save the already acquired one). With the massive nature of these socio-economic processes, the security of society and the state decreases (a long life in poverty for children, as the future development of the country, is especially dangerous), therefore, the need for accelerated institutional transformations in this area was obvious. According to Rosstat, in general, the cost of the consumer basket has increased 4.9 times (in 2001 - 883 rubles, in 2019 - 4367 rubles). Inflation during this period increased by 5.33 times.

From the 2000s to the present, the President of the Russian Federation, the Government, the Public Chamber, scientists-researchers, politicians, independent trade unions, public figures and other subjects of management have asserted the need for a radical modernization of the existing consumer basket in order to reduce the level of poverty (according to the Deputy Chairman of the Government of the Russian Federation T. Golikova in 2020, 12.7% of the total population - 18.5

million people are considered poor, that is, these are citizens whose incomes are below the subsistence level), ensuring social justice and ideas of accumulation and preservation of sufficient potential for a person to live in conditions wide dissemination of the achievements of scientific and technological progress in all spheres of life and branches of activity.

In 2018, a special working group was created at the Ministry of Labor and Social Protection to improve the methodology for determining the consumer basket and the subsistence level. During this period, until December 31, 2020 (until the entry of the new law on the consumer basket), a lot of preparatory work was carried out: the world experience was studied; specialists from the Federal Research Center for Nutrition and Biotechnology were involved, political parties "Fair Russia", "Communist Pariah", etc. made their proposals, and as a result, various proposals were made. It was proposed: to expand the list of products, goods and services (for comparison, there are 156 items in the consumer basket of Russia, 700 in Germany); to allocate more socio-demographic groups (in the current basket, three groups were distinguished: the able-bodied population, pensioners and children, leaving without attention and ensuring the specific interests and needs of the rest of the unaccounted part of the population: young children, schoolchildren, adolescents, women, pensioners, centenarians, etc.); revise the structure of the consumer basket and bring it closer to physiologically more justified norms of healthy nutrition and the necessary requirements of scientific and technological progress for non-food products and especially services, etc. For the first time, the Federal Research Center for Nutrition calculated food consumption separately for men and women, which will amount to 980 kg for men and 837 kg for women per year. To raise the minimum wage to 50-60 thousand rubles, and the living wage to at least 31 thousand rubles.

On January 1, 2021, a new law came into force, which proposes to abandon the consumer basket and switch to a new system for determining the minimum social guarantees. This law can be viewed as an act of radical modernization. Among the proposed innovations, we will single out, first, the rejection of the consumer basket when calculating the minimum wage. According to the Ministry of Labor, it is not planned to calculate the consumer basket in the future.[7] Secondly, the relationship between the consumer basket and the cost of living has been broken. The subsistence minimum is no longer the statistical cost of the consumer basket, but is determined on the basis of the median per capita income for the previous year (according to Rosstat, in 2019, the median per capita income is 26,365.3 rubles). It is not installed for a quarter, as it was before, but for a year. The subsistence minimum is 44.2% of the median income. In accordance with the new methodology, the subsistence minimum will increase by 3.7% (which will amount to an increase of 185 rubles). Thirdly, the minimum wage is interconnected with the cost of

living and the median wage. The minimum wage is 42% of the median salary in the country, and should not be lower than the subsistence minimum for the next year. The minimum wage will increase by 5.5% to 12,792 rubles (this corresponds to an increase of 662 rubles). Fourth, the ratio of the subsistence minimum to the median income, and the minimum wage to the median salary will be revised at least once every five years (previously, the consumer basket was also revised every five years and the revision increased its cost from 3-5%). Fifth, in the new methodology, the absolute approach to calculations has changed to a relative one.

The advantage of the new technique is the simplicity of the calculations. It is expected that the subsistence level will grow as the real incomes of the population grow, and the income of working citizens will grow at a higher rate than the subsistence level. [8] But let us note that all countries of the world, including Russia, are in a state of pandemic, and the real disposable income of the population is not growing, but even decreasing. According to Rosstat, real cash disposable income of the population in 2020 decreased by 3.5% compared to 2019 (in the second quarter of 2020, which was the peak of self-isolation from COVID-19, this indicator decreased by a record 8.4% in annual terms). According to NielsenIQ, during the pandemic from September 2020 to January 2021, the share of Russians whose incomes decreased due to the pandemic doubled to 53%, the global average of this indicator was 46%.

In such crisis conditions, the subsistence minimum calculated using the methodology using the consumer basket will be higher than in the new version - according to the median income. Objective calculation of real monetary income per capita is a difficult task for both calculation and control, and this is dangerous due to errors in establishing the level of the subsistence minimum and the poverty threshold, also does not reflect the true income from employment, the indicator of average wages. National, regional natural and climatic features of 85 subjects of the country disappear (a person experiences different needs in different climatic conditions, including primary ones).[9]

Thus, we believe that ignoring the consumer basket when calculating the subsistence minimum, minimum wage and other socio-economic related indicators is a transition to a less sensitive, objective and manageable vital system. Under the previous conditions, it was possible, on the basis of monitoring and analyzing the actual composition and structure of the consumer basket, to assess its adequacy to the current socio-economic state of the state and regulate, now these abilities are lost, and the cost of living indicator becomes abstract. We believe that the "withdrawal" from the use of the consumer basket is erroneous, the entire history of its use confirms this, and the scientific discussion on updating should be resumed. The consumer basket needs to be modernized, based on the best elements from proven practice, for example, the consumer basket should be based not on the min-

imum consumer budget, as it has been for 20 years, but on a rational budget that allows one to approach the average income of an able-bodied person, supplement and take into account modern trends in the development of the Russian and world economies.

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SMALL BUSINESS IN RUSSIA IN MODERN CONDITIONS

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Abstract. *The problem of small business development in the current situation, taking into account the restrictions associated with the coronavirus pandemics, is of particular economic, social and public importance. The paper examines a number of problems and negative trends in the development of small businesses and formulates proposals for the development of a specific mechanism for supporting small businesses in modern Russia. To achieve this goal, we briefly describe the institutional characteristics of small business as a special form of entrepreneurial activity, identify the features of development, individual factors that stimulate and hinder small business, as well as the forms and prospects of state support for small businesses.*

Keywords: *entrepreneurship, economy of small businesses, business support, development strategies, business promotion policies, interaction between business and government, pandemic*

The share of small business (hereinafter - SB) in Russia's GDP is now only 22.3% [1], and by 2024 it should increase by 17.7%. For comparison: the share of such business in the US GDP is 52%, EU - 67%, Japan - 55% [2].

Meanwhile, SB plays a significant role in the development of the economy of any state. It has a serious potential for saturating the market with high quality goods, creating jobs and providing employment for the population, increasing the turnover of funds, but also affects the growth of scientific and economic progress. This, of course, makes it possible to solve a number of topical economic, social and even psychological problems of society, contributes to the positive development and formation of the state, providing persistent and stable positions within the country and in world rankings.

The development of small business in the current situation is acquiring special economic, social and public significance. To date, there is no doubt that the support and protection of SB is the most important priority task facing the state and society, which involves defining the characteristics of SB, its specific features as a

type of entrepreneurship, the specifics of functioning, defining the priority tasks of its development and support as legal, and by economic means.

As Khuzhin A.M. rightly notes, "viable mechanisms" are required for the development of SB, elements of business protection, self-sufficient levers for regulating subjects from external sanctions, stability and guarantee of contractual relations, additional mechanisms for protecting property rights, stimulators for the development of the service sector and a number of other legal provisions that meet the modern challenges of the economic development of the state [6].

SB is indeed affected by a number of negative factors. Let's designate some of them. For example, in the opinion of a number of experts, significant concerns for SB are caused by the active participation of the state in the economy, which affects competitive relations.

The development of SB is harmed by the so-called economic terrorism, which is defined as a special kind of violent influence on society with the aim of destabilizing it. The ideology of economic terrorism includes various ideological concepts of the destructive nature of the impact on the economy to undermine the economic basis of the state by intimidating the business elite, socially active groups of entrepreneurs in order to achieve specific economic or political goals or make profitable decisions [5].

An equally urgent problem is the instability of tax legislation, which acts as a destabilizing factor for SB, reducing the possibility of stable and rational work. Even with the improvement of taxation conditions for SB, this necessitates constant monitoring of changes and making adjustments to business plans, which causes additional costs, and the constant expectation of such changes impedes the implementation of long-term projects due to the low predictability of tax costs when developing business plans.

It becomes obvious that comprehensive measures are needed that provide real support, affecting SB, which implies an increased interest of specialists in various fields of economics and law in the title issue.

The purpose of the study is to formulate, on the basis of the analysis of scientific and practical literature, one's own view of the trends in the formation and the specifics of the functioning of SB in modern Russia. To achieve this goal, the institutional characteristics of SB as a special form of entrepreneurial activity are briefly given, the features of development, certain factors that stimulate and inhibit SB, as well as the forms and prospects of state support for SB are identified.

A serious contribution to the study of the issues of the formation of SB was made by Agapova E.V., Belyaeva O.A., Boyko I.P., Bukhvald E.M., Vilensky A.V., Grishina E.P., Guseva T.A., Letashova I.S., Kovalenko S.V., Pleshanova O.P., Messengisser M., Minvaeva M.S., Khramtsov A.B. and others, whose works were the theoretical basis of the study.

The normative basis for the work was the Federal Law № 209-FZ of 24.07.2007 (as amended on October 27, 2020) "On the Development of Small and Medium-Sized Businesses in the Russian Federation" (hereinafter - Law № 209-FZ), Passport of the national project "Small and medium-sized entrepreneurship and support for individual entrepreneurial initiative", approved by the Council under the President of Russia for Strategic Development and National Projects, Resolution of the Government of the Russian Federation of December 30, 2018 № 1764 "On Approval of the Rules for Granting Subsidies from the Federal Budget to Russian Credit Institutions for Reimbursement of Lost Income on Loans, issued in 2019 - 2024 to small and medium-sized businesses at a preferential rate."

Small business concept and criteria

SB as a concept has no legislative definition. Specialists in the field of economics and law use it along with the concepts of "medium business" and "large business". In the normative legal acts, the categories "small business" and "small business entity" are fixed, which have replaced the concept of "small business" (introduced into circulation by legislative acts of the 90s).

In modern legislation, the concepts of small and medium-sized businesses are often combined into one category in the context of the benefits and incentives provided, however, the differences in the qualitative parameters of these entities are obvious.

It seems reasonable to understand SB as a type of entrepreneurial activity carried out by subjects of economic relations under certain criteria established by regulatory legal acts. The general criteria for classifying business entities as SB are: the number of personnel; the size of the authorized capital; the amount of assets; the volume of turnover (profit, income).

The variety of criteria for classifying business entities as SB in different countries is associated with the peculiarities of the political structure, the structure of the economy, as well as the attitude of the state to the role of SB in the economy and production, which cannot but affect the share of small enterprises in the general economic complex of states. In most modern states, the determining criterion for SB is the number of employees for the reporting period.

In the Russian Federation, an SB subject must meet three main characteristics:

- the limiting value of the average number of employees for the previous calendar year - up to one hundred people for small enterprises (among small enterprises, micro-enterprises stand out - up to fifteen people);
- limit values of income received from entrepreneurial activity for the previous calendar year, determined in accordance with the procedure established by the legislation of the Russian Federation on taxes and fees, summed up for all types of activities and applied under all tax regimes, micro-enterprises - 120 million rubles; small businesses - 800 million rubles;

- limitation of the total share of participation in the capital - no more than 25% of shares in the authorized capital of a limited liability company or the joint capital of an economic partnership, or not more than twenty-five percent of the voting shares of a joint-stock company.

In accordance with Part 1 of Art. 4 of Law № 209-FZ, SB subjects can have different organizational and legal forms: business companies, business partnerships, business fellowships, production cooperatives, consumer cooperatives, peasant (farm) enterprises and individual entrepreneurs.

The range of activities for SB is quite large and covers many sectors of the economy. Among the exceptions are areas of activity that, for one reason or another, are prohibited by law or belong to strategic sectors of the economy.

Small business functions

Based on the experience of Russia and foreign countries, it can be argued that the effectiveness of SB subjects is the most important factor in the successful solution of the following problems: the formation of competitive economic relations that contribute to meeting the needs of the population and society in certain services, expanding their range and improving the quality; their approximation to specific consumers; promoting the modernization of the structure of the economy, since SB makes the economy flexible and mobile; attracting private funds for the development of a particular business, since a partnership in SB is characterized by a greater interest of partners in investing private capital in an enterprise); creating additional jobs, reducing the unemployment rate; more effective use of people's entrepreneurial abilities; involvement in labor activity of certain groups of the population for whom work in large-scale production has certain restrictions (housewives, pensioners, students); intensification of scientific and technological progress in various spheres of the economy; development and use of local resources (economic, labor, financial); and much more.

SB, as noted above, not only increases the country's GDP, but also performs important functions, for example, generates innovative activity, which is achieved through the rapid introduction of innovations into production and management. This is confirmed by the latest statistics. Thus, small enterprises in the United States introduce 2.5 times more innovations than large businesses [4]. In the Russian economy, unfortunately, the innovative character of small business is still quite weak. According to studies of the entrepreneurial potential of Russia, it turned out that the majority of start-up businessmen (60-70%), regardless of the stage of their business development, offer or will offer a product (service) that is not new to anyone.

Summarizing the available research in the field of SB functions, we believe it is possible, with all the variety of such, to systematize them into 5 groups: 1. general economic functions determined by the economic role of SB, since the activ-

ities of small businesses are aimed at meeting the needs of society and determine the conditions for economic growth; 2. social, due to the fact that the efficiency of small business entities directly affects the amount of funds received in budgetary and non-budgetary funds, the growth in the number of jobs, etc. 3. resource, the allocation of which is dictated by the special purpose of the activities of small businesses - maximizing profits in conditions of limited resources. In this regard, for each subject of SB, it is relevant to search for the optimal ratio of production factors that ensure minimum costs and maximum profit; 4. organizational, due to the connection of SB with the formation of an economic unit, with the creation of an entrepreneurial structure, the processes of reorganization, expansion or liquidation of a business; 5. innovative, predetermined by the risky innovative nature of the activities of small businesses.

These functions of SB place its development among the most important state tasks, make it an integral part of reforming the Russian economy as a whole.

Features of small business development in Russia

As the experience of modern states shows, technical progress and the fullest possible satisfaction of the needs of society are determined in many respects by the effectiveness of the work of SB subjects. This is due to the fact that SB, "ideally" ensuring the efficiency of innovation, mobility of technological changes, competition, as well as the rapid growth of the service sector and employment, creates a situation in which prices fall, the consumer receives high quality services, and the amount of tax revenues growing.

In the Russian Federation, unfortunately, there are a number of negative factors that hinder the progressive development of SB. First of all, we are talking about a complex and unstable economic and financial situation, characterized by high inflation, slow establishment of new economic ties, low payment discipline, high interest rates, and weak legal protection of small businesses.

The low level of organizational, economic and legal knowledge of entrepreneurs, the lack of proper business ethics, economic culture both in business and in the public sector does not contribute to the development of SB.

It is also worth noting the inconsistency, ineffectiveness of the organizational and legal framework for regulating SB at the level of the constituent entities of the Russian Federation and in municipalities.

The development of SB in Russia is hampered by the lack of a coherent, clear economic and legal policy in the field of small business, the fragmentation of measures of state support for SB subjects, the complexity and lack of transparency of state control, and the instability of the legislative framework.

And, finally, one cannot fail to draw attention to the negative attitude of a certain part of the population towards SB, which often considers entrepreneurship as a scam, deception, profit from the needs of the population.

The difficult situation that has developed in 2019-2020 in the economy of not only Russia, but also other states, negatively affects SB in all directions. Academic economists, financiers and lawyers, as well as the subjects of the SB, note that the level of inflation and rising prices in all spheres of the economy put many enterprises in this sector on the brink of bankruptcy. Among them, first of all, enterprises operating in the production of domestic goods and household services for the population, consuming raw materials, materials, the cost of which is constantly growing. The tax press is putting pressure on manufacturing enterprises in the small business sector.

A feature of Russian small business continues to be its high "shadowization". According to various estimates, from 30% to 50% of the real turnover of SB subjects evades taxes for a variety of reasons. In this situation, not only is the tax base shrinking, but the state also loses a significant part of its potential resources when solving socially significant problems. Do not forget about the criminalization of the economic sector.

We believe that the current economic, organizational and legal conditions for entrepreneurial activity in Russia by SB subjects nullify the incentive mechanisms for such activities fixed by the state and undermine the spirit of entrepreneurship.

Meanwhile, it is the increase in the share of SB enterprises that will allow the Russian economy to develop dynamically. SB should take a more significant position, since it is able, with relatively small investments, to provide stability at the micro level and change the institutional and structural imbalances at the macro level.

Current factors of growth and decline of small business

Russia improved its position in the Doing Business ranking every year, moving up from 124th place in 2010 to 28th place in 2019, which could indicate an improvement in the formal conditions for doing business. However, the rating does not fully take into account the conditions for the activities of SB subjects, and calculations are carried out only for Moscow and St. Petersburg, in which doing business is obviously more profitable due to the concentration of effective demand than in most regions.

In 2018-2020, the Russian Federation increased funding for relevant measures of state support for SB as part of the implementation of the national project "Small and Medium Business and Support for Entrepreneurial Initiatives." However, the number of small and medium-sized businesses in 2019 decreased by 118,000 units compared to 2018, and the number of people employed in the sector fell to 18.8 million, i.e., decreased by almost half a million people. Let's make a reservation right away that the goal set in the national project for 2024 is defined as 25 million people. At the same time, the share of the small and medium-sized business sector in GDP in 2018 decreased to 20%, while the target set by the project is 32.5% for

2024.

In general, in 2019, negative trends in the development of the sector were recorded in our country, associated with an increase in the VAT rate, the introduction of online cash registers and an almost zero growth in household income. In 2020, the development of the SB sector was negatively impacted by the coronavirus pandemic and weak economic growth. Today, there is a steady and significant drop in demand in the restaurant business, tourism and entertainment.

The 2020 coronavirus pandemic negatively affects the economic situation around the world, there are trends of the onset of the global economic crisis.

In Russia, the introduction of quarantine recommendations along with the depreciation of the ruble caused a sharp decline in demand for offline services, which reduced revenue primarily for SMEs. The statistics on the number of firms does not yet reflect the negative consequences of the pandemic, however, restaurants, fitness clubs, beauty salons, tourism enterprises, and event agencies are being massively ruined and closed. All types of businesses that did not manage to switch to the provision of goods and services in an online format or whose business model is exclusively related to the provision of personal services are now at risk of bankruptcy.

According to surveys by the Chamber of Commerce and Industry, by the beginning of 2021 one in three enterprises in the SB sector will be closed. In fact, we can talk about the nullification of the authorities' efforts to develop small and medium-sized businesses and improve the business climate in previous years, if no urgent support measures are taken.

And such measures are being taken. For example, unless otherwise established by the Government of the Russian Federation, inspections carried out in accordance with Law № 294-FZ are not carried out in respect of small and medium-sized businesses from April 1 to December 31, 2020 inclusive. The exception is inspections, the grounds for which are harm or threat of harm to life, health of citizens, emergencies of natural and man-made nature (part 1.1 of Art. 26.2 of Law № 294-FZ).

However, the range of identified problems that prevent the development of SB is much wider and is not limited only by the costs of state control. Let us cite specific data based on the results of a survey of entrepreneurs, ranking SB problems in the following order (the number of respondents is indicated in parentheses): taxes, legislation (75%); inflation (70%); the economic situation as a whole (66%); difficulties in obtaining and a high interest rate for a loan (62%); insolvency of partners, clients (59%); imperfection of the banking system (54%); political situation (47%); bureaucracy (40%); lack of production space, offices (40%); actions of the government, authorities; corruption, bribes (39%); lack of material resources (37%); financial policy of the state (37%); actions of the Central Bank of the

Russian Federation (36%); sales, search for clients, consumers (33%); high prices for raw materials and supplies (32%); monopoly of the state, state-owned enterprises (31%); difficulties with renting (29%); severance of economic ties (29%); lack of culture, experience (24%); non-binding partners (24%); property problems (21%); personnel problems (19%); lack of own funds (19%); unprofitable production (18%); large, cumbersome reporting (18%); lack of benefits (16%); unprofitable investments (15%); market imperfection (14%); distrust of foreign partners (13%); negative attitude towards entrepreneurs (9%) [3]. The above data indicate that the conditions necessary for the development of entrepreneurship in general, small entrepreneurship in particular, have not yet been formulated, given its active role in the country's economy.

State support for small businesses

State support for SB is a single purposeful activity based on the simultaneous and consistent implementation of legal protection methods and economic measures aimed at the development of innovative and industrial entrepreneurship. The main measures of state support for SB in Russia include: financial support (concessional lending, microloans, subsidies, tax and depreciation incentives, grant support, etc.); material and technical support (leasing of equipment, provision of premises for rent on preferential terms, creation of technology parks and business incubators, etc.); consulting support (providing access to databases, providing consulting and legal services on business registration, taxation, accounting, etc.); creation of market infrastructure (holding local fairs, equipping sales markets, etc.).

To obtain state support, you need to apply with an application, the form of which is approved by Order of the Ministry of Economic Development of Russia dated March 10, 2016 № 113 "On approval of the application form for the compliance of a newly created legal entity and a newly registered individual entrepreneur with the conditions for classifying small and medium-sized businesses as established by the Federal Law of July 24, 2007 N 209-FZ "On the development of small and medium-sized businesses in the Russian Federation." At the same time, in order to use benefits or receive other support, the applicant does not need to receive special documents confirming his right.

For example, on the basis of Art. 14 and Art. 15 of the Tax Code of the Russian Federation, constituent entities of the Russian Federation and local governments can establish regional and local taxes containing appropriate benefits for small and medium-sized businesses. It should also be noted that in accordance with paragraph 4 of Art. 6 of the Federal Law of 06.12.2011 № 402-FZ "On Accounting", small businesses have the right to keep simplified accounting and draw up simplified financial statements. In addition, financial support for SB entities is provided. In accordance with Art. 17 of Law № 209-FZ, the subjects of SB are provided with subsidies, budget investments, as well as state and municipal guarantees for their

obligations at the expense of the budgets of the subjects of the Russian Federation and local budgets.

In recent years, the state has been making an attempt to formulate a coherent legal policy in the field of SB, aimed at forming a mechanism for legal regulation of certain aspects of SB, guaranteed achievement of strategic goals and tactical tasks in the field of small business development.

We believe that the meaning of state support for SB is, using the political will of society, to give economic and legal measures features of consistency, purposefulness, compliance with the realities of small businesses, so that these measures are aimed at achieving socially useful results.

Conclusion

In the process of studying the problems and trends in the formation and functioning of SB in modern Russia, we came to the conclusion that in Russia, despite the measures taken, conditions have not yet been created that would really contribute to the sustainable and effective development of SB. Unfortunately, small businesses never became the basis for the growth and stabilization of the Russian economy.

It is obvious that without the creation of a well-thought-out infrastructure for supporting SB, based on effective legal regulation, the solution of this problem will continue to be problematic. The development of SB is a prerequisite for the sustainable growth of our economy. SB should take a more significant position, since it is able, with relatively small investments, to provide stability at the micro level and change the institutional and structural imbalances at the macro level.

The situation that has developed for the period 2019-2020, caused by a new coronavirus infection, greatly reduced the development indicators of SB, which significantly aggravated the situation of the population of the countries, and also caused colossal damage to the development of the economy, leading the country into a state of severe economic crisis.

In Russia, a "social explosion" is possible due to the level of poverty, an increase in unemployment, a deterioration in the financial situation of the population and the inability to eliminate problems at the state level in the shortest possible time.

Small business leads to an improvement in the economy as a whole, and the best way out for Russia is to create a state policy that would be aimed at expanding and developing small business enterprises in our country. The meaning of state support for SB is, using the political will of society, to give economic and legal measures the features of consistency, purposefulness, compliance with the economic realities of small businesses, so that these measures are aimed at achieving socially useful results.

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NATURAL RESOURCE FACTOR OF VALUE FORMATION OF MINING COMPANIES (ON THE EXAMPLE OF LOGGING ENTERPRISES OF THE KOMI REPUBLIC)

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Abstract. *The modern stage of social development is characterized by a revision of the attitude of business and society to natural resources involved in economic activities. For logging companies, the reflection in the financial statements of the value of a forest plot and the result of the process of using standing timber are becoming a key factor shaping the market value of organizations. However, the study revealed that the financial statements were not informative in terms of the information provided on the controlled reserves of natural resources. The use of methods of comparison, analysis, synthesis and generalization made it possible to develop proposals for the creation of a reliable information base for users who estimate the value of a logging company according to the data of traditional financial statements.*

Keywords: *mining companies, logging, business value, accounting for reserves of natural resources, financial statements.*

The value of business in modern economic conditions, when the vector of economic growth at all levels of management is set by ensuring sustainable development, should be determined on the basis of an assessment of the company not only as a complex of its own accumulated monetary, industrial and intellectual capital, but also as an economic entity that responsibly functions in conjunction with natural environment. This statement is a synthesized result of the analysis of the work of many researchers who study the issues of interaction between the economy and the environment, as well as their influence on each other, from various positions.

So, M.V. Melnik and V.G. Kogdenko, in their study, reveal that natural capital, being a combination of natural resources and land areas, and being an area of intersection of economic and environmental subsystems, has a significant impact on the value of a business, and propose a methodology for its comprehensive analysis

based on integrated reporting data [10]. A.G. Kharin notes both the essential role of natural capital for most types of business and the problem of the methodology of its valuation [17]. S.E. Rozin, Ya.M. Shchelokov and V.G. Lisienko develops the energy theory of value [12], the postulates of which, according to A.I. Lapteva, are reflected in the post-industrial concept of value, complementing and expanding the range of knowledge of its phenomenon, since they consider not only the labor, but also the natural component [9]. It should be noted, however, that the very term "post-industrial society" is currently beginning to lose ground, being subjected to harsh criticism from Russian scientists. S.S. Gubanov clearly proves that industrial production has not ceased to be the locomotive of the economy, it only acquires other features and requires a new attitude towards itself, therefore, it is more correct to call the modern stage of development "neo-industrialization" [3]. The concept put forward by S.S. Gubanov, are shared by many leading economists and novice researchers (I.A.Sushkova, D.V. Firsov, V.G. Naimushin, V.L. Inozemtsev, A.I. overcoming obstacles in the Russian economy on the way to new industrialization. All authors are unanimous that this stage of social development requires the embodiment of new views on the interaction of the state, business and society, bringing their interests under a common denominator and developing a single vector of development aimed at combining planning and management at the macro and micro levels, to increase investment attractiveness, competitiveness and efficiency of domestic production, a change in its focus on raw materials to create products with high added value with the obligatory sparing impact on nature and the implementation of social guarantees.

Thus, it can be argued that the requirement of neo-industrialization is the positioning of natural resources not as a free given, endless for use, but as a value that requires careful and minimal exploitation. Therefore, they become a common object of close attention of public, corporate and state interests, in connection with which they acquire the role of a key factor intended to form the market value of companies both in terms of the volume of nature reserves entrusted to them in management, and in the assessment of the quality of implementation by the state and the public. undertaken obligations to preserve the environment. M.V. Melnik and V.G. Kogdenko note that at present, natural capital is considered as the basis of the entire economic system, and its role, as the scarcity of natural resources increases, becomes more and more significant [10].

Natural resources, in principle, can participate in the economic activity of any enterprise, but their functional contribution will be different. As a rule, for the bulk of production organizations, they act as the operational basis of production, i.e. represent the immediate territory on which the production facilities are located. In agriculture, they are objects of production activity. In the mining industry, natural resources have always been a source of raw materials, which constituted the ma-

terial basis of finished products.

As many ongoing studies show, in accounting for such assets as land resources and reserves of natural raw materials in the implementation of absolutely all types of activities, there are currently unresolved methodological problems regarding the methods of their assessment, recognition and use.

At the same time, we found out that it is precisely in mining activities, for the functioning of which natural capital is of paramount importance, that there is a serious problem with the qualitative reflection in the accounting and use of accounting data for the management of those natural resources that are allocated by the state for the purpose of their commercial use in the form withdrawals. The fact is that at present, by and large, it is possible to assess the natural component of the capital used by a business only according to the data of reporting in the field of sustainable development and integrated reporting, the responsibility for the preparation of which lies not with all enterprises.

S.E. Egorova and O. Yu. Maidetskaya, conducting a comparative analysis of both types of reporting, note their following features [4]:

- reporting in the field of sustainable development implies the disclosure of not only financial indicators, but also environmental and social information in order to improve business on the way to a sustainable global economy, in which long-term profitability is combined with social responsibility and concern for environmental protection;

- the formation of integrated reporting allows you to visually represent the transformation of the organization's resources, taking into account the use of human, intellectual, social, industrial and natural capital, demonstrating the organization's ability to create and maintain its value in the short, medium and long term. Such reporting allows providers of the financial capital of an organization to form a comprehensive view of the key factors that are significant for assessing the value it creates in the present and in the future.

Thus, it can be seen that these types of reporting contain a much larger, structured and detailed-interrelated amount of information in comparison with traditional accounting, which is completely incomparable with its created indicators. Nevertheless, in the work of E.A. Kandrashina, E.P. Troshina and D.A. Shvets revealed that it is the financial and economic indicators as a factor that form the potential of the firm's value, occupy the first place in terms of their importance and contribution [6]. The positions of the authors regarding those data from the financial statements that are presented directly in it or calculated on its basis and can be used in assessing the value of a business are presented in the table. The information presented in the table clearly makes it clear that it is the assets that are the basis on which they rely when assessing the potential for profitability of the enterprise. A.G. Kharin in his work directly points out that "the basis of cash flows are

assets - the company's capital", skillfully using which it generates its income [17].

Table - Financial and economic indicators that determine the value of a business

Authors	Indicators
A.S. Volkov, M.M. Kulikov, A.A. Marchenko [1]	Turnover, structure and liquidity of assets
V.E. Esipov [5]	Scale and quality of assets
M.A. Fedotova, A.G. Gryaznova [2]	Asset liquidity
I.V. Kosenko [8]	The value of the assets of the enterprise

However, during numerous studies, it was found that the application of the rules of the current international and Russian accounting standards of a general nature in the framework of mandatory accounting and filling out forms of financial statements does not allow to reliably reflect as assets the reserves of natural resources involved in the extractive industry, characterizing it specificity. At the same time, for example, O. V. Sukhareva notes that "the market capitalization of a mining company may very much depend on proven reserves of minerals, therefore, financial statements that do not contain information about potentially recoverable reserves of minerals do not fully reflect the real picture of the business." [13, p.34].

According to A.V. Kornilova, who studied the problems of normative regulation of accounting for subsoil use in the coal mining industry, there is also a discrepancy in the norms of the current legislation. On the one hand, the ownership of the subsoil belongs to the state and they are excluded from circulation, and on the other hand, in PBU 6/01 "Fixed Assets", the subsoil is referred to as fixed assets. In her research, she points out that from the point of view of the economic essence of the subsoil, it is generally impossible to recognize the asset, and, consequently, the capital of the enterprise. Consequently, they cannot be fixed assets either. This is due to the fact that the enterprise does not have the ability to control the subsoil as a used resource either from a legal or economic standpoint. A.V. Kornilova argues that only what is contained in the subsoil, that is, directly minerals, can be recognized as an asset. However, this asset cannot be recognized as the main means either, since minerals are raw materials (reserves) for a mining company [7].

O.V. Sukhareva, on the contrary, believes that for the recognition of the geological reserves of minerals themselves as assets, firstly, there are also insufficient grounds due to the lack of their control in the subsoil, and, secondly, classical accounting does not contain mechanisms for reflecting these reserves in financial statements. organizations. The only possible, in her opinion, approach to presenting information on geological reserves in the subsoil and allocated to the enterprise for development in financial statements does not disclose information on

the mineral reserves as intangible assets. Indeed, the option when intangible assets should be initially measured at cost, and depreciation and impairment losses should be deducted from their cost for subsequent balance sheet valuation, is not suitable for correct presentation of natural resource reserves [13].

Nevertheless, in her dissertation research, E.V. Morozova insists that natural resource reserves must be qualified, since domestic financial statements do not provide interested users with information on their availability and use [11]. She notes that in the Russian Federation, accounting for traditional natural resources (land, forest, water, minerals) is regulated by PBU 6/01 "Accounting for fixed assets", however, accounting for the reserves of natural resources themselves (oil, gas, coal, ore, forest plantations, etc. etc.) is still outside the scope of regulation of the current provisions, therefore, the application of the established rules does not allow the accountant to form and submit data on the availability, movement and value of natural resources. In her opinion, for example, stocks of forest resources can be recognized as an independent type of non-current assets with the property of depletion.

However, when we carried out research on the example of logging enterprises of the Komi Republic [14], it was found that the seized natural resources to a greater extent meet the criteria for their recognition as an inventories, rather than as fixed assets or other non-current assets. But the direct qualification of natural resources provided to the logger for the withdrawal of reserves of natural resources as material - production reserves of the organization, their corresponding assessment and accounting is also not possible. This situation is due to the fact that, unlike ordinary material resources created by human labor and stored in the warehouse of an enterprise, natural resources are raw materials created by nature and stored in natural conditions.

A generalization of the positive and negative results of previous scientific research with an emphasis on disclosing the essence of a business operation for the receipt of forest resources at the disposal of a logging enterprise and using the principle of the dominance of economic content over the legal form made it possible to develop an author's approach to reflecting the main asset that generates income to logging in accounting [15], [16]. It is proposed that the logging fund allocated for logging and intended for seizure should be qualified in accounting as specific reserves. Initially, they should be assessed at the minimum rates per unit of the volume of timber possible for harvesting, which are the same throughout the territory of the Russian Federation. It is advisable to reflect the current value of natural raw materials on the active account 12, currently available in the Chart of Accounts, with the assignment of the name "Stocks of natural raw materials" to it in order to separate it from stocks created by human labor. It is proposed to open 4 subaccounts to this account for the formation of analytical data:

- subaccount 1 "Cost of raw materials at minimum rates" - to reflect the initial assessment of the forest resources used;
- subaccount 2 "Revaluation of the cost of raw materials" - to reflect the change in the value of the growing stock as a result of the indexation of the minimum rates for standing timber;
- subaccount 3 "Industrial waste" - to account for wood waste;
- subaccount 4 "Reserve for reforestation" - to account for the amounts planned for the reproduction of the forest.

This approach to the development of accounting for forest resources will allow the forest, written off from the state balance sheet, to fall on the logger's balance sheet, forming a natural component of the capital used in business. This will create for all users a reliable and most relevant to reality information base on the cost of forest resources involved in the economic process and its change, on the amount of waste received as an additional object of management and the amount of the organization's planned costs for the renewal of forest plantations. The proposed measure will make it possible to establish a transparent exchange of reliable information between the state and business and will have a positive effect on the satisfaction of the environmental demands of society.

Ultimately, this will help users who estimate the value of a logging company according to traditional financial statements to have more reliable information that fully and qualitatively characterizes the comparable natural resource potential from which the organization plans to derive economic benefits in the future, as well as compliance with the rules of sustainable forest management. and the introduction of innovative forestry production.

In addition, this step will become the recognition of the relationship between the state and the logger as a partnership, and the lease agreement concluded, according to which the value is transferred for temporary use (forest plots), will become a tool connecting partners who, from the moment of its conclusion, are jointly and severally responsible for the conservation of forests as common domain.

The balance sheet of a logging organization, the asset of which will contain the value of forest raw materials obtained under a lease from the state, should be recognized as a partner, since it will reflect assets that are common resources of nature and transferred for use, restoration and return to the owner as a result of public-private partnerships.

The above situation and the developed proposals cause an urgent need to develop uniform principles for accounting for the activities of extractive organizations, enshrined in a special document, which should also include a methodology for accounting for natural resources.

In our opinion, since the methodology of accounting for the process of attracting and using all resources without exception affects the financial performance of

organizations, which can make adjustments to the actions of interested users to assess the investment attractiveness of a company and the success of using available resources, the regulation of industry accounting should not be limited by any it is specific objects, but it is advisable to carry out in a comprehensive manner, covering the entire production process in unity, taking into account the factor of its specific use of natural resources in order to present to users a reliable picture of the implementation of mining activities at each of its stages. This is possible in the following ways:

- by developing a single standard for application in the extractive sector of the economy, taking into account industry specifics, with the parallel publication of new or amendment of the existing industry instructions, the purpose of which is to take into account the peculiarities of the technology of each direction of the extractive industry with the simultaneous application of PBUs, clarified with the transition to IFRS and excluding regulation of situations not typical for classical accounting by reference to industry documents (standards);

- by developing accounting standards for each area of the extractive business, taking into account both industry and technological features of the activity with the simultaneous application of the current general purpose PBU;

- by clarifying the currently applied RAS of general action at the time of the possibility of their application in all sectors of the economy with the simultaneous development of special standards aimed at solving issues that are not subject to regulatory documents governing accounting issues, which are the same for all types of economic activity.

The presence of uniform industry regulation will create an understandable and transparent environment for potential investors to assess the cost and development prospects of the mining business.

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ON THE ISSUE OF THE MECHANISM FOR THE PROTECTION OF HONOR, DIGNITY AND BUSINESS REPUTATION BY COMPENSATION FOR MORAL HARM

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Abstract. *The article examines certain topical aspects of compensation for moral damage as a way to protect such intangible benefits as honor, dignity of citizens and business reputation.*

Keywords: *intangible benefits, honor, dignity, business reputation, compensation for moral harm, protection mechanism.*

Introduction

It is unlikely that anyone would deny that the importance of such intangible benefits as honor, dignity, business reputation is extremely significant for a person and is sometimes placed by citizens on the same level (if not higher!) As the protection of property interests. In many respects, in our opinion, this is due to the peculiarity of these categories, characterized by belonging to social and social assessments. So, by honor one should mean the spiritual, socially significant qualities of a person in terms of their social characteristics, and by dignity - the self-assessment of the personality of his own qualities, abilities, the importance of a place in society. At the same time, self-assessment presupposes taking into account the public opinion that has developed about this person. Business reputation reflects the opinion prevailing in society about the professional qualities of a person.

As one of the ways to protect civil rights and legitimate interests in this area, domestic legislation puts forward compensation for moral harm [3, Art. 12].

However, how effective is the current mechanism of this method of protecting honor, dignity and business reputation?

The purpose of the study is to consider the essence of this mechanism in its retrospective, with the identification of both problematic aspects in the context of

legislative gaps, and positive trends in the elimination of problems.

Methodology

To achieve this goal, the authors used elements of the historical and legal method, as well as the formal legal one, which makes it possible to study the normative side of the research subject (conceptual apparatus, structure of the mechanism, etc.).

Results and discussion

Considering the legal structure of this mechanism, in addition to brief characteristics of the above categories, one should also refer to some other conceptual representations. One of the semantic meanings of the word "protect" is interpreted as follows: "Protecting, protecting from encroachments, from hostile actions, from danger" [12, 203]. The dictionary interpretation of the word "mechanism" is "a system, a device that determines the order of some kind of activity" [12, 309]. With a certain preservation of the basic semantic "decoding", these concepts from a legal point of view are filled with a special legal meaning. The mechanism for the protection of civil rights as one of the essential varieties of the socio-legal mechanism prescribed in the domestic legal science should be presented as a system of legal factors, conditions and means consisting in phenomena that manifest themselves through tools, actions, technologies [7, 464].

This approach in the process of considering the mechanism of interest to us allows us to highlight the following basic provisions:

1. first of all, a kind of "hierarchy" of rights should be projected onto such protection, which is based, first, on human and civil rights reflected in international legal documents [2]; secondly, on his constitutional rights and freedoms [1, Articles 21, 23], the provision of which is carried out in accordance with the provisions of the Civil Code of the Russian Federation [3, Articles 12, 150, 152, 1099, 1100, 1251] (hereinafter – CC RF);
2. when defending honor, dignity or business reputation, a citizen has the right to go to court with a claim for compensation for moral damage caused by the dissemination of defamatory information (cl. 9 Art. 152 CC RF);
3. compensation for moral damage is carried out in cash (clause 1 of article 1101 CC RF) and regardless of the property damage subject to compensation (cl. 3 Art. 1099 CC RF);
4. in the event of harm caused by the dissemination of information discrediting part, dignity and business reputation, compensation for moral damage is carried out regardless of the fault of the tortfeasor (Art. 1100 CC RF);
5. in cases of infringement of honor, dignity and business reputation, the right to compensation for moral damage arises only if there are grounds and conditions of liability established by law (Art. 1064 CC RF); and etc.

The analysis of CC RF and legal publications confirms that the practical appli-

cation of individual means and their forms included in the system of the investigated mechanism is accompanied by problems that, having a long history of debate, are not fully resolved even today.

This is partly due to a different approach to the very nature of moral harm. The law does not prescribe a detailed interpretation of the legal content of this concept, therefore, in the legal literature you can find many interpretations of it [16, 92-95.]. At the same time, some researchers [10, 43; 16, 92] the most complete is the definition contained in one of the decisions of the plenum of the Supreme Court of the Russian Federation. In particular, it refers to moral harm as "moral or physical suffering caused by actions (inaction) infringing on intangible benefits belonging to a citizen from birth or by virtue of the law (life, health, personal dignity, business reputation, privacy, personal and family secrets, etc.), or violating his personal non-property rights ... or violating the property rights of a citizen"[6, para. 1 item 2].

However, it seems that the noticeable emphasis in the resolution and in the CC RF on "suffering" - both physical and mental suffering, on "moral experiences" (including in connection with the dissemination of false information defaming honor, dignity or business reputation of a citizen) [6, paragraph 2, item 2], adds a controversial note to the question of the concept of "moral harm". The psychological meaning laid down in the well-established word usage, acquiring legal meaning, comes into conflict with the etymological sources of the word "morality", defined by linguists as "the rules of morality" [12, 319] and generally accepted behavior in society. Paying attention to this and pointing out the need to clearly formulate legal definitions, some experts propose to make a terminological substitution - instead of "moral harm" to introduce into legal circulation, for example, the adjective "mental" or "non-property" [17]. There are many other proposals for terminological castling. In our opinion, it should be recognized that it is reasonable to introduce not so much a new definition as its clarifications, most fully and unequivocally reflecting and complementing the legal categorical essence. It would be believed that this can help to eliminate the existing difficulties, both in practice and in theory.

The ambiguity of the terminological apparatus also affects the approach to another important problem, which has also been discussed for a long time in the scientific community - compensation for moral damage in favor of a legal entity in connection with the violation or diminution of its business reputation.

In accordance with the previous, penultimate version of Art. 152 that existed in the CC RF until 2013, the possibility of awarding compensation for moral damage to a legal entity was recognized in the event of a violation of its business reputation. However, both then and now in the majority of court documents, as the periodically published Reviews of Judicial Practice make it possible to conclude,

instead of the term "moral" harm, the definitions replacing it were mainly used - "non-property", "reputational". And the researchers quite rightly point out that "rather shaky basis" [9, 50], on which the awarding of compensation for moral damage to legal entities was then established by the courts, since there was no legal concept of "reputational harm".

After the publication of documents of the highest courts one after another, explaining the applicability of this method of protecting violated civil rights to the protection of the business reputation of legal entities [4; 5, item 15], the "foundation" of the justification of such an application has become, in the opinion of the same researchers, much stronger [9, 51]. But, as it turned out, was not entirely true.

By 2013, the same article 152 CC RF, due to the changes made, was transformed to, as it seemed to many, the direct exclusion of the possibility of compensation for moral damage to a legal entity in the event of a violation of its business reputation: "The rules of this article ... **with the exception of the provisions on compensation for moral damage** (highlighted by us), accordingly apply to the protection of the business reputation of a legal entity" [3, clause 11, Art.152].

In the opposite direction, the judicial practice began to unfold in a number of cases. Such a sharp legal "reversal", indicating, in our opinion, the complexity of the issue, again led to an exacerbation of the discussion around it, without diminishing the ardor of opponents who crossed their scientific "spears": some welcomed these changes, others categorically disagreed with this approach of the legislator. Still others believed that "the recognition of the right for legal entities to protect their business reputation is beyond doubt," however, "due to insufficient legislative regulation, legal entities cannot fully exercise their right" [11, 305]. The fourth emphasized that the jurisprudence of the ECHR does not exclude the award of compensation for non-property damage suffered by commercial companies; the same position was later confirmed by the Constitutional and Supreme Arbitration Courts [13, 72]. And by 2017, measures were once again taken to put a legal "point" on this issue: the Supreme Court of the Russian Federation finally formulated its position on reputational harm to legal entities [8, 3]. Compensation for such harm became possible despite the legal prohibition of compensation for moral damage in the event of a degradation of the business reputation of legal entities. However, at the same time, the Supreme Court established such an extremely tough mechanism for proving reputational compensation that practicing lawyers doubted the real possibility of recovering it [8, 3].

So, despite all the encouraging tendencies, the question again found itself in a kind of "frozen" state, and in the plane of the admissibility of suffering in a legal entity, two main positions are still opposed. The adherents of the first argue that moral and physical suffering is inherent only in humans, while a legal entity can-

not experience such suffering, being an "artificial" entity. So, according to N.N. Parygina "the legal nature of such subjects of civil relations as legal entities does not allow them to feel physical and mental suffering like citizens, - in other words, moral harm in the official interpretation of Art. 151 CC RF cannot be suffered by legal entities"[14, 59].

Opponents of this approach, accordingly, raise their objections. Without going deep into the numerous arguments, without categorically rejecting and at the same time, not accepting the arguments of both as unconditional, we note that the justifications of both sides contain rational seeds that deserve attention. So, we are very impressed by the following arguments of E.P. Redko: "Non-pecuniary damage to a legal entity is nothing more than collective moral suffering over the defamatory business reputation of a legal entity. ... In the suffering of the persons who form the human substrate of a legal entity, the suffering of the legal entity itself is expressed. That is, collective moral suffering is the suffering of a legal entity, although psychologically they are generated by living people"[15].

In any case, one cannot but agree with the opinion that the concept of non-property (reputational) harm inflicted on a legal entity has its own content, differing from the similar harm inflicted on a citizen [13, 71].

If the consequence of harm or infringement on the honor, dignity or reputation of a citizen is mental and psychological suffering (including in connection with a negative change in his status in the eyes of society), and they are recognized as moral damage, which entails compensation for such harm, then With regard to a legal entity, some researchers tend to note a kind of economic component. So, L.K. Ostrikova notes that "non-property damage caused to a legal entity can be expressed in a decrease in the assessment of production, economic and other business activities of a legal entity by potential counterparties, in a decrease in the total number of counterparties of a legal entity and, as a result, in a decrease in the business activity of a legal entity, in the formation negative attitudes among members of society, etc. [13, 72].

In parallel to the problems listed above, there is an extremely acute and largely unsolved problem of determining the amount of compensation for moral damage, for a long time, without disappearing from the debate about the admissibility of assessing non-property damage in monetary terms at all.

Let us emphasize that the recovery of material compensation for the inflicted emotional distress is not something purely new for domestic law, as well as the disputes around it. Without delving into the older and, moreover, ancient history, we note that for a long time in the legal literature of the Soviet period, a negative attitude towards compensation for moral harm prevailed, in which the ideological background was clearly visible. As A.M. Erdelevsky, "as a result of appropriate propaganda in the public sense of justice, the idea of the inadmissibility of the

assessment and compensation of moral damage in the form of property has taken root" [17]. Nevertheless, in the early years of the post-Soviet times, opponents of monetary compensation categorically argued that it was unacceptable to assess the moral suffering experienced as a result of encroachment or direct infliction of moral harm on honor, dignity and business reputation with "ruble". Similar controversies do not subside in today's scientific community. Researchers from different positions ask the question whether it is possible and how exactly to find a standard that would measure moral suffering in monetary terms.

The noted uncertainty is aggravated by the fact that the legislation, securing the right to compensation for moral damage and at the same time, without establishing a baseline level and method for determining its size, does not determine its minimum or maximum scope and does not indicate a single clear method for assessing physical and mental suffering. As a result, in practice, judicial protection of non-property rights in relation to such non-material goods as honor, dignity, and especially the business reputation of legal entities is significantly complicated. Consideration in court of disputes on the award of monetary compensation in this context gives rise to a large heterogeneity of decisions made, since the conclusion about the amount of compensation is left to the judicial discretion, respectively, subjectivity in the decisions made is inevitable.

In all fairness, it should be noted that there is no reason to complain about the absolute legislative gap in this matter, since the general procedure and criteria for determining the amount of compensation for moral damage have been significantly regulated. Basic principles such as legality, validity, reasonableness and fairness (Art. 151 and 1101 CC RF) are indicated, which in a certain way orient judges to the optimal boundaries of judicial discretion when resolving relevant disputes. In addition, the reviews of the practice of consideration by courts of disputes on the protection of honor, dignity and business reputation, approved by the Presidium of the Supreme Court of the Russian Federation, as well as other similar legal documents [for example, 5, paragraph 15], contribute to the rectification of emerging problem situations. It is impossible not to mention the proposed methods and other existing developments in terms of calculating the amount of compensation. For example, A.M. Erdelevsky proposes, including in determining the amount of compensation for moral damage caused by offenses that diminish the honor and dignity of the individual, the use of the coefficient of individual characteristics [17].

Conclusion

In conclusion, we note that with all the above shortcomings, the mechanism for protecting honor, dignity and business reputation through compensation for moral damage is gaining new "momentum", more and more improving and "honing" specific legal forms in the course of acquiring new experience in judicial practice, as well as in the process scientific searches, discussions at various scientific sites.

The legislator should take into account the entire range of developments of the scientific community, taking into account new proposals, for example, submitted by the Russian Bar Association, as well as the proven experience of foreign countries.

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ISSUE OF DETERMINING THE AMOUNT OF COMPENSATION FOR MORAL DAMAGE THROUGH THE PRISM OF RETROSPECTIVE AND MODERNITY

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Abstract. *The article discusses the most relevant aspects of determining the amount of compensation for moral damage. Exploring the problems of the corresponding mechanism in different periods of the development of Russian law, the author identifies the main approaches to calculating the amount of compensation for moral damage.*

Keywords: *the amount of compensation for moral damage, judicial discretion, methods.*

Introduction

In Russian civil law, the main criteria for assessing the amount of compensation for moral damage are legally enshrined [2, Art. 151; 3, article 1101]. However, despite this, individual provisions regarding the determination of the amount of such compensation are debatable both in theoretical and practical terms. Actually, it would be more accurate to say: they *continue* to remain so, since the disputes around this problem have not just been going on for a long time, but are rooted in the first mentions of some kind of moral harm in the texts of ancient Russian legal monuments. The approaches to compensation for moral harm that existed at different times in the domestic civil science changed depending on the characteristics of a particular stage of development of society and the state. A retrospective look at the evolution of legislation and civil law views in this area can, in our opinion, contribute to a more complete scientific understanding of a number of problematic elements of the mechanism for realizing the rights of citizens in the event of moral harm to them and, accordingly, transforming these elements into an effective complex legal structure.

Purpose of the study - identification and consideration of the most significant, problematic aspects of determining the amount of compensation for moral damage, the essence of their transformation in domestic civil law and law enforcement at different stages of the development of Russian society and state, and which remain relevant at the present time.

Methodology

To achieve this goal, the authors used historical-legal and formal-legal research methods.

Results and discussion

As noted in the legal and historical literature, in the earliest eras, the courts considered appeals of private individuals for compensation not only for property damage, but also for pecuniary damage for moral damage inflicted on them as a result of insult, injury, theft, etc. The prescriptions of the treaties noted in the first written sources of Old Russian law and providing for a monetary penalty for property crimes and bodily harm, "can rightfully be considered the founders of the current institution of compensation for moral harm" [15, 9]. And the mention of "three hryvnias for an insult" in the first codification act – Russian Truth, where a number of articles aimed at protecting honor, life, and human health were enshrined, can be taken as a forerunner, a prototype of a specific amount in compensation for moral damage. The same applies to "12 hryvnia for pulling out a mustache", as a concept of "mental insult" [15, 10] Note that the monetary tax in favor of the offended was differentiated depending on the class, which was especially clearly manifested in later sources of law, which quite accurately regulated sums for "dishonor" to people of different ranks and dignity [16].

Omitting the details of the evolution of some distant analogs of moral compensation in the law of subsequent periods of the Russian state, we emphasize that further there was either the absence or the presence of clear unambiguous norms that determine the level of physical and mental suffering and strictly fix the amount of their monetary compensation. This legal "leapfrog" made it difficult to establish the amount of payments and their receipt by the affected persons. And as in the pre-revolutionary period, as well as after the 1917 revolution, disputes about the impossibility of determining the measure of monetary compensation for moral suffering and the corresponding official position dominated, not only specific limits on the amount disappeared from legal sources, but also the very provision on compensation for moral damage. Accordingly, the judicial practice has also changed, the courts simply rejected rare attempts to file claims aimed at compensation for moral damage. Obviously, the ideological background prevailed, but, let us note, it was not at all in the minds of a significant part of scientists, who did not leave the substantiation of their arguments in support of the principle of compensation for moral harm, relying to a large extent on the experience of other states.

As a result, a turning point has gradually taken place in the public consciousness and in the position of the legislator regarding the solution of this issue. However, the subsequent prevalence of new views by no means put an end to the discussion, but shifted it to the plane of proportionality of the amounts recovered to the damage caused and to the problem of determining the amount of compensation.

Research by a modern specialist in this field A.T. Tabunshchikova, covering a significant historical period, including almost the last 30 years, extensively analyze and clearly illustrate the multifaceted attempts of civil lawyers, legislators, law enforcement officers to find optimal solutions to the problem of determining the amount of compensation for moral damage [15; 16].

Following the logic of the scientist, as well as other researchers, it is possible, both in the past and at the present time, to conditionally distinguish two main approaches to solving this problem: on the basis of judicial discretion and on the basis of the proposed unified calculation algorithm. Proponents of the first approach, referring, among other things, to a variety of situations that are unrealistic to be covered by the norms of the law, believe that a preliminary monetary assessment of compensation for moral damage is impossible, and therefore this task is put before the judicial discretion. The second approach can be designated as a combination of two components: a) options for methods and other methods of calculation; b) taking into account in these methods a number of criteria for assessing compensation for moral harm (duration, depth of suffering, the situation of its infliction, the causal relationship between the actions of the inflictor and the suffering of the victim, his individual psychological characteristics). The wide range and complexity of the issues considered by researchers at different times make it possible to isolate from the general problem block a number of aspects that have stepped from the historical "distant" to the present day and have not lost their relevance.

Thus, like their old predecessors, modern courts, according to the representatives of the judicial community themselves, still "find themselves in a difficult situation" [7, 177] when considering claims for compensation for moral damage. They associate the complexity of such cases, first of all, with the absence of a normatively approved or recommended method for determining the amount of compensation for moral damage, although the broadcast of the question of its necessity continues in the scientific world. Meanwhile, various options for streamlining the system that determines the amount of compensation are available in Western countries and the United States. For example, in England there are special approved tables, and in France and Italy there are catalogs indicating hundreds of types of harm to life and health, according to which points are awarded for compensation or ranges of amounts are recommended according to various criteria [6].

In Russia, when determining the amount of compensation by law, the courts

are required to take into account the degree of guilt of the offender, physical and mental suffering associated with the individual characteristics of the victim, as well as "other noteworthy circumstances" [2, Art. 151]. As a result of this rather "vague" legislative guidance, judges have to rely mainly on their own sense of justice, and therefore the subjectivity of judicial discretion manifests itself in a very wide range, including a significant difference in amounts depending on the region and even on the resonance around the case. For example, in the sensational case of the fire in the Zimnyaya Vishnya shopping center, the total amount of claims of the victims exceeded 2.9 billion rubles. [12] A subjective assessment of the circumstances of cases, admissible in connection with the principle of the independence of judges, entails the lack of motivation in the amounts awarded, an unjustifiably large price range in the amount of payments, or even obvious injustice. So, according to statistics, Russian courts in favor of a person permanently deprived of the ability to move, on average, collect from 500 thousand to 700 thousand rubles of compensation, while in Italy - up to 2 million euros, and in Germany, England and France - up to 700 000 euro [12].

Meager payments, bringing additional humiliation to the victim, add even greater moral distress. There is another important side to this. Let us recall the well-known tragic events: the fire in the Perm club "Lame Horse", the wreck of the motor ship "Bulgaria" in Tatarstan, the death of schoolchildren on Syamozero in Karelia, the collapse of the roof in the Moscow entertainment complex "Transvaal-Park", etc. [5] Similar situations, unfortunately, are repeated, because the for organizers and owners of such entertainment centers, no matter how cynical it may sound, is easier to pay insignificant sums in a claim for moral damages, rather than spending millions on the safety of facilities under construction. Thus, the important preventive function of compensation is practically nullified. Moreover, all this raises doubts among citizens and in society in general about the real, and not declarative, implementation of the constitutional principle that proclaims the equality of all before the law and the court [1, part 1 of Art. 19], and about the competence of justice, and also causes quite, I think, an explainable distrust of the authorities.

The problem of determining the amount of compensation is aggravated by the lack of clarity of the conceptual apparatus of the institution of compensation for moral harm. Indeed, is it possible to effectively solve the problem of specifying the amount of compensation without a uniform understanding of the main important concepts and without legitimizing their definitions (first of all, without a legal interpretation of the moral harm itself and physical, moral, psychological suffering, their criteria)? The question is, of course, rhetorical. Nevertheless, it also hangs in the hazy atmosphere of the ambiguity of the categorical apparatus. Even the comparability of the concepts "compensation for harm" and "reparation

for harm", in our opinion, requires clarification, since they are often used interchangeably, although their identity can be disputed. At the same time, additional difficulties are caused by the presence of norms on compensation for moral harm in many codified and other regulatory legal acts that are subject to regulation in various spheres of public relations (see, for example, Family, Labor, Criminal and other codes, laws on the media, on consumer protection, on the status of military personnel, etc.). Their cross-sectoral nature did not exclude, especially before the adoption in 1994-1996 of the first and second parts of the Civil Code, the emergence of legal collisions, that is, contradictions of legal norms that govern the institution of moral harm. A similar "competition" of norms persists today, which causes a well-founded fear of collisions in law enforcement [5, 13-15; 11, 36-39].

Let's move on from these problems to identifying a number of measures that have been proposed at different times and aimed at eliminating the legislative gap in determining the amount of compensation for moral damage, including by creating a unified calculation algorithm. At the same time, we will try to accumulate some "pluses" and "minuses" in them.

1. In the 90s of the last century, a number of points of view on the criteria for assessing compensation for moral damage was associated with the sanction provided for by the article of the Criminal Code of the Russian Federation applied to the defendant ("sanction" method), in conjunction with the recovery from the guilty of a certain minimum wage [15, 54]. In subsequent years, a proposal was also made to establish, but already in the Civil Code of the Russian Federation, with the introduction of a corresponding change in Art. 1101, the lower "bar" for the amount of compensation for non-property damage associated with a specific multiplicity of the minimum wage and with the obligation to recognize the established limit - for court, and not for the victim [7, 178].

Three provisions can be considered "pluses" here: a) the focus of the methodology on a single basic level, on the basis of which any court may be able to determine the amount of presumed moral harm for each specific offense, and then, taking into account the criteria provided for by the Civil Code of the Russian Federation, determine the amount of actual moral harm; b) focusing on the minimum wage will allow for inflation; c) the court will have the opportunity, satisfying the claims of the victim, to more correctly differentiate their regulation. So, if the amount of compensation declared by the plaintiff exceeds the minimum "legal" amount, the judge "is not entitled to reduce the amount below the amount established in the law" [7, 179]. If an amount less than the established amount is presented in the claim, then the court must satisfy the claim amount. "Disadvantages": a) this method was often focused on determining the amount of compensation for moral damage solely for criminal offenses; b) the regional minimum wage may differ from the federal one due to the right of the constituent entities of the Russian

Federation to adopt "their own" minimum wage, established by a tripartite agreement between the state, employer and trade unions, which may create difficulties in law enforcement; c) the dubious applicability of the situation to the victim, as noted by A.T. Tabunshchikov back in 2007, if he is a child, student, unemployed [15, 55]. The point of view was also expressed about the expediency of using the multiplicity not of the minimum wage, but of the subsistence minimum, which, moreover, allows taking into account the economic situation of a particular subject of the federation [9, 15].

2. The circle of attempts to introduce a unified calculation algorithm includes a "mathematically" expressed methodology for calculating the amount of compensation for moral damage proposed by A.M. Erdelevsky, as well as some other approximate analogs developed by other scientists. Without resorting to a detailed consideration of them, we will only say that A.M. Erdelevsky proposes to use the principle of equivalence of the amount of compensation to the amount of moral damage caused: "... the amount of compensation should be adequate to the suffering inflicted" [17, 233].

The "plus" here can be considered a carefully thought-out approach to the "economic" side of the calculations, expressed through the combination of the corresponding symbols using a special universal formula as one of the forms of consideration of the criteria for compensation for moral damage. A number of researchers attribute to the disadvantages of the method the inability to take into account the individual characteristics of the victim, which are associated with his ability to experience, "therefore, its application can lead to the emasculation of the essence of compensation for moral harm to a specific person (and not an abstract victim)" [10, 63].

3. The previous paragraphs can be supplemented with options for proposals to create, using a baseline, tariff tables or grids, providing for the dependence of the determination of the amount of compensation on stable indicators in the form of severity, nature, intensity, duration of the consequences of the suffering inflicted and other circumstances. For example, in relation to the suffering experienced by the victim when inflicting grievous bodily harm, a base level of 720 minimum wages (minimum wages) was proposed, and on its basis, together with Art. 111 of the Criminal Code of the Russian Federation, a scale of compensation for presumed moral harm was proposed. already to various types of personality disorders [17, 236]. The "plus" of such tables, according to the authors, is that the court only gets the opportunity to adjust the amount of compensation, depending on the circumstances and individual characteristics of the victim, the property status of the tortfeasor and other factors. A "minus" should be considered a rather cumbersome structure of such tables and tariff scales, which somewhat levels the clarity of perception of their elements, makes it heavier, complicates the application in

practice. In addition, adjustments are inevitable in case of appropriate changes in legislation, which also applies to the basic amount of compensation.

4. As an obviously undeniable, proven way to concretize "moral" payments, one should talk about the participation of the highest judicial bodies, providing useful explanations and necessary interpretations, in the formation of "criteria and guidelines on which the courts can rely when making decisions, as well as all other participants in the process when conducting business" [7, 179], especially in difficult legal situations. Paying tribute to the importance of such work, let us only state the following considerations. First. The practice of interpretation and clarification by the highest authorities of complex situations that arise, including issues related to determining the amount of compensation for moral damage, should be deeply analyzed through a temporary legislative prism. This is necessary to understand the legal and social reasons for the occurrence of such situations and, possibly, their preventive detection. Second. Documents and decisions of the European Court of Human Rights (ECHR) are mentioned as unconditional guidelines for domestic courts of any jurisdiction. However, in our opinion, the events in the geopolitical and legal space of recent years somehow do not tune in to the former relevance of this traditional statement, since there is a distortion of international law, its, to put it mildly, strange selectivity in relation to a number of countries, and causing bewilderment of legal scholars and diplomats separate requirements and decisions of the ECHR.

Far from refuting the categorically definite expediency of the above developments of the researchers, nevertheless, they would believe that one should move not only and not so much in the direction of "mathematical" calculations. In this sense, we are impressed by the opinion of researchers who position, as an addition to the formulas, the conduct of special types of research that objectify personality traits, as well as the degree and depth of its physical and mental suffering [8; 4, 72-79].

Conclusion

On the whole, despite the persistence of time-traveling problems, the dynamics in attempts to solve them in the last year or two appears to be optimistic. This is how one can assess the response of Senator I.V. Rukavishnikova about the initiative and laborious work of "enthusiasts, specialists who, having united under the auspices of the Association of Lawyers of Russia," prepared Methodological Recommendations for determining the amount of compensation for moral harm in case of encroachments on human life, health and physical integrity [14, 1].

This document, very solid in terms of volume and importance, undoubtedly deserves separate consideration. Here, we will only say that the developers have previously conducted scientific and analytical studies of domestic judicial practice in cases of compensation for moral harm, polls of representatives of the

professional legal community, questioning of citizens. It is also expected to seek the views of the regions, a number of human rights organizations, etc. In our opinion, one should take special account of the "lessons" of retrospective studies of domestic scientists and foreign experience in this area. The document has yet to go through additional stages of legal expertise and receive an opinion from the federal executive authorities, including on the methods of its normative legal consolidation. It seems that this path is not fast and difficult, judging by the many comments made at the previous stage of the discussion.

However, in conclusion, we would consider it appropriate to quote an extremely appealing fair statement: "... it is impossible to come to a consensus, given the peculiarity and uniqueness of every citizen and person. Nevertheless, following the evolution of social relations, the law should also evolve, and therefore, it is necessary, by trial and error, to seek a compromise that will equally suit the victims, and at the same time will strengthen the authority and strength of the judicial system of Russia" [13, 10].

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THE IMPACT OF THE FOURTH INDUSTRIAL REVOLUTION ON THE DEVELOPMENT OF NEW FORMS OF INVESTMENT

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Abstract. *The article aims to analyze crowdfunding, crowdfunding as modern forms of investing in various projects in the context of Industry 4.0 and to determine the advantages of using these electronic platforms. The author draws a conclusion about the prospects of using new forms of investment in the context of the "fourth industrial revolution".*

Keywords: *Industry 4.0; digital technologies; crowdfunding, crowdfunding, innovation, financing, projects, Internet platforms.*

Introduction

The magnitude of the changes brought about by the "Fourth Industrial Revolution" are leading to the transformation of entire systems of production, management and governance. Industry 4.0 denotes an intelligent manufacturing network that integrates physical manufacturing operations with digital technology, machine learning and big data to form a coherent ecosystem of interconnected companies. [7]. From a technological point of view, the concept of Industry 4.0 is mainly about digitalization and automation.

Digitalization processes predetermine the transformation of public relations [2, c. 104], modern business models, the introduction of key technologies by companies: modeling, horizontal and vertical system integration, cybersecurity, cloud technologies, additive 3D technologies, augmented reality, etc. [6, p. 63]

The introduction of new technologies, the use of financial services through the data telecommunications network, namely the Internet, and other modern technologies is an important direction of development of the financial market of the Russian Federation [1, c. 147] and aimed at improving production processes, which, in turn, requires large amounts of investment. New high-tech financial instruments

for attracting money are developing.

Moreover, in the era of the fourth industrial revolution, industries with access to large amounts of data (including the sphere of banking services) will be able to significantly accelerate the process of transactions [4, c. 76].

In its turn, the rapid development of information technology and the Internet leads to the active development of new models of investment in different areas of public life (crowdfunding and crowdfunding institutions, etc.).

Purpose of the study

It aims to analyze crowdfunding and crowdfunding as new forms of investment in the context of the "fourth industrial revolution", to estimate the prospects of their use.

Materials and methods

The author researches modern financial investment instruments, considering the latest digital technologies. The methodological basis of the work includes: the method of scientific analysis, the dialectical method, the method of logical analysis.

Results and discussion

The advantages of crowdfunding and crowdfunding platforms lie in the simplicity and high speed of investment transactions.

Crowdfunding is most commonly used by startups or growing businesses as a way to access alternative funds. This is an innovative way to find sources of financing for new projects, businesses or ideas. Crowdfunding platforms are websites that provide with a financial security and the services via a crowdfunding platform.

Crowdfunding can be divided into several types:

- according to the goals of the crowdfunding project: business project, creative, political, social;
- according to the type of compensation to sponsors: without compensation, non-financial compensation, financial compensation.

Crowdfunding is a way of uniting beginners and small investors who can bring significant financial resources working together. Fundraising on crowdfunding platforms leads to an increase of the speed of development and implementation of innovative projects [5].

Currently, crowdfunding is at its peak in many countries, due to the high demand for innovation.

In Russia, crowdfunding is at the beginning of its development. Currently there are more than ten crowdfunding platforms in various areas: the organization of lending to individuals and small and medium-sized businesses (Taplend, Zaimudeneg.ru, StartTrack); attracting investment in small and medium-sized businesses, selling shares of small businesses (SIMEX, IPOBoard); organiza-

tion of financing creative and original projects in any field of activity (Planeta.ru, Boomstarter, Circles), etc. The most popular crowdfunding platforms are Planeta.ru and Boomstarter [3, c. 29].

Despite the fact that participants in crowdfunding platforms use the forms of contracts established in the Civil Code of the Russian Federation (deed of gift, loan agreement, simple partnership agreement, etc.), in order for crowdfunding to rapidly develop in Russia, legislation in this area must be elaborated.

Crowdinvesting is also a new financial tool for raising funds for small and medium-sized businesses and is an alternative to a bank credit and venture capital funds.

The main idea of crowdinvesting is to use a wide range of microinvestors represented by citizens, who are not professional investors, as a source of funds for the development of their business. Over the past decade, crowdfunding tools have become increasingly popular around the world. The kickstarter.com project is especially popular on the global market, and planeta.ru, Starttrek, and Alfa-Stream are widespread in Russia.

Crowdinvesting is a popular financing mechanism for companies at the earliest stages of development. This new entrepreneurial financing scheme supports companies that lack collateral and financial history to access traditional sources of financing. In particular, crowd investing is aimed at financing new innovative enterprises, high-tech enterprises and knowledge-based firms.

Crowdinvesting is a legitimate and sustainable alternative financial tool for founders. Many young innovative enterprises have accumulated capital with the help of crowdfunding platforms. According to the assessment of experts, most of the capital at the early stages comes from online platforms.

Similar to crowdfunding, crowdinvesting is not sufficiently regulated in the domestic legislation, while there is an urgent need for a legal framework to protect investors from unfair companies.

Conclusion

In the context of Industry 4.0, modern business models are being transformed, companies are introducing new digital technologies. The development of information technology leads to the emergence of new investment models in various spheres of public life, which are gaining popularity both abroad and in the Russian Federation due to the creation of favorable conditions for the development of projects that attract funds.

Crowdfunding and crowdinvesting represent the greatest potential among all the tools, which not only attract investors' interest in profitable investments, create favorable conditions for the development of projects that raise funds, but also guarantee new investments and avoid fraud.

Futhermore, the researched platforms help investors make investment deci-

sions by providing with the information about the founders and their teams, and also about the markets where the promoted enterprises participate.

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THE USE OF BLOCKCHAIN TECHNOLOGY IN SETTLEMENTS FOR FOREIGN TRADE PAYMENTS

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Abstract. *The article aims to analyze the possibilities of using blockchain in settlements for foreign trade transactions, identifies the prospects for using blockchain technologies. The author concluded that it is necessary to solve the problems that hinder the development and use of blockchain technologies in the field under study.*

Keywords: *blockchain, blockchain technologies, foreign trade activity, foreign trade payments, smart contract.*

Introduction

One of the tendencies of the modern economy is the globalization of business relations, which lies in the increase in foreign economic transactions in countries with developed economies.

The use of international contracts allows entrepreneurs to regulate important economic issues: international transportation, sale and purchase, supplies, etc. [6, p. 136]. In order to simplify the process of document exchange and the conclusion of a treaty, complicated by various factors (disputes of the parties, geographical remoteness of counterparties), the means created with the help of high technology are urgently needed. Modern information technologies change the idea of traditional financial instruments, simplify and optimize the work of markets, contribute to the development of the legal environment of their functioning [3, p. 107].

In this regard, according to a number of researchers, the most promising technology is blockchain, a technological protocol that allows data to be exchanged directly between interested parties within the network without any help of intermediaries. The technology is an innovative way of storing data, based on software codes and digital records, and is a continuous chain of blocks built according to strict rules [2].

As noted by experts, the impact of removing barriers to cross-border trade through the introduction of blockchain-based solutions will have increased the

revenues of the global trade industry by \$ 3 trillion by 2030 [1].

Among the benefits of using blockchain technology, researchers primarily mention the following ones:

- 1) the impossibility of interfering into the chain from the outside and arbitrarily changing it by its participants (special cryptographic means contribute to the integrity of the chain of information blocks constructed by the subjects) [2];
- 2) acceleration of global exports, which helps to reduce barriers that limit the cross-border movement of goods and increase mutual trust among participants in foreign trade activity [10, p. 191].

Furthermore, the global economic crisis has led to a loss of trust in the regulated financial system, and blockchain is the best alternative to the current system, which demonstrates its ineffectiveness.

Purpose of the study

It aims to analyze the possibilities of using blockchain in settlements for foreign trade transactions; determine the prospects for the use of blockchain technologies.

Materials and methods

The author researches the use of blockchain-based platforms that allow settlements on foreign trade transactions. The methodological basis of the work consists of methods of scientific and logical analysis.

Results and discussion

As a form of distributed ledger technology, blockchain offers great opportunities to improve the reliability and security of trade transactions. Blockchain is a decentralized distributed ledger, in which information about transactions is stored in a permanent and almost unchanged form using cryptographic methods [9].

The main differences between the traditional database of transactions and the blockchain are: the absence of a single holder of information, an administrator; transparency of the database (registry) and accessibility to all network participants; higher data protection against hacker attacks [10].

The main direction of using blockchain in settlements for foreign trade transactions is to increase the speed of payments.

The introduction of new means of digitalization of business creates the basis for accelerating payments in international trade. For example, in 2016, a consortium of banks involving the government of Singapore used blockchain technology to create a variant of the letter of credit through which banks guarantee payments to buyers.

The digitalization of financial services can reduce the cost of movement of funds between transaction entities located in different countries.

There are several options for using blockchain in order to optimize the process of cross-border financial transactions.:

1) the use of cryptocurrency payments (BitPesa in Kenya, Bitso in Mexico, OkCoin in China, OkLink/Coinsense in India, etc.);

2) the use of blockchain in order to provide users with low-cost fiat money transfer services [8].

The advantage of using blockchain technology can be seen in the ability to transfer money in a very short period of time. For example, the blockchain-based Ripple platform allows money to be transferred within seconds.

Large companies such as Visa, MasterCard and J.P. Morgan use blockchain technology because financial institutions save significant amounts of money with the help of blockchain.

Smart contracts are also actively used in international trade, the use of which has been developed since 2015. A smart contract is a computer protocol for the automated execution of contractual obligations. The smart contract automatically (without the participation of a third party) executes the transaction and controls its execution in accordance with the terms of the contract, which are also written in the form of a code [2].

An important advantage of using smart contracts, among others, is seen in the expansion of the possibility of monetary settlements of the parties, simplification of registration and implementation of a cross-border letter of credit (participation of smart contracts in the payment procedure for the delivery).

Although smart contracts significantly optimize international trade transactions, they have a restriction in the fact that these protocols can only work with data represented in the digital ecosystem, which means that the application of smart contracts requires the digitization of all information used in the transaction cycle.

At present, blockchain capabilities are not used due to the conservative behavior of individual foreign exchange market participants. Optimization of the system of foreign trade transactions will make them more transparent and improve the mechanism of mutual settlements [7].

Conclusion

As a result of the study of the use of blockchain in the settlement of foreign trade transactions, we can conclude about the benefits of using such technology. First of all, blockchain technology helps to reduce paperwork at all stages of the process. Secondly, existing forms of settlement are being modernized, and the trade finance procedure is being simplified. Primarily, the speed of transactions when using such a traditional instrument of payment as a letter of credit increases significantly. The time for a letter of credit transaction is considerably reduced to 4 hours, while previously it was up to 10 days.

Researchers agree that there are problems on the way blockchain technology is currently being developed and used, and they have to be solved. Thus, exploring

technical opportunities to expand the use of blockchain technology requires a significant investment from banks and high-tech companies.

An equally important problem is the lack of internationally agreed rules for the control of the enforcement of blockchain-enabled contracts. In addition, the legal status of cryptocurrencies and the identification of opportunities and limitations of its use both at the international level and within national jurisdictions requires legislative consolidation [5].

The prospects for using blockchain in settlements for foreign trade transactions are complicated by the difficulty of building "electronic channels" between the competent authorities of the exporting country and the importing country, via which the documentary turnover will be carried out. The solution to this problem could be the use of two types of technologies by the controlling authorities of the contracting States: 1) a single blockchain; 2) different blockchains but based on the same technological platform. Due to technical difficulties, the most optimal is to build "electronic bridges" according to the scheme, involving the use by government services of the countries participating in the foreign trade transaction of their own blockchains and even a mode in which the supervisory authorities of one of the states will be off-chain. [10, c. p. 195].

Therefore, for blockchain technology to function effectively in national and international trade practices, particularly in the area of foreign trade transaction settlements, it is necessary to solve existing problems and create an optimal ecosystem for blockchain.

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PROBLEM-ACTIVE FORMS OF EDUCATION AS A TOOL FOR IMPLEMENTING A COMPETENCY-BASED APPROACH

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Annotation. *The article tells about the problems of active forms of education being introduced today into the education system. These forms are one of the tools for realizing the level of education. The relevance of this article lies in the fact that pedagogical technologies are expressed in work with various search information systems, where activities related to the solution of research works are presented. In research work, situational exercises, design research technologies can be used.*

The latter are activities associated with the solution of a creative, research problem with a previously unknown solution; it presupposes the presence of the main stages characteristic of research in the scientific field, and standardization in accordance with the traditions accepted in science. Thus, the teacher's role is to suggest new sources of information or simply direct the student's thought in the right direction for an independent search.

Keywords: *education, pedagogy, technology, training, profession, information systems.*

At present, the willingness to conduct research, research thinking is increasingly beginning to be seen not as the prerogative of only scientists, but as an integral characteristic of a person, which is part of his professionalism. One of the tools for the implementation of this position is the competence-based approach, which is being actively implemented today in the education system and requires teachers of all levels of education to turn to problem-active forms of education.

The integration of Kazakhstan into the world economic community, including the signing of the Bologna Declaration by our country, led to a radical change in the standards of higher education and educational programs.

Economic progress, which is based on market principles, also requires from to-

day's specialists the ability and skills of flexibility, speed, find the optimal solution to certain problems, as well as find problematic questions and answer them faster. Thus, trainees must have the skills of self-study and detailed analysis.

The economy of the world community does not stand still, which in turn raises quality standards. Likewise, the education system must be co-ordinated so that there are high-quality, oriented and competitive individuals on the labor market. Accordingly, the educational process should be structured into cognitive learning elements.

In the age of the Internet and information technology, there is a surplus of information base, which exceeds human capabilities in an unlimited number of times. Information is renewed, doubled, decomposed, and rapidly ages. And the need for a quick response to the flow of information is born, as well as the ability to work with such a flow and amount of information.

Thus, the state education standard, in accordance with the requirements of the time and the informative flow, is simply obliged to provide for the natural use of active and interactive forms of the educational process in the educational process.

A wide regulation of the success of students always depends on external and internal factors, their nature, activity and degree of independence. And in the choice of teaching methods, it is these points that the teacher should take into account.

It is strategically important for teachers to create learning material including in the process of the students themselves (students) on intellectual, social and personal activity.

Pedagogical technology in its structure has three components: conceptual basis; content of training (learning objectives - general and specific); procedural - the actual technological process (organization of the educational process, methods and forms of activity of students and teachers, diagnostics of the educational process). The most significant role in the formation of research competencies today is played by the technologies of the so-called active learning of students, which, according to A.A. Verbitsky, marks the transition from essentially regulating, algorithmized, programmed forms and methods of organizing the didactic process to developing, problematic, research, search, providing the birth of cognitive motives and interests, conditions for creativity in learning [1, p. 56].

Let us recall that passive teaching methods presuppose the dominance of the influence of the teacher on the students, who is assigned the central role - the role of the knowledge translator. Active learning is aimed mainly not at the teacher's presentation of ready-made knowledge, their memorization and reproduction, but at the independent mastery of knowledge and skills by students in the process of active mental and practical activity. Such teaching technologies encourage students to actively think and practice in the process of mastering the educational material [2, p.101].

The use of various forms of education and pedagogical technologies aimed at the formation of students' research competencies should be based on the following principles:

- prioritization of knowledge of basic concepts and theories;
- from simple to complex;
- from reproduction to creativity;
- from joint work with the teacher to the independent activity of the student;

taking into account the requirements of the university for scientific student work in this area of training [3, p.62].

Let us reveal the content of the concept of "forms of education": this is the method and nature of the interaction of the teacher and students, as well as students with each other. The main organizational forms of education at the university are: lectures, practical and seminars, students' independent work (IWS), exams, tests, consultations. For the formation of research competencies, such extra-curricular forms of work as problem research groups and scientific circles are very effective.

IWS has two components: extracurricular and supervised independent work (checked by the teacher (in whole or in part)). Traditionally, the first group of CDS forms includes: preparation and writing of abstracts, reports, essays on given topics; independent solution of situational, problematic and other tasks; case analysis; work with primary sources and periodicals (both printed and electronic); preparation of thematic reviews on periodicals; translation of scientific texts; compilation of an annotated list of articles on the problem; preparation of reviews of an article, monograph; study of official, statistical and scientific information; preparation for participation in scientific and practical conferences, round tables, etc .; design of multimedia presentations of reports; development of scenarios for business games, registration of their results; self-control (including computer testing, etc.).

Supervised (CSW) - controlled independent work of students, organized in the classroom under the supervision of a teacher. It can be performed in lectures, workshops, consultations and consists of individual student work, work in pairs and in small groups. At the same time, the role of the teacher can vary: either he only organizes and supervises the work of students, or is directly involved in joint work with students and then also performs a leading function.

The forms of controlled CDS in the formation of research competencies are: a report on the conducted empirical research; scientific report (text of the speech); article; analysis of a specific situation (case) with the preparation of an analytical note; business game scenario development; abstract, essay; performing an assignment on TRKM (technology for the development of critical thinking); synopsis of a scientific article, monograph; analysis of statistical and factual materials on a given topic; science project; drawing up tables, diagrams, models, calculation of indicators based on survey materials and statistical materials; the results of the

search (selection) and review of literature and electronic sources of information on an individually set problem; sections of thesis, etc.

Let us illustrate the continuity of the formation of the universal competence "Adherence to ethical norms and values of scientific activity". As you know, R. Merton defined the ethos of science as "an affectively colored complex of values and norms, which is considered obligatory for a person of science. Norms are expressed in the form of instructions, prohibitions, preferences and permissions" [4, p.70]. At the undergraduate level, this competence is expressed in the student's ability to understand the role of ethics in scientific research; at the master's level - to demonstrate research integrity when working with research data and information; after graduation - to comply with legal and other restrictions when working with research data and information. At the undergraduate level, the learning outcomes are: the student's knowledge of the ethical norms of scientific activity and adherence to the rules of scientific citation in accordance with the norms of scientific ethics.

As extracurricular forms of work, universities organize Schools for Young Researchers, where students get the opportunity to communicate with students from other universities, other countries, learn to conduct discussions, listen to lectures by famous scientists, subsequently adopting their style of scientific interaction.

The most suitable for the formation of this competence may be pedagogical technologies of content analysis of publications; analysis of specific situations (case-study), which reflect typical situations that a specialist will have to face in the course of his professional activities. The case forms an approach, allows to see the typical in situations and predetermines the student's ability to analyze situations through the use of analogy. Case technology teaches research skills through the application of a simulation method. In the undergraduate program, the most appropriate situations are illustrations as the most simple for students to analyze.

Discussion as a pedagogical technology is aimed at developing the teacher's ability to comply with ethical norms of scientific communication, to accept different points of view, including those that do not coincide with his own, to focus on the partner's position in interaction, to take into account different opinions and strive to coordinate different positions in cooperation, to formulate his own opinion and position.

Information technologies (for example, work with various search information systems - Web of Science, Science Direct, Journal Citation Reports, etc.) are relevant pedagogical technologies at this stage of the formation of research competencies; case analysis (at the master's level, you can already apply exercise situations); design and research technologies. The latter are activities associated with solving a creative, research problem with a previously unknown solution; it presupposes the presence of the main stages characteristic of research in the scientific

field, and standardization in accordance with the traditions accepted in science. The teacher's role is to suggest new sources of information or simply direct the student's thought in the right direction for independent search. The student, on the other hand, must independently solve the problem, applying the necessary knowledge, sometimes from different areas, to get a real and tangible result. The work is most often carried out as part of a mini-group, where the student not only gains experience of social interaction in a creative team of like-minded people, forms his own idea of the principles of cooperation and scientific organization of labor, but also uses the knowledge gained in his activities.

Now let's consider the continuity of pedagogical technologies for the formation of professional research competence, which has its development at all three levels of higher education, Table 1.

Table 1. Pedagogical technologies for the formation of professional research competence

The level of education	Requirements / Descriptors	Organizational forms of training	Forms of independent / super-vised work
Undergraduate	Able to collect and process information and factual materials, justifying the use of primary and / or secondary data from various sources within the framework of the tasks set by the head	Practical lesson, IWS, consultation of a scientific supervisor, all types of practices (educational, industrial, pre-diploma)	Checking and evaluating the sections of the course work and thesis by the teacher; preparation of abstracts; development of a research program; analysis of statistical and factual materials on a given topic; drawing up tables, diagrams, models; calculation of indicators based on survey materials and statistics; search (selection) and review of literature and electronic sources of information, etc.
Master's degree	Ability to search, critical analysis, generalization and systematization of scientific information, to formulate research goals and choose optimal ways and methods to achieve them	SRS (preparation of an article for a scientific journal, participation in a scientific and practical conference at various levels (with the publication of the abstracts of the report)), consultations of a scientific supervisor, participation in research work carried out by the department (faculty), practice (research work, production and pre-diploma).	Technology for the development of critical thinking (a type of student-centered learning technologies), which forms the ability to work in a group; graphically design text material; interpret the available information creatively; distribute information according to the degree of novelty and significance; generalize the knowledge gained; strategy “I know - I want to know - I learned”; information technology, case analysis (for example, assessment situations and problem situations); "Brainstorm"; Problem learning technology.

Among the pedagogical technologies, we first of all note the activity-based teaching technologies, which involve modeling professional activity in the educational process of the university. According to A.A. Verbitsky, "quasi-professional" activity is a transition from educational to professional; students do not carry out their own professional activity, but imitate it, which gives students an idea of the integral content of professional activity, its internal structure, the relationship and interdependence of its elements [1, p.46]. In a business game, in conditions of joint activity, each student acquires the skills of social interaction, value orientations and attitudes inherent in a specialist.

The reason for the duality in relation to professional and universal competencies is an attempt to rethink the possibilities of their formation within the framework of old educational models and pedagogical technologies, while we should talk about a radical restructuring of the educational process itself, when in conditions of a sufficiently limited number of hours, students acquire if not all, then a fairly wide range of competencies.

Preparation for research is thought of as a key and priority task of domestic universities, and with an emphasis not only and not so much on today, but on the competence of tomorrow. They involve the training of such a researcher-teacher who is able to go beyond the dry academicism, divorced from real life, social practice, and become an expert or consultant in various social projects and programs; a professional who is ready for constant mobility, retraining, changing specializations, mastering new social and professional functions. In fact, this is the core of pedagogical education, the value of which in these conditions not only increases, but becomes uncontested, only it is thought not as a set of knowledge, but as a scale and degree of a person's definition in culture [5, p.58].

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CONTENT OF PROFESSIONAL COMPETENCE OF A TEACHER OF PROFESSIONAL EDUCATION

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Abstract. *The article defines the content and structure of professional competencies of teachers in the context of the integration of secondary vocational and additional education. The authors consider professional competence as an integral characteristic that determines the ability to solve professional problems that arise in real situations of professional activity, using knowledge and life experience, values and abilities, and identifies the following competencies: pedagogical; methodological; research; innovation; project; organizational and socio-cultural (communicative) competence.*

Keywords: *professional activity, professional competence, integration, professional standard, pedagogical competence; methodological competence; research competence; innovation competence; project competence; organizational competence; socio-cultural (communicative) competence.*

In modern science and practice, professional competence is understood as the ability of a specialist in a particular field to qualitatively and successfully solve the tasks of professional activity according to certain standards.

According to A. A. Angelovsky, professional competence determines a high level of special knowledge and mastery of different areas of professional activity, understanding of current professional problems, the ability to successfully and accurately solve professional problems [3]. In psychological and acmeological studies, professional competence is considered as the main cognitive component of the professionalism of the individual and activity as a constantly developing system of knowledge that allows you to carry out professional activities with high productivity.

Adolf V. A. states that professional pedagogical competence is "a complex education that includes a complex of knowledge, skills, properties and qualities of the individual that provide variability, optimality and efficiency of the educational process" [1].

According to Ledyankina M. A. [6], the professional competence of a teacher is defined as an integrative quality of personality that has developed in the course of training and develops in the course of professional activity, formed by a system of competencies that represent a set of professionally significant properties and ensure the implementation of pedagogical activity. The structure of the professional competence of the teacher, according to M. A. Ledyankina, represents the unity of psychological and pedagogical, subject, methodological, production and technological, research and general cultural competencies.

Derkach A. A. and Zazykin V. G. consider social-perceptual, autopsychological, communicative, normative and reflexive (reflexive-status) competencies to be necessary for the effective performance of any type of professional activity [2].

If we talk about the structure of professional competence, it should be noted that Markova A. K. defines professional competence as an integrative characteristic of professional and personal qualities, a productive characteristic of the process of development of teaching staff, as a measure of achievement by teachers of such a level of development of activity, ideological, personal and professional qualities that most meet the requirements for the training of qualified workers, and identifies 3 categories in the structure of professional competence: activity, communication, personality - and the following types of competence: special competence; social competence; personal competence; individual competence [7].

Thus, the content of the professional competence of the teacher can be represented as a set of the following components::

- motivational-readiness to demonstrate competence and perform professional tasks;
- cognitive-knowledge ownership;
- operational and technological-experience in demonstrating competence in a variety of situations;
- value-semantic-attitude to the content of competence and the object;
- reflexive-evaluative-emotional-volitional regulation of the process and the result of the manifestation of competence.

In the content of professional competencies of teaching staff, professional and pedagogical skills are distinguished:

- gnostic skills – cognitive skills in the field of acquiring general professional, industrial, psychological and pedagogical knowledge;
- ideological skills – socially significant skills of work among students;
- didactic skills – general pedagogical skills of defining specific goals, forms,

methods and means of teaching, constructing pedagogical situations, explaining educational material, demonstrating work techniques;

- organizational and methodological skills – the ability to implement the educational process, the formation of training motivation, the organization of educational and professional activities, the establishment of relationships, the formation of a team, the organization of self-government;
- communication and directing skills – perceptual, expressive, oratorical skills;
- predictive skills – the ability to predict the success of the educational process, including the diagnosis of the individual and the team, the analysis of pedagogical situations, the construction of models of pedagogical activity, the design of the development of the individual and the team, the control of the process and the result;
- reflexive skills – the ability to self-knowledge, self-assessment of professional activity;
- organizational and pedagogical skills – planning the educational process, choosing the optimal means of pedagogical influence and interaction, organizing self-education and self-government, forming the professional orientation of the students' personality;
- general professional skills;
- constructive skills - development of training and technical and technological documentation;
- technological skills – skills of analysis of production situations, planning, rational organization of the process;
- production and operational skills – general labor skills;
- special skills – highly professional skills.

Professional competence is determined by knowledge, skills, and experience [8]. The structure and content of professional competence depend on the specifics of professional activity and its features. In the practice of acmeological research, the general structure of competence is defined and a theoretical model is developed, including: socio-perceptual competence; socio-psychological competence; autopsychological competence; psychological and pedagogical competence.

Despite the General consensus and the requirements to the professional characteristics and qualities of teachers, it should be noted that today in terms of integration of vocational and further education crucial for us are the following normative documents:

1. GEF IN the undergraduate training 44.03.01 Pedagogical education (est. By order of the Ministry of education and science of the Russian Federation dated 22.02.2018, No. 121);

2. Professional standard "Teacher of vocational training, vocational educa-

tion and additional vocational education" (approved by the Order of the Ministry of Labor and Social Protection of the Russian Federation of September 8, 2015 N608n "On approval of the professional standard" Teacher of vocational training, vocational education and additional vocational education»);

3. Professional standard " Teacher of additional education for children and adults "(approved by the Order of the Ministry of Labor and Social Protection of the Russian Federation No. 298n of May 5, 2018 "On Approval of the professional standard" Teacher of additional education for children and Adults»);

4. Educational standard of higher education of the North Caucasus Federal University, training direction 44.04.01 Pedagogical education (approved 30.01.2015, Stavropol).

The professional standard of a teacher defines the generalized labor functions that a teacher of secondary vocational education should master and which are included in the structure of professional competencies of teaching staff:

1. Teaching in professional training programs, SPE and DPP, focused on the appropriate level of qualification:

- organization of educational activities of students on the development of academic subjects, courses, disciplines (modules) of professional training programs, SPE and (or) DPP;
- pedagogical control and evaluation of the development of the educational program of vocational training, SPO and (or) DPP in the process of intermediate and final certification;
- development of software and methodological support for academic subjects, courses, disciplines (modules) of vocational training programs, SPE and (or) DPP.

2. Organizational and pedagogical support of a group (course) of students enrolled in SPO programs:

- creation of pedagogical conditions for the development of a group (course) of students in the SPO programs;
- social and pedagogical support for students of secondary vocational education programs in educational activities and professional and personal development.

3. Conducting career guidance activities with students and their parents (legal representatives):

- informing and advising students and their parents (legal representatives) on issues of professional self-determination and professional choice;
- conducting practice-oriented career guidance activities with students and their parents (legal representatives).

Each labor function contains specific labor actions.

The professional standard "Teacher of additional education of children and

adults" defines the type of professional activity as pedagogical activity in additional education of children and adults. The generalized labor function-teaching in additional general education programs-includes labor functions: organization of students' activities aimed at mastering an additional general education program (labor action-recruitment for training in an additional general development program); organization of leisure activities of students in the process of implementing an additional general education program (labor action-planning the preparation of leisure activities); ensuring interaction with parents (legal representatives) of students mastering an additional general education program, when solving problems of education and upbringing (labor action-planning interaction with parents (legal representatives) of students); pedagogical control and evaluation of the development of an additional general education program (labor action - control and evaluation of the development of additional general education programs, including within the established forms of certification (if any)); development of software and methodological support for the implementation of an additional general education program (development of additional general education programs (programs of training courses, disciplines (modules) and educational and methodological materials for their implementation).

Adhering to the position of V. A. Kozyrev, N. F. Radionova, A. P. Tryapitsyna, etc., we consider professional competence as an integral characteristic that determines the ability to solve professional problems that arise in real situations of professional activity, using knowledge and life experience, values and abilities [4-5].

Thus, in the content and structure of the professional competence of teachers, a number of competencies can be distinguished:

- pedagogical competence - the ability to carry out professional pedagogical activities in the context of the integration of professional and additional education, taking into account the personal characteristics of students, their level of development and needs;
- methodological competence - the ability to master and implement modern forms and methods of teaching as a result of the use of the latest scientific knowledge research, innovative methodological experience, readiness to organize effective interaction with students;
- research competence – readiness to study and organize research on current pedagogical problems and issues; readiness to use knowledge of modern problems of science and education in solving professional problems;
- innovative competence – readiness to implement innovative activities;
- project competence – the teacher's readiness to design and implement new educational projects, educational programs, and individual programs for the development of students;
- organizational competence – the ability to carry out organizational

activities, to solve organizational problems, to create conditions for the development of students;

- sociocultural (communicative) competence – readiness to interact with participants of the educational process and social partners, to lead a team, tolerantly perceiving social, ethno-confessional and cultural differences.

We highlight the conditions for the development of professional competencies of teachers of vocational education. First of all, these are organizational and pedagogical conditions.

To the organizational conditions, we have attributed:

- diagnostics and self-diagnosis of the level of professional competencies in certain conditions;
- development of a professional self-education program;
- learning and applying the experience of colleagues and active and interactive forms and methods of training.

When considering the organizational conditions, it is important to take into account the living and working conditions of the teacher, to which processes he needs to adapt, because the system of professional education has a number of features. The teacher should realize that it is not just necessary to conduct lectures and practical classes, but to interest students in their subject, course, to show maximum erudition and knowledge of age psychology and pedagogy.

After immersion in the educational environment, the teacher should conduct a self-diagnosis of the level of formation of professional competencies, since already at the first stages of professional activity, the teacher will face certain difficulties, and therefore it is important to immediately determine which competencies require professional development and improvement, which professional deficits need to be filled. After self-diagnosis, which is still somewhat subjective in nature, it is necessary to conduct a general diagnosis of the level of formation of professional competencies, according to the results of which it is necessary to start developing a program of professional self-education, which is one of the organizational conditions for the development of professional competencies. First, the program of professional self-education or an individual plan of professional self-development should be built in accordance with the concept of the development of the educational organization and the individual educational route of professional growth. Secondly, it includes a variety of forms and areas of work, such as the study of legal documents in the field of education and quality management systems, professional development and pedagogical skills, methodological work, innovative and research activities of the teacher, the development and conduct of open classes, career guidance, etc.

The organizational conditions for the development of professional competencies of teachers also include the study of pedagogical experience and the intro-

duction of active and interactive forms and methods into the practice of teaching, which contributes to the growth of methodological skills, the development of professional horizons and professional growth.

The effective development of professional competencies of teaching staff is based on a whole set of pedagogical conditions that should be determined by the educational organization. In general, it can be noted that the pedagogical conditions are designed to ensure, first of all, the development of the subject-pedagogical, knowledge-based paradigm of competence.

The analysis of the scientific and methodological literature and the experience of practical activity suggest that the pedagogical conditions can be divided into the following groups:

- organizational and pedagogical conditions: these include the definition of the trajectory of professional development, the study of innovations in science and technology, the educational and methodological support of educational programs, the practical application of active and interactive forms and methods of teaching;
- psychological and pedagogical conditions: conscious planning of the professional development program, the formation of personal motivation for continuing professional education, the definition of a personality-oriented learning trajectory, knowledge and consideration of individual psychological and intellectual characteristics of students;
- didactic conditions: the creation of problematic tasks in the course of professional activity, the solution of professional tasks, the organization of their own search activities and motivation of students, monitoring the level of training of students, interaction with teachers, discussion of problematic issues, self-assessment of performance.

Pedagogical conditions constitute the educational professional environment in which the phenomena and processes necessary for effective pedagogical activity arise, exist and develop, including the interaction of teachers and the exchange of experience.

Pedagogical conditions for the development of professional competencies of teachers, combined with organizational conditions, give a positive vector for the development of professional competencies and further professional competence of the teacher.

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PROGRAM OF SOCIO-PEDAGOGICAL SUPPORT FOR THE VALUE SELF-DETERMINATION OF AT-RISK ADOLESCENTS

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Abstract. *The article reveals the content of the concept of "social and pedagogical support of value self-determination", describes a program of social and pedagogical support of value self-determination of adolescents at social risk in boarding schools for children left without parental care.*

Keywords: *adolescents of the social risk group, value self-determination, socio-pedagogical support of value self-determination.*

Introduction

Self-determination in the world of values - moral and aesthetic ideals, norms and patterns of behavior is of particular importance for adolescents of the social risk group, for various reasons left without parental care and brought up in boarding schools. Mental trauma, disturbed parent-child relationships, pathogenic experience of life in a dysfunctional family form distorted, displaced and polarized values in adolescents. Thus, violations of value self-determination in the field of educational values are manifested in the unwillingness to study, get a profession and self-actualize in professional activity. Adolescents who do not see a personal meaning in the acquisition of knowledge in adult life are focused on dependency and rental attitudes. Violations of value self-determination in the field of family values are the cause of replicative orphanhood, when orphans, having become adults, are left without the care of their own children.

Addressing the problem of supporting the value self-determination of adolescents at risk reveals a number of contradictions at various levels. The first group

of contradictions concerns the situation of value uncertainty, when one value is declared at the state level, but in real life people are guided by the exact opposite. The second group of contradictions is associated with the multifactorial nature of the process of value self-determination, which, on the one hand, is determined by macro, meso and micro factors, and on the other hand, is a deeply personal process taking place in the inner world of a teenager. The third group of contradictions refers to the current situation of the problem of social orphanhood, in relation to which there is unreasonable optimism regarding the family arrangement of orphans. However, relentless statistics show that the number of children left without parental care is steadily increasing. The closure of orphanages undertaken by the state in the hope of placing them in foster families has led to an increase in the number of social rehabilitation centers and centers for helping families and children. To date, there are almost three thousand such centers, they contain about 350 thousand children from several months to several years [4].

Pupils of boarding schools, deprived of parental care, will have to independently search for ways and means of self-determination in matters of good and evil, moral choice, personal responsibility, boundaries of trust in people. And this search is carried out by trial and error with irreversible consequences. The idea of this study is to view value self-determination as a deeply personal process that cannot be organized, but can be actualized through social and pedagogical support.

The revealed tendencies and contradictions make it possible to substantiate **the purpose of the study** - the conceptual substantiation and technological development of a program of social and pedagogical support for the value self-determination of adolescents at risk, brought up in boarding schools.

Materials and methods

The set of methods for this study was selected in accordance with the methodological understanding of the essence of the phenomenon of "social and pedagogical support of value self-determination" and included three approaches - systemic, existential, axiological. From the standpoint of a systematic approach, the subject of the study was the objective existence of adolescents at risk in the present and the past, including the study of living conditions in the family, parent-child relationships, circumstances of "orphanhood", living conditions in a boarding school, school performance, relationships with peers and elders, hobbies, personal qualities. The collection of data was carried out using systemic methods - problem analysis, pedagogical observation, conversation, analysis of pupils' personal files and pedagogical documentation. From the standpoint of the existential approach, the subject of the study was the experiences of adolescents in psycho-traumatic situations of the present, "experiences of the past" in the past, and experiences about the future. Methods for collecting data about these experiences were design, case method, biographical method, projective drawing, essay. The study of the value

self-determination of adolescents at risk from the standpoint of the axiological approach included the study of actual values, life-meaning orientations, reflections and dreams about the future, carried out by the methods of psychodiagnostics, pedagogical diagnostics, and introspection.

Results and discussion

The carried out problem analysis showed that various aspects of value self-determination are considered in the social sciences. So, in philosophy the phenomenological properties of values, their genesis, determination, development and dynamics are considered [3], [6]. In sociological research, this phenomenon is studied from an object standpoint, that is, the values transmitted by the surrounding society and the values that individuals acquire as life guidelines are studied [5]. In psychological research, value self-determination is analyzed from the standpoint of subjectivity - how a child learns, chooses and internalizes values, how active he is in this process [1]. Socio-pedagogical research focuses on the procedural and technological aspects and considers in what ways and aspects value self-determination is actualized and supported [2]. One of these methods is social and pedagogical support, taking into account that the value self-determination of children is determined by a combination of external and internal factors. As a significant external factor, we consider socio-cultural activity that generates internal factors - emotionally rich experiences that have a personal value meaning for a teenager. This approach allows us to define value self-determination as the development, choice, assimilation of values in socio-cultural activities, the result of which is their stable totality, orienting the adolescent towards self-expression and self-realization in socially significant activities and manifested by moral traits in behavior and communication. In this logic, social and pedagogical support is defined as the activity of a teacher in organizing a teenager's life of positive, emotionally colored situations that contribute to an orientation towards socio-cultural values and the restoration of the lost values of the family and education. We understand socio-pedagogical support for the value self-determination of children as the activity of a teacher to include a teenager in the socio-cultural process of mastering, choosing, evaluating, assimilating values, the result of which is a stable set of spiritual and moral traits that motivate and direct the child to self-expression and self-realization in the main spheres of life - work, family, communication.

The design of the program of social and pedagogical support was carried out taking into account the peculiarities of the value self-determination of children at risk. Empirical data showed that the life of adolescents at risk in the parental family was full of situations that could potentially be sources of traumatic experiences. However, even in the face of traumatic experiences, adolescents have not lost the value of the family. They find it difficult to adapt to the conditions of boarding schools and want to return to their blood family or relatives. The adolescents have

good memories about the family, the bad ones have been erased or repressed, so the blood family is presented in the consciousness in a distorted and reconstructed form, which does not always coincide with reality. The adolescents have no distinct and clear ideas about their future family, its creation, even in dreams, is postponed for "later". A negative attitude of adolescents of the risk group to schooling has been established. More than half of at-risk adolescents skip school, and about a third cannot cope with the school curriculum. However, even teenagers who are unsuccessful in schooling think and worry about their further education and future profession.

Thus, empirical data show that adolescents at risk are focused on the values of family and education, but do not have clear and distinct ideas about their specific incarnations.

The revealed features of the value self-determination of orphans determined three areas of its pedagogical support - "Value-semantic reflection", "Value-semantic communication", "Culture creation".

The purpose of the *section of the program "Value-semantic reflection"* is to include adolescents at risk in the processes of reflexive-value comprehension of the experiences of their past, present and future life. The content of this section is focused on the development of personal, intellectual, emotional reflection. For the development of personal reflection, a package of exercises has been developed to analyze various aspects of one's "I" - self-esteem, positive and negative traits, abilities, motives, goals. So, for example, for reflection on self-esteem, adolescents indicate the degree of expression of their qualities (mind, will, abilities) between the poles with minimum and maximum values. Reflection of self-attitude is carried out by the method of an unfinished sentence, in which adolescents are asked to complete the phrases "In my character I like ...", "In my character I do not like ...". Intellectual reflection develops in the exercises "Diary of my achievements", "Portfolio", "Letter from the future." The development of emotional reflection is achieved in the activity of self-diagnosis of mood, fixation of their emotions according to physiological sensations, facial expressions and body pantomime. Particular attention is paid to the reflection of self-changes and the dynamics of their traits, comparing their experiences at different stages of life, achieved in the exercises "Letter from the past", "Letter from the future", "I am yesterday, I am today, I am tomorrow." Classes are provided for collective reflection using dialogues, disputes and discussions.

The section of the program "Value-semantic communication" is focused on the inclusion of adolescents in value-rich situations of interaction with peers and adults. The expected outcomes of this section are the ability to understand and respect the values of others; establish and maintain contacts, conduct a reasoned dialogue with bearers of other values; to resist the pressure and dictatorship of

the supporters of the concept "Friend-foe, foe-bad, beat the foe." Value-semantic communication is understood as communication in spontaneously arising and specially organized value-rich situations, contributing to the "crystallization" of values, value generation of meaning and value formation of meaning.

Value-semantic communication has a number of features. The first feature is the presence of trusting contact between the teacher and the adolescent at risk on the basis of openness, respect, and confidence in safety. In establishing trusting contact, it is not enough to use the "correct" communicative techniques and tactics, the teacher needs, as they say, "to work with his personality." The second feature of value-semantic communication is the presence in its content of a "value core", which can be an experience, an idea, an action, an act, an event, personality traits, an ethical category, and cultural artifacts. The generation of meaning is provided by emotional perception, feelings and experiences that arise in the adolescent, their dynamics in the process of communication, interest in the interlocutor. This process is complemented by the rational side of communication - the study of the meanings of words denoting values, the definition of their direct, figurative, hidden and secret meanings, a detailed analysis of events, the development of plots, the formulation of their own judgments, their argumentation.

The combination of the processes of meaning generation and meaning formation can give different results. The meanings formed in the process of emotional perception and rational discussion can coincide and give a picture of resonance when communication strengthens the value meanings of a teenager. In case of their discrepancy or contradiction, the information is not perceived, distorted, superimposed on one another. Communication in such cases does not achieve the goal.

Meaning formation through the word is achieved in dialogical communication with the help of questions: *What happened? When did it happen? Who happened to? Who are these people? What did each of them do? What were they talking about? How do you understand the word ...? What associations do you have with the word ...? What signs can you name (personality traits, phenomena, events) ...? What feelings did (hero or heroine) feel ...? How do you feel about ...? What consequences ... can you predict? Who will they harm (benefit)?*

Meaning formation helps the adolescent in realizing his emotional attitude to the discussed value. Revealing this attitude is not an easy task, since, as a rule, evasive or deceitful answers are given to "head-on" questions. More reliable information about the emotional attitude can be obtained using projective methods using symbols, drawings, associations, metaphors.

In value-semantic communication, three stages can be conventionally distinguished. The purpose of the first stage, meaningful and semantic, is to discuss the causes, plot development, consequences (action, deed, event) and highlight the

"core of values" in them. For example, value-semantic communication can be developed on the material of the environmental problem of air pollution with the allocation of the value core "nature". Another example is the allocation of a certain personal quality as a core value. In this case, value-semantic communication is based on the discussion of an action or deed committed as a result of, for example, a moral choice. The core of values for discussion can be both socially approved qualities - kindness, humanity, responsibility, courage, and "anti-values" - envy, greed, deceit. The result of the content-semantic stage of communication is the adolescent's awareness of the meaning of the word denoting value (*I know, I understand*) and a rational attitude to the discussed value (*I accept*).

The second stage of value-semantic communication, we singled out the emotional-value, the purpose of which is to realize their emotional attitude to the discussed value. To do this, you can use questions for communication using symbols: *What symbol can be used to represent ... (value)? Tell us about the good and bad features of this symbol. What color ... (value)? What proverbs, sayings, catch phrases do you know about ... (values)? What emotions (feelings) do you have for ...? Have you experienced feelings associated with ...? What were these feelings?* Another option is questions using associations, when a teenager is asked to write down words with which he associates a basic value, an ethical category of personal quality and is asked to determine what feelings they cause in him. Awareness of the emotional attitude to the discussed values is facilitated by the Metaphorical Self-Portrait technique. Pupils are offered incentive material (sets of postcards with plants, animals, birds, dishes, jewelry, weapons, etc.) and are invited to choose one of each set. After choosing postcards, the teenager is asked to answer the questions: *Why did you choose this one (plant, animal, bird, dishes, weapons, decoration)? How do you see the similarities between the image on the selected picture and (yourself, or another person)? What is the difference between the picture in the selected picture and (you, or another person)?*

The third stage of value-semantic communication is value-reflexive, the purpose of which is to comprehend the experience gained, assimilation and identification with the studied values, achieved with the help of questions of rational reflection: *I understood (did not understand) that ..., Now I know that ..., I concluded that ..., I came to the conclusion ..., I learned the difference between ..., I realized that ..., It is quite clear to me that ... I thought about ... Emotional reflection is carried out in search of answers to the questions: I was interested ..., I especially liked ..., I was surprised (amazed) ..., I was pleased (upset) ..., I felt that The questions of reflection of their activities can be: I found it easy (difficult) ..., I found it especially difficult ..., I did ..., I succeeded (did not succeed) ..., I did ..., I will try to apply ..., I will apply ..., Now I can....*

The section of the program "Culture" is aimed at including children in cultural

development and cultural creation. By cultural assimilation, we understand the process of assimilating and internalizing values in the course of acquaintance with cultural artifacts - paintings, musical and choreographic works, films. The results of the inclusion of adolescents in value-rich cultural activities is the transformation of values and beliefs into personal structures that govern behavior. The program provides for two aspects of mastering cultural artifacts - adolescents' perception of the value of the work itself through its external visible form (the first aspect) and the understanding of the wealth of the personality of its creator (the second aspect). At the same time, the second aspect seems to be no less important than the first, since each cultural artifact embodies the "hidden" values of its creation - creative pursuits and emotional experiences, painstaking human labor, self-restraint and self-denial. "Fusion" of emotional perception of a work of culture and comprehension of the life path of its creator give rise to personal meanings of values of labor, self-development, creativity.

The source of value self-determination, we consider not only the assimilation and appropriation of the socio-cultural experience of mankind, but also its creation. Cultural creation is understood as the process of involving adolescents in a variety of activities to create cultural artifacts embodied in its material and spiritual forms. For example, the participation of adolescents in master classes on mastering the technologies of folk crafts, in theater studios, musical groups contributes to the creation of values that have material embodiment. But the program of pedagogical support for the value self-determination of adolescents also provides for culture-creating events that do not have material embodiment and are characterized by a dual value nature. An example is the inclusion of adolescents in volunteer activities, during which they are simultaneously creators of two types of values - the value of helping other people and enriching the value of their own personality. Another example of culture-creating activity is the inclusion of adolescents in design and research activities, during which "value problematization" occurs. Value problematization actualizes two levels of value self-determination. For example, in an environmental research project, the development of the value of "nature" at the first level occurs in the course of identifying environmental problems, and at the second - in the search for solutions to these problems.

Conclusion. This study is based on the idea that value self-determination is a deeply personal process that cannot be organized, but can be actualized through social and pedagogical support. Of particular relevance is socio-pedagogical support for the value self-determination of children of the social risk group in the field of family and educational values.

The methodological understanding of the essence of the phenomenon of "social and pedagogical support of value self-determination" was carried out from the standpoint of a systemic, existential, axiological approach. To identify the features

of the value self-determination of adolescents at risk, developmental situations, experiences of traumatic situations in the present and the past, experiences about the future were studied; actual values, life-meaning orientations, reflections and dreams about the future.

Problem analysis of understanding the essential characteristics of value self-determination in philosophy, sociology, psychology and pedagogy made it possible to formulate the author's definition of socio-pedagogical support for the value self-determination of adolescents at risk as a teacher's activity to include in the sociocultural process of mastering, choosing, evaluating, assimilating values, the result of which is a stable set spiritual and moral traits that motivate and direct to self-expression and self-realization in the main spheres of life - work, family, communication. The revealed features of the value self-determination of adolescents of the social risk group determined three areas of its socio-pedagogical support - "Value-semantic reflection", "Value-semantic communication", "Culture creation".

The section "Value-semantic reflection" is focused on the inclusion of adolescents at risk in the processes of reflexive-value comprehension of the experiences of their past, present and future life and the development of personal, intellectual, emotional reflection. The section "Value-semantic communication" is aimed at including adolescents in value-rich situations of interaction with peers and adults, in which the ability to understand and respect the values of other people is developed; establish and maintain contacts, conduct a reasoned dialogue with bearers of other values. The section of the program of social and pedagogical support "Cultural creation" is aimed at including adolescents in cultural development and cultural creation, contributing to value choice, mastering and internalization of values, their transformation into personal structures that control behavior.

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ENTREPRENEURSHIP AS A POSSIBLE TYPE OF PROFESSIONAL ACTIVITY TO BE MASTERED BY GRADUATES OF THE UNIVERSITY OF PHYSICAL CULTURE

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Abstract. *The challenges of the modern economy make it necessary to revise the content of the theory and practice of training human resources. The article raises the problem of the need to transform entrepreneurship education into the process of mastering one of the types of professional activity, which must be mastered by graduates of higher education, including higher physical education. At present, the preparation of such activities is not provided for by the content of the state educational standard of higher education in the areas of "Physical culture" and "Sports".*

Keywords: *entrepreneurship, competencies, type of professional activity, student startups, university educational practices.*

Introduction

Relevance. Entrepreneurship is an integral part of the current dominant market system of management in the world. Without it, the economy of any country is unable to exist and develop. According to S.V. Panikarova et al (2014), in countries with developed economies, private entrepreneurs, in terms of their economic position and living conditions, form the basis of the middle class, which is the guarantor of social and political stability of society [4]. Based on this, creating conditions for scaling up small business in Russia with the participation of young people, who are the most active part of society, should be a strategic priority of the

country's government's modern policy.

Organizational and methodological grounds for data collection and its interpretation

The purpose of the theoretical research, the data of which are presented in the article, was to summarize information about the possibility of implementing programs for teaching students entrepreneurship as a type of possible professional activity in the system of a higher educational institution of physical culture. During the collection and analysis of information sources (the main research method), data on the carriers (universities) of the best domestic educational practices for teaching entrepreneurship were summarized, which were analyzed by the authors and presented in the article. These practices can be used in the educational process of physical culture universities. The article provides a link to the results of a survey of graduate students of bachelor's and master's degrees (n=320) conducted at the FESAPC for 4 years (2017-2020) to identify their attitude to entrepreneurship.

The results obtained and their generalization

According to the data of surveys conducted by us repeatedly among the students of the graduating courses of the bachelor's and master's degrees of the university of physical culture (FESAPC), it was found that among them there are more and more those who would like to acquire the competencies necessary for conducting their own business. This confirms the fact that modern youth is obsessed with the desire to become business people, to achieve success in life and not to be economically dependent on the state. Annually, 26 to 38% of the graduates of the Academy of Physical Culture intend to create their own business.

However, in order to become a successful entrepreneur, it is necessary to master a set of certain competencies, which in the future can be implemented in practice and solve the problem of increasing one's well-being. At the same time, the federal state educational standards of higher education in the areas of "Physical culture" and "Sport", which, in fact, are basic for universities of physical culture, do not offer training of students for entrepreneurial activity. Among the types of activities that are focused on the training of "physical culture university" students in these areas of training, are: coaching, pedagogical, recreational, organizational and methodological, organizational and management, research.

Now in the domestic market of educational services there are quite a few, including dubious, business schools, consulting and training companies that are ready to provide training in preparation for entrepreneurship, organizing seminars, trainings, consultations, brainstorming and coaching for this. At the same time, in most universities that do not implement basic business-oriented educational programs, there are practically no training formats that, without interrupting the main educational process, could help students gain knowledge in the field of economic

and legal issues, which is necessary to create their own business.

According to the research carried out by P.L. Glukhikh (2014) students of Russian universities show a stronger readiness for entrepreneurship than in the BRICS countries and Eastern Europe [1]. However, in later years of adulthood, the number of those wishing to become entrepreneurs begins to decline. Unfortunately, in our country there are a sufficient number of institutional and other restrictions that restrain the growth of entrepreneurship as a possible source of growth in the Russian economy. Nevertheless, we believe that the formation of the entrepreneurial activity of the population can be positively influenced by the organization of the practice of teaching this type of activity to students who are mastering multidisciplinary programs of higher education. At the same time, it means that the formation of entrepreneurial competencies will be of higher quality if a business-project (start-up) procedural approach is implemented, involving active activities to implement practical ideas of an entrepreneurial nature.

In our opinion, as part of the work on a business project (start-up) related to the field of physical culture and sports, students will be involved in solving the following tasks:

- conducting an analysis of industry segments, understanding the general trends of their development, identifying existing problems;
- identification of potential consumers and the formation of their portrait, assessment of the potential and market capacity;
- conducting a comparative analysis of competitors' activities, determining their competitive advantages;
- development of a plan for bringing a product (service) to the market and its promotion;
- development of a financial model of the project and identification of potential investors and partners;
- development of several (alternative) options for a business project.

The solution of these tasks can provide the formation of the following competencies of entrepreneurial content related to the development of abilities and skills to solve and set innovative tasks, work in a team, conduct economic calculations, and conduct business negotiations.

To form these competencies, in addition to working on projects at the university, one should use such educational forms as online learning, team facilitation technologies, formats of business games and hackathons, cases instead of lectures, study of research articles instead of textbooks.

Entrepreneurship has a special role in the formation of a market economy, the purpose of which is seen in stimulating economic growth, increasing spiritual potential and ensuring the scientific and technological progress of a particular state.

According to Komleva S.The. (2019), domestic entrepreneurship is distin-

guished by freedom in choosing directions and methods of activity, including sports and physical culture and health [2]. These last two types of activity ensure the satisfaction of the needs of one or another categories of the population in a different-level in orientation, intensity and effectiveness of motor activity (performance).

The main products of the physical culture and sports industry are those associated with various sports events (competitions, festivals) and the provision of sports and health services. According to V.A. Lednev (2017), sports in its broad interpretation today is an independent and huge industry, a large and constantly growing intersectoral sector of the economy, an investment-attractive, highly profitable business and a specific area of entrepreneurship [3].

Students of a higher educational institution of physical culture, mastering the basics of entrepreneurship, need to know that the following is characteristic of the current state of the country's sports industry:

a) in elite sports (professional sports), the vector of development will increasingly shift towards avoiding the use of budgetary funds, with the exception, perhaps, of supporting national teams;

b) the fitness industry has established itself as a steadily developing (apart from the consequences of a new "covid" pandemic) and an investment-attractive business sector;

c) ordinary (mass) sports are replete with examples of the implementation of effective entrepreneurial projects, the number of which continues to increase.

It should also be borne in mind that modern higher education is characterized by the fact that students, in addition to the traditional need to obtain the qualifications necessary for a specific positioning in the labor market, are also interested in the desire to self-actualize at the post-university stage of their life as an entrepreneur. It is for such a part of students who dream of their own business that education, which includes the creation of their own startup, may be of the greatest interest. The latter, moreover, can be presented today as a final qualifying work.

The considered format of the defense of diplomas in the form of startups was first implemented in Russia in 2017 at the Far Eastern Federal University. One of the graduates of this university presented to the state examination committee a business project for the sale of an existing medical development, which was a hardware and software complex for the combined diagnosis of cold airway hyperreactivity. Subsequently, at the same university, graduate students defended startups associated with the design of models of biological prostheses, with the development of a control system for a personal robot, with the creation of self-regulation programs to increase stress resistance, etc. This format of protection of graduation qualification works was picked up by other universities in the country. So already in 2020, 48 students of the Tomsk Polytechnic University (TPU)

presented their FQPs in the form of startups. For example, they presented the following business projects: an incubator for newborns, an online class, the production of healthy lifestyle algae, a filter glass for drinking water purification, a feed pusher robot, a support chair for patient rehabilitation, a robot bartender, etc. In the same year, a student at the North-Eastern Federal University named after V.I. A.K. Ammosova (Yakutsk) proposed a project for the formation of student league cybersports teams, a graduate of NUST Irkutsk developed a mobile game for smartphones, and a graduate of the Novosibirsk State Technical University proposed a mobile application for the preservation of dying languages (Yakut). At the Russian Academy of National Economy and Civil Service (Moscow), a startup "Interactive online horse riding courses" was considered. Due to the fact that today hippotherapy is a very popular area of adaptive physical culture, such a project could find its followers in universities of physical culture.

These examples are evidence of how varied are the spheres of application of entrepreneurial efforts of students. But the most important thing is that such activities are interesting to Russian students, they are obsessed with the desire to create value through the disclosure of their business opportunities, and this, in the end, leads to the desired result. Correctly built support for youth entrepreneurship in universities can provide it with wide scaling, which, of course, can positively affect the growth of production and services provided to the population, both within individual territories and the country as a whole [5].

It should also be noted that mastering entrepreneurial startup-oriented competencies is quite typical for Russians. The share of world startups with Russian roots is quite large today (more than 2,500), although the overwhelming majority of them are associated with software development. At the same time, which is very important in light of the problem touched upon in this article, only about 40% of developers have professional business education in this category of persons.

We believe that the implementation of the project "startup as a diploma" can be quite realizable in a physical education university if it has an actively functioning entrepreneurial infrastructure, similar to a business incubator or a creative workshop, and if a possible optional discipline with the name " Theory and practice of creating start-ups in the field of physical culture and sports. " If this form of educational training is popular, the situation with the development of entrepreneurship in the field of physical culture and sports can be changed for the better.

The practice of higher education indicates that many universities that do not specialize in the implementation of basic educational programs in the field of business, most often offer their students special short-term programs for teaching the basics of entrepreneurship. The implementation of such programs involves not only educators competent in these matters, but also external specialists from the centers of entrepreneurship. Educational programs conducted in this format are

characterized by low labor intensity with a predominance of practical orientation. In the course of their development, not only the study of the theory of entrepreneurship is most often provided, but also the work of students to create and develop their own startups or their participation in the programs of tutors (mentors) employed in real business. In addition, such universities are actively working to support student startups: pre-sowing investments are allocated, coworking zones, conferences, contests and festivals of business ideas, workshops are organized, business incubators and network communities are being created. All this deserves attention and generalization.

Conclusion

The study of the essence of entrepreneurship is a very timely direction of educational practice in a higher educational institution of physical culture. The domestic industry has great potential for the implementation of entrepreneurial projects, therefore, the system of training personnel for the sphere of physical culture and sports should shift towards the mass development of entrepreneurial competencies by persons studying in educational programs in the areas of "Physical culture" and "Sport". The implementation of the educational project "start-up as a diploma" can become a real step in solving problems related to the mastery of physical culture university graduates with the ability to develop and implement new project products that can provide marketing attractiveness to mass and professional sports, fitness, and actually sports and sports and entertainment events.

The development of market relations and a change in the structure of society, a change in traditional management systems and an expansion of the economic independence of the sphere of entrepreneurship, requires university graduates to have a mentality adequate to these processes, appropriate competencies and an entrepreneurial culture.

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HEALTH CARE AS ONE OF THE MAIN TASKS AT THE INITIAL STAGE OF TRAINING FOREIGN STUDENTS

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Abstract. *The role of health care in the implementation of educational tasks in the training process of foreign students at the preparatory faculty of the medical university is considered in this paper. Some suggestions for improving the realization of this system in the educational process are discussed.*

Keywords: *health saving, humanistic approach, educational tasks, preparatory faculty, foreign students, Russian as a foreign language, prevention.*

Introduction

The main task of a modern university as a center of education is to train a comprehensively developed competent specialist; an educated, creative, healthy and socially active person. The Requirements for the development of additional general education programs that ensure the preparation of foreign citizens and stateless persons for the development of professional educational programs in Russian states that “a graduate of a higher medical school of the Russian Federation must have a humanistic, natural-scientific outlook, a high level of general and professional culture; be ready to deepen and expand his scientific and creative potential” [1].

In this regard, in the process of teaching foreign students at the pre-university stage, there is an organic connection between educational and upbringing work; the problems of education and upbringing are solved in a comprehensive manner.

A developed system that creates the maximum possible conditions for preserving, strengthening and improving the spiritual, emotional, intellectual, personal and physical health of all subjects of education: foreign students, teachers, employees of the preparatory faculty, etc. is health preservation.

Purpose of the study

One of the priority tasks at the preparatory faculty is the strengthening and preservation of the student's concept formation of a healthy lifestyle in them, the choice of such teaching technologies that eliminate overload and preserve health. For successful study in a foreign country for foreigners it is necessary to adapt as quickly as possible to the university, to a new educational system, to a new culture, traditions, to a new language communication, to the international character of study groups and streams [2]. A scientific approach to understanding the essence of maintaining health, youth, beauty is very useful for foreign students of the preparatory faculty - future medical students. The specifics of training foreign students at a Russian university leads to significant physical, psychophysiological stress and overstrain. This is especially important for them in a difficult period of adaptation, which is characterized by the destabilization of physiological functions and, as a consequence, an increase in the level of morbidity. It is no secret that the psyche of some people who have left their families for a long time, who have changed their usual environment of life in a foreign country, may suffer, and they either fall into depression or stop studying abroad and return to their homeland [3]. In the current academic year, amid a pandemic, the training takes place remotely. On the one hand, when learning online, one does not need to adapt to the climate or society, but on the other hand, it requires adaptation to the most distant format, because neither teachers nor students had the experience like this before [4]. Sitting at a computer or tablet for many hours, a rare stay in the fresh air in self-isolation or quarantine conditions, low physical activity, fear of getting COVID-19 do not affect health in the best way.

Materials and methods

The human body is a complex biochemical system that has great adaptability to the environment. As it is known, the human body has hidden reserves, which it uses to maintain an optimal level of health, but these reserves are not unlimited. Unfortunately, at a young age, a person rarely thinks about how to preserve an invaluable gift - health. Many young people, when they feel good and full of energy, have no desire to maintain and strengthen their own health.

End what is health? The definition adopted by the World Health Organization (WHO): "Health is a state of complete physical, mental and social well-being, and not just the absence of disease or physical defects." Modern medicine also defines health as the completeness of the body's adaptation to external influences. It is obvious that the state of health is formed as a result of the interaction of exoge-

nous factors (natural and social) and endogenous factors (heredity, constitution, gender, age). The studies carried out show that the main factor influencing the state of health and the occurrence of diseases in humans is the patient's lifestyle (50% - 55%) [5].

Results and discussion

It is obviously, extracurricular and educational work in teaching foreign students serves not only educational purposes, but is also used as an important tool in the formation of cultural and moral competence of students. The educational work carried out involves familiarizing students with Russian reality, customs, as well as the further formation of the student's personality with an active life position. Conversations, discussions, discussions touching upon vital issues, for example, "Prevention of COVID-19", "Treatment and prevention of AIDS", "The harmful effects of alcohol and nicotine on the human body", "The harmful effects of drugs", "Mobile phone and health", "Hygiene of working at the computer" and others explain the harm for the health of a young person and help to prevent these problems.

In the modern educational process, in our opinion, the role of an imitation-modeling game is huge, taking into account the professional interest of future doctors and at the same time forming their attitude towards a healthy lifestyle. This essential activity is a powerful area of self-expression. Role-playing games, drafting and acting out dialogues, situational tasks on the topics "At a doctor's appointment", "In a medical center", "In a clinic", "Problems of modern medicine", "My future profession" and others are regularly held at Russian language classes. Their subject matters are defined by the needs and interests of the student's future professional activities and represent a psychologically sound foundation of the curriculum for the development of speaking and listening skills, the success of which is associated with the presence of positive motivation among the students [6, 7].

During classes in a foreign-language auditorium, the task of preserving the student's health is realized by optimizing and purposeful organization of the lesson. The peculiarities of the contingent are taken into account as much as possible and a differentiated approach to the trainees is carried out, conditions are created for self-expression, emotional satisfaction through the formation of a comfortable psychological environment. Modern techniques are used in conjunction with psychological support. In this regard, the study of individual psychological characteristics of trainees is of great importance. Knowing the individual psychological characteristics of his students, their level of emotional stability, the teacher chooses the most effective forms of work that contribute to the individualization and coordination of training content, ways of presenting knowledge, training and control.

Taking into account the psychological factors of health care, for the purpose of the effectiveness of the educational process, the teacher can choose the neces-

sary types of work for different groups. For example, extroverts (students from Jordan, Lebanon, Palestine, Syria) are inclined to speak, they are more successful in assimilating educational material during speech practice, but their attention is often focused only on the content of the utterance, while the design is relegated to the background and language means are acquired involuntarily. For such students, it is reasonable to restrain speech activity, to monitor the correctness of the statement. Introverts (students from Nigeria, Zambia, Togo, Ghana, Kenya) are more organized in comparison with extroverts, so they are more attracted to grammar, reading, writing [8]. All this contributes to the individualization of the forms and types of training, the correlation of presentation methods and the consolidation of information in accordance with the personal psychological factors and national characteristics of the trainees.

Rostov State Medical University pays great attention to teaching foreign citizens the Russian language, since its good knowledge contributes to the fastest possible acculturation and health preservation. Thus, foreign students participate in the traditional Russian language Olympiad "Medicine and Languages: at the Crossroads of Cultures." [9]. By participating in the Olympiad, foreign students often demonstrate excellent knowledge of the Russian language and a reverent attitude towards it. Knowledge of the Russian language helps them to successfully adapt to new socio-cultural conditions, and also contributes to creative self-expression. Writing essays on topical topics not only increases the level of language competence of foreign students, but also has great educational value.

The popularization of the Russian language, Russian science and culture is one of the priority tasks of our state, therefore, the university pays great attention to such events as poetry evenings, a competition for the best essays, conferences dedicated to the work of famous Russian writers. Foreigners visit cultural institutions (libraries, theaters, museums), excursions, international and literary evenings, concerts, holidays, thematic evenings, meetings, Olympiads and quizzes, sports tournaments are held for them. All this contributes to the fastest possible acculturation [10].

Conclusion

We believe that the ongoing work to introduce a system of humanistic values into the educational process, based on the idea of a citizen, a person of culture and high morality, will make it possible to assess educational activities not only taking into account the educational achievements of foreign students, but also taking into account their human qualities. personal growth, intellectual and spiritual and moral self-development. In order to implement the health preservation system, it is necessary, in our opinion, to continue working on the rational organization of the educational process in accordance with individual, ethno-psychological, hygienic and other requirements. These are programs and methods that are aimed

at fostering a culture of health in students, personal qualities that contribute to its preservation and strengthening, the formation of ideas about health as a value, and motivation for a healthy lifestyle.

Modern medicine is pathocentric: today it is the medicine of diseases. Medicine of Health, Love, Beauty is valeology, which flourishes in the countries of Southeast Asia. It is to the East that medicine owes the introduction into practice of fortifying agents made from Chinese magnolia vine, ginseng, aralia, etc. [11] In ancient China, disease prevention and health preservation were part of state policy. The cult of a healthy and beautiful body reigned in Antiquity as well. Known methods of hardening in Ancient Greece, "gymnasium" for physical exercise, "termas" for water procedures. In Russia, it was developed in the 80s, when hardening procedures were widespread, and today society is turning its face to a healthy lifestyle, sports and healthy food are widely promoted in social networks among modern youth. All these aspects of health care are close to foreign students both due to the national traditions and due to their age, and should be taken into account by teachers when organizing educational tasks.

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CROSS-BORDER COOPERATION IN THE TRAINING OF MANAGEMENT EDUCATION PERSONNEL: THE SOUTHERN DIMENSION

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Abstract. *In the context of global openness, the links between education systems in the cross-border and border space are changing, which presupposes a theoretical understanding of the ongoing processes in the field of education. It is the border regions that have the most geographical advantage for the development of international cooperation in education. The urgency of the problem of cross-border cooperation in education is due to the strengthening of the role of border regions in the context of globalization, regionalization, growing flows of interregional, border, international, educational migration of the population. Today, a high level of conceptualization of cross-border cooperation with the educational systems of neighboring states in education, scientific communities, in the training of management personnel in the field of education and the use of UNESCO resources, international scientific and educational associations, alliances, unions, networks, first of all, the South-South dimension is required.*

Keywords: *state borders, border space; cross-border cooperation in education; federal university; management personnel of education, project.*

Introduction

Globalization has a significant impact on the development of the humanitarian component of international relations in border cooperation. Borders are also closely related to the issues of preserving statehood, security, and the well-being of the population. At different historical stages, borders changed their functions: from ethnic or administrative borders to state borders and vice versa. In a broader sense, "cross-border cooperation" means cooperation between two, three or more territories of states in different spheres (economy, education, ecology, education,

culture, etc.), having a common border"[1]. The term "cross-border cooperation" is also often used, which implies increased cooperation.

Problem and purpose

Cross-border cooperation is one of the important conditions, factors for enhancing the external relations of the state at all levels, the improvement of which will ensure the innovative development of border subjects and the state as a whole. Cross-border cooperation contributes to the development of mutually beneficial ties in the border territory of Russia in accordance with the laws of neighboring states, based on the requirements of the Constitution of the Russian Federation.

Sustainable development of cross-border cooperation is determined by strategic plans, projects and programs of socio-economic development, among which projects of cooperation in education in the border and cross-border space are relevant. To regulate border and cross-border communications in the field of education and science, interstate agreements have been developed and signed in the integration associations of the Russian Federation within the CIS, SCO, BRICS, etc.

Cross-border cooperation is one of the forms of economic integration of border territories of states, contributes to the development of international relations, since important problems of states intersect here, including humanitarian, scientific, educational relations, projects. The intensification of the processes of cross-border cooperation is also carried out by an increase in attention to regional educational systems, universities, which is a multidisciplinary potential, innovative "points of growth" in the development of border cooperation in education are federal universities, including the Southern Federal University.

Research methodology

The methodological and theoretical basis is formed by the theory of sustainable development of global and regional social systems, education; theories and models of border space; functions of the frontier, ideas of regional studies in the study of educational systems of neighboring countries. The empirical base of the study was formed from several sources: analysis of scientific research, a corpus of normative documents on the organization of cross-border cooperation.

Results and discussion

In modern globalization processes, borders contribute to the expansion of integration within the framework of interstate institutions, become lines of active interaction between states in bilateral relations of neighboring states, and create the maximum possible conditions for scientific and educational cooperation. The essence of the border space, its development is studied in the context of border security, border studies, the theory of border protection, socio-cultural processes in the border area. The key concept of the theory of border protection is the concept of the state border as a subsystem of the state, i.e. it fixes the boundaries of the state. In this project and research activity, we understand the state border "as

a line and a vertical surface passing along this line, which defines the limits of the state territory (land, water, subsoil and air space), i.e. the spatial limit of the state sovereignty"[8, p.17].

To understand the essence of the border and cross-border space, it is necessary to note the change in the model of their protection, functions, the degree of transparency, status and prospects arising in this regard in the border regions, which must be taken into account when designing cooperation in the field of science and education. European researchers define three types of border regimes:

- absent order - typical for the countries of the "old EU" and its internal borders. This regime is notable for the absence of a formal framework for limiting and controlling border crossing, creates conditions for optimal cooperation and lasting contacts, international exchange, tourism;

- the march - this type of regime is associated with the countries of Central and Eastern Europe. This area arises between the countries of the "old" EU and third countries, that is, the territories of the EU member states, which are neighboring with third countries, create a "border zone of the EU";

- postcolonial lines - the border regime is a kind of stabilization and security zone around the European Union, the so-called "circle of friends" [15, p 47-49];

- model of the border between non-cooperating neighboring countries (North and South Korea) and the border that is a conflict zone (India and Pakistan); [14, p. 4, 15];

- the whole country can be considered as a frontier if the border conflict is accompanied by terrorism, for example, Israel [16], etc.

In the modern border space, many vital interests of the state intersect, which is due to the increasing role of regions in the world order (K. Omae), which is also typical for the Southern Federal District, bordering on Abkhazia, Kazakhstan, Ukraine, has sea borders with Romania, Bulgaria, Turkey, Georgia. The administrative center of the district is Rostov-on-Don, where the Southern Federal University is located as the leading university in the South of Russia.

The study of issues of cross-border cooperation in Russia begins in the 1990s. Note that in the early 90s of the twentieth century, researchers begin to work on the scope of such concepts as: "border cooperation", "border subject of the Russian Federation", "territory of cross-border cooperation", "participants in cross-border cooperation", etc. Russian researchers Avdulov N.S., Boltenkova L.F., Vardomsky L.B., Golunov S.V., Kolosov V.A. make a great theoretical contribution to the modern conditions of understanding the process of development of the border and border, transboundary space. and other Russian researchers, research teams. For the further development of the theory and practice of cross-border cooperation in education, it is relevant to research "the phenomenon of globalization as a multidimensional process and its impact on the border security of the Russian Federation"

[10], the cross-border region [2] "research of cross-border cooperation as a social institution is carried out within the framework of a sociological approach"[12] and others.

The Concept of Cross-Border Cooperation in the Russian Federation (Approved by the Order of the Government of the Russian Federation dated October 5-7, 2020 № 2577-r) notes that cross-border cooperation is carried out taking into account the socio-economic objectives formulated by the Spatial Development Strategy of the Russian Federation for the period up to 2025. In particular, the directions of cultural and humanitarian ties between the subjects of cross-border cooperation of the Russian Federation and the subjects of cross-border cooperation have been formulated. In organizing cross-border cooperation, it is also necessary to take into account the historically formed community of cultural and historical traditions with the border population.

The most important components of the potential of the border region include its educational potential, first of all, the university network of higher education, its educational and scientific potential. Modern studies of the border space and cross-border cooperation use an interdisciplinary approach, and for this purpose they turn to fundamental developments in the field of political science, the theory of international relations, geopolitics, sociology, and political geography. It should be noted that in pedagogical science, few studies have been carried out on the development of cooperation in the education of borderlands, mainly, these are studies of cultural, scientific, educational ties in Euroregions, agglomerations, macroregions and are valuable theoretical and practical material for the authors of this article [6].

In pedagogical science and educational practice, the main directions of cross-border cooperation in the field of higher education are described, which, in particular, include: exchange of delegations of educators; training and testing of foreign citizens in the Russian language; participation and joint holding of international conferences, symposia, exhibitions; research projects, etc.

The fundamental task of the development of the South of Russia is the effective development of cross-border cooperation in education, its strategies, tasks, models in spatial development. This is due to the fact that "the process of globalization in the modern world, which replaced the policy of" peaceful coexistence of states ", has the primary goal of uniting states under a" common roof ", involving them in interdependent and mutually beneficial relations" [13].

The Southern Federal University, as a university of a border region of the Russian Federation, in which the national interests of various states are present, aims to form a project base in the field of education management for the joint solution of the problems of migration processes in education, etc. refers to the topical management tasks of the federal university.

Southern Federal University, based on the possibilities of the contact function of the state border, is developing a project for the development of border educational space - Foresight project "Designing a professional profile in the field of training 04.04.01 Pedagogical education" Management in the field of education and science in the border area of the South of Russia". In designing the content of the Foresight, the authors use the achievements of the leading scientific and pedagogical school of the South of Russia, its founder, Academician Evgenia Vasilievna Bondarevskaya [5]. Project manager - Associate Professor N.I. Fokine; participants - students of master's and postgraduate programs of SFU; representatives of the Office of the Plenipotentiary Representative of the President of the Russian Federation in the Southern Federal District; heads of educational authorities of the Southern Federal District, the North Caucasian Federal District; SFU teachers).

In creating the Foresight project, the team of authors uses the right of the Southern Federal University to create its own educational standards, the right to independently conclude agreements and organize cooperation with foreign educational organizations. The relevance of educational foresight, goals and objectives are due to the ongoing "cognitive turn" in the sciences of man and society, in the system of higher and additional professional education. Foresight is an integrated approach to forecasting that involves all key development participants, develops cooperation aimed at creating projects with a long-term planning horizon. "Foresight" is understood as the process of systematic identification of new strategic scientific directions and technological advances, which in the long term can have a serious impact on the economic and social development of the country"[11]. The purpose of the designed Foresight is the development of adjacent educational systems in the frontier space of innovative management education for the "Education" industry (Table №1).

Table № 1.

Foresight project "Designing a professional profile in the area of training 04.04.01 pedagogical education" Management in the field of education and science in the border area of the South of Russia"(extract from the project)

1.	Development of continuous education of management personnel in the field of education, science and cross-border cooperation in education, (pedagogical science) based on the resources of UNESCO, UNICEF, CIS, SCO, BRICS, etc.
2.	Sustainable Development Goals. Goal 4: Ensure Inclusive and Equitable Quality Education and Promote Lifelong Learning Opportunities for All - Border Space in South Russia.
3.	Dissemination of the results of activities in the field of cross-border education - the border area of the South of Russia.
4.	Analysis of South-South Global Dimension Cooperation in the Management of Education Development Based on Foresight Technology - Dissemination of UNESCO Materials.

5.	Cross-border and trans-border cooperation of the Southern Federal University: - Educational project "Territories of cross-border cooperation in the field of training management and teaching staff." - Research program "Actual problems and innovations in the development of mega-universities, university complexes, cross-border, regional, universities." - The system of training management personnel for the activities of educational organizations in the border area.
6.	The complex of master's programs of the profile "Management in the field of education and science (research activities in education)" direction 44.04.01 Pedagogical education. FSEI HE 3 ++ - Head of an educational organization. Management in the field of education and science: cross-border cooperation, etc.
7.	Foresight strategy "State-public management of education development in the border and trans-border space: migration management in education" (scientific school of E.V. Bondarevskaya).

Conclusion

The disappearance of the USSR from the political map of the world led to the formation of a new perimeter of the state border of the Russian Federation, the formation of a common integration space with neighboring states. Cross-border cooperation of Russia, as the largest country in the world, develops border cooperation with states with different languages, cultures, educational systems, a new field of scientific research is being formed, for example, cross-border regional studies, migration management in education, etc.

Cross-border cooperation in the field of education is one of the priorities for the development of federal districts and federal universities. Thus, the Southern Federal University defines the goal of its development as international, cross-border and trans-border cooperation in the field of education, science, which is presented in the Development Program of the Southern Federal University for 2011-2021 [17]. The subject of further research will be the issues of designing joint master's programs with educational organizations of the CIS, SCO for the training of education managers, etc.

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PERSONAL PROBLEMS OF YOUNGER SCHOOL STUDENTS IN CONDITIONS RURAL SCHOOL

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Abstract. *In this study, we tried to reveal the essence of the personal problems of junior school students in the educational environment of a rural school. The work presents a justification of the relevance and peculiarities of psychological and pedagogical support for junior school students in the conditions of a modern rural school. The possibilities of the "Tuya" school of parental support in the personal development of children are presented.*

Keywords: *junior school student, personal problems, personal development, rural school, educational environment.*

Introduction

In modern pedagogical science, a competent approach to school education, as well as a personality-oriented model of the educational process, is very significant. In this regard, the child's development of not only certain knowledge, skills and skills, but also the development of competencies, becomes especially relevant.

Competence is the result of education and education in the broad sense of the word. The educational process taking place in the school, firstly, should be aimed at the formation of competencies, secondly, it should contribute to the formation of competence by creating pedagogical situations that simulate real life situations that require the manifestation of relevant competence as accurately as possible [1].

Personal competence, or competence of personal development, is aimed at mastering by means of physical, spiritual and intellectual self-development, emotional self-regulation. The village school student masters the ways of activity in his own interests and opportunities, which is expressed in his continuous self-knowledge,

the development of personal qualities necessary for modern man, the development of psychological literacy, a culture of thinking and behavior. These competencies include personal hygiene rules, care for one's own health, internal ecological culture, ways of safe life [4].

Purpose of the study

To determine the possibilities of the educational environment of a modern rural school in the personal development of younger school students.

Materials and methods

In the younger school age, optimal conditions are created for the formation of personal competence, which determines the necessary level of development of the child's personal qualities. During this period, the most intensive development of the personality takes place, a number of mental and psycho-physiological transformations and qualities are formed, which can be the basis for the further development of the personality of younger school students.

Thus, in our opinion, the use of the socio-cultural potential of the modern village will expand the worldview of younger school students. But it is not enough to consider only the existing existing factors, it is necessary to transform and enrich the educational environment, to fill with creative mechanisms [2; 3].

Of course, project activity is not ontologically set for the educational process as training and education, but modern scientific and pedagogical reality and the implementation of the Federal State Educational Institution dictate the transition to a different pedagogical thinking, and therefore the modification of the educational process itself.

Results and discussion

Scientists see the design of the educational environment as a certain mechanism of historical and cultural heritage that contributes to the development of creative potential, and teachers see more as an auxiliary mechanism for assimilating knowledge, competencies and mainly see practical tools in the educational process. Psychologists consider the design of the educational environment as a mechanism for the development of the personality of school students.

In our opinion, the very idea of designing the cultural and educational environment of the village school is a continuation of the fundamental idea of social partnership with the social institutions of the village, as well as together with the Tuya school of parental support. We consider the active interaction of the rural school and the immediate social environment gives:

- on the one hand - solving educational tasks;

- on the other hand, solving problems of personal development of rural school students.

Conclusion

We often do not think about how much social phenomena that occur in society are generators of positive neoplasms among students, since the bulk of the events held on the territory of the Bokhansky District and Tarasa are actively attracting young people. Students take part on an equal basis with adults, and often with parents, uncles, aunts, older brothers and sisters in the traditional cultural and sports holidays of Sur-Harban, Sabantuy, where the significance of each participant, regardless of age, is so huge that each child feels like one with big team and realizes responsibility, his own contribution to the overall victory. The held traditional events in MO "Bokhansky District": Language - people soul, Dad, Mom, I am sports family, Sur-Harban, Sabantuy, KVN, Sagaalgan, Dangina, Startineyger, Ayalga, Toonto нӱтар, Night of Ekhor, Zaluushulay наадан, Dawning on a fair, Maslenitsa, the New Year's ball, the Winter sports contest, the Ski track of Russia, "Nobody is forgotten, nothing is forgotten"..., the Army express, Patriots of Russia.

Thus, our school is truly a socio-cultural center that contributes to the improvement of life, thereby developing the modern younger generation, ensuring the success of their socialization and improving the quality of education. The interaction of the school and the environment is a favorable condition for the effective moral and civic development of the person, since environmental pedagogy is, first of all, humanistic pedagogy. The more diverse the content and interregional range of connections, the more opportunities for improving the effectiveness of the psychological and pedagogical process in a rural school.

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MODERN SCIENTIFIC APPROACHES TO TEACHING FOREIGN STUDENTS TO SPEAK ON THE MATERIAL OF THE LANGUAGE OF THE SPECIALTY

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Abstract. *The article highlights modern scientific approaches to teaching foreign students speech activity on the material of the language of the specialty. Culturological, axiological, existential, hermeneutic, semiotic, synergetic, competence approaches are analyzed. The article considers the need for consistent work with general scientific and specialized terminological vocabulary which expresses the basic concepts of the language of science in the system of the concept sphere. The possibilities of using methodological resources, the semantic potential of these scientific areas in the practice of teaching foreign students are substantiated.*

Keywords: *specialty language, Russian as a foreign language, meaning formation, speech activity, cultural studies, hermeneutics, semiotics, axiology, existentialism, synergetics, competence.*

Introduction

Modern Russian education is actively moving from information-cognitive to humanitarian personal-semantic pedagogy. The transition from the subject-object model of teaching to the subject-subject model, focused on the interests and personal experience of students, requires bringing the educational process to the personal-semantic level [1]. The reorientation of learning goals from informational to developmental ones, the transfer of content from a knowledge-alienated level

to a personal-value one, the use of variable forms of education instead of authoritarian-unified ones leads to self-actualization of students, self-individualization of their activities.

Purpose of the study

The educational process is a specific semantic reality, a common field of interaction between various branches of science that study various aspects of the semantic formations of a person, therefore it is necessary to approach it comprehensively, to include the semantic sphere of students in it. In the methodology of teaching foreigners, the determining factor is the study of the influence of the semantic potential of sciences and scientific directions, with which "the study of a foreign language in its semantic aspect has common sides" [2], and the determination of the possibilities of using their resources. These are culturology (semantic interpersonal communication), axiology (students' value system), existentialism (values of individual consciousness), phenomenology (phenomena of individual consciousness), hermeneutics (interpretation of foreign language texts as cultural facts, comprehending their meanings), semiotics (processes of meaning formation as a result of coding information of the text), synergetics (expansion of the space of choice).

Materials and methods

Taking into account the integrative nature of the language of science as a part of culture, the reflection of the specific scientific experience of a person, as well as the multinational, multicultural nature of the contingent of foreign students, we note the important role of the culturological approach. It allows us to identify the characteristic national features of the development of sciences that underlie the future specialty of students [3], to determine the specific features of the cultural and educational environment of the student, the degree and nature of his cultural and general educational competence. In the methodological aspect, cultural studies make it possible to identify priority scientific problems characteristic of the countries from which students came, to adjust the topics of educational materials that allow to carry out intercultural interpersonal communication.

Axiological and existential approaches play a special role in the pedagogical process. The axiological approach to learning problems involves researching the basic values of national cultures and, in this context, the personal values of trainees, clarifying the hierarchy of personal priorities, motives and meanings that led trainees to choose their future profession. The existential approach is addressed to the personality of a particular student, his individual life priorities, personal meanings due to individual psychological characteristics.

The hermeneutic approach relates to two components of the educational process – to the subject of learning (student) and to the object of study (scientific texts, language of the specialty). The subject's hermeneutics investigates the inter-

dependence of the processes of functioning of the subjective side of the student, his self-knowledge, self-awareness, self-realization and self-affirmation.

If the task of hermeneutics is an accurate understanding of the content (meanings) of the text, then semiotics deals with the problems of the most accurate reflection in the text of the facts of real life with the help of signs, i. e. iconic means.

A synergistic approach to teaching is an effective means of organizing the educational process in a multilingual international environment of foreign students with different levels of cultural, scientific-subject and linguistic training. Exploring the ways and patterns of self-organization of complex systems, synergetics offers a mechanism for the transition from chaos to order, from a disordered set of elements to a system.

The most important role in training is played by a competency-based approach. Professional training of a future specialist should be focused not only on the development of his knowledge, abilities, skills, but also on motivational ethical, social and behavioral components; that is, the concept of “competence” is broader than the concept of knowledge, ability, or skill, it includes them, but is not their sum [4].

The concept of “competence” and “competency” are key in the context of the competence-based approach, they are often used interchangeably, but recently researchers have separated these concepts. As noted by L.S. Lisitsina, competence is a measure of mastering competencies, and competencies are a means of describing the objects and types of activities of a specialist to be mastered in the process of his or her training [5].

A.V. Khutorskoy identifies the following key educational competencies: value-semantic, general cultural, educational-cognitive, informational, communicative, social and labor, the competence of personal self-improvement [6]. In our opinion, this classification of educational competencies allows us to concretize and highlight the set of competencies necessary for a specific contingent of students, depending on the goals and objectives of learning.

Results and discussion

Considering the language of science as a means of obtaining a specialty, we see it as a certain part of the linguistic means of the national language, reflecting an interconnected system of general scientific and terminological concepts and providing verbal educational and scientific professional-oriented communication. At the same time, presenting general scientific and terminological vocabulary, we are talking about the information-conceptual status of the term, since the information indicated in it is a mental form of reflection of some fragment of reality. The term expresses a special concept of a certain scientific conceptual sphere and thereby becomes a carrier of information in which professional and scientific knowledge expressed in linguistic form is recorded.

The experience of practical work on the development and formation of a scientific and conceptual base among students led us to the conclusion that the greatest semantic potential is possessed by work not with individual concepts as such, but with scientific concepts. In our opinion, consideration of basic general scientific and specialized concepts, for example, "life", "organism", "plants", "animals", "nutrition" and others in the structure of the concept, allows using peripheral associative-figurative, connotative representations to translate objective meanings words to the level of the semantic personal sphere of students [7].

When teaching foreigners the Russian language and, in particular, the language of the specialty, the fundamental competence is communicative, a specific set of necessary competencies of which is formed depending on the educational and professional orientation and the stage of training. From the side of the volume, communicative competence is usually considered as a set of independent competencies in four separate, relatively independent types of speech activity: competencies in speaking, writing, reading and listening. the mastery of which is necessary for students to realize their social and professionally oriented communicative needs [8].

In the context of teaching a language of a specialty in speaking, it is customary to distinguish such competencies as mastery of monologue and dialogue speech within the framework of the studied linguistic and scientific-subject material. Mastering the competencies of writing involves writing abstracts, reports on a given topic, etc. At the same time, speech should correspond to the communicative intentions of the speaker and writer, be logical, meaningful, correspond to linguistic, pragmatic and socio-cultural parameters. Of particular importance in teaching the language of a specialty is mastering the competencies of reading educational and scientific literature, texts in the specialty, the language content of which would correspond to the level of proficiency in speech skills, and the subject content would be understandable and based on already partly familiar material from scientific subject courses. In the aspect of listening, the necessary combined competencies are mastery of the skills and abilities of listening and taking lecture notes, understanding direct communication and recording of a monologue speech, based on the studied language material, as well as on the formed linguistic intuition, which provides contextual guess and prediction of speech deployment [9].

The allocation of three basic structural components: linguistic, subject and pragmatic competencies is important in practical work on the development of communicative competence. It is assumed that communicative competence develops as a result of their interaction.

Linguistic competence ensures the formation of trainees' ability to build grammatically correct and meaningful statements, "involves knowledge of units of all levels (phonetic, lexical, derivational, morphological, syntactic), but not exhaustively presented, but those that will be used as building material for generating /

recognition of statements in the formation of the student's communicative competence in the volume, which is set by the goals of training" [10].

As D.I. Izarenkov rightly emphasizes [10], the repertoire of language units of the language - morphemes, lexemes, speech patterns, sentences, structural types of micro- and macrottexts is strictly correlated with the volume of the formed communicative competence and is selected on the basis of the subject component (spheres, topics, communication situations). Thus, subject competence is a meaningful, denotative expression plan. In the context of teaching foreign students the language of the specialty, the subject content should become informatively important scientific-subject textual material on the profile of the future specialty of students, limited by the topic, speech situation, etc. Considering the educational process from the standpoint of a humanitarian paradigm focused on the formation of meaning among students, it is important that scientific-subject information is not only objective, but also personally significant for students.

Pragmatic competence consists of the ability to use speech action adequately to the communicative goals and situations of speech communication, knowledge and correspondences between communicative intentions and speech patterns that implement them, etc.

Naturally, further specification of competencies, and most importantly, the level of proficiency in them, depends on the stage of training and the needs of educational and professional communication.

With a deductive conceptual presentation of a communicative professionally-oriented topic at the stage of an informational and familiarization module, the purpose of which is to create an indicative basis for learning, presentation of a general understanding and understanding of the topic in the course of an interpersonal general scientific discourse, a hermeneutic approach is used. At this stage, the main task of foreign students is the development of a scientific and subject conceptual base in Russian, however, the language means proposed for discussion are passively learned. It is obvious that the various contexts created in the course of the discussion contribute to the active meaning formation of the trainees. Therefore, considering hermeneutics as the doctrine of understanding the hidden meanings of texts, we consider it important to carry out hermeneutic comprehension of scientific texts through the analysis of the context. "Context, contextual reading should become an important mechanism of meaningful explanation in the activities of teachers and students." [11]. Undoubtedly, the use of this approach in the organization of educational material depends on the stage of mastering the language content.

At the stage following the informational and introductory, a semiotic approach is used. In the process of passing the operational module, students learn with what language means it is possible, for example, to describe a phenomenon, process,

properties or functions, to give a definition or characterization of the studied subject. Foreign students master a set of lexical and grammatical constructions, analyze the semantic fields of basic general scientific concepts, perform lexical and grammatical tasks to master the skills of the correct use of the prepositional-case system of the Russian language, to choose words and phrases that are appropriate in meaning, etc. semantic features and the functional role of linguistic signs of various levels of the Russian and native language (intermediate language) of students, while developing the speech skills necessary for communication in the context of a semantic-speech situation, or a communicative professionally-oriented topic [12].

In the methodological aspect, a synergetic approach is manifested in the special organization of the educational material, in the selection of a wide range of tasks that allow the student to choose his own way of mastering the material. The system of tasks may include the following formulations: "combine words and phrases into groups according to a given criterion", "restore the logical sequence of points in the plan", "build a table", "analyze and restore sentences, choosing the parts that are appropriate in meaning", etc. [13]. It is obvious that the idea of the formation of a system and its subsequent development out of chaos and disorder can be realized with a certain "free" style of pedagogical management, including such characteristics as openness, nonlinearity, actions based on internal motives, alternation of evolutionary and abrupt, explosive paths. In the context of meaning formation, an effective means of meaningful activity of trainees can be the creation of situations of acute semantic collision, situations of disequilibrium and uncertainty, borderline states, etc.

Long-term observations of the existential manifestations of foreign medical students indicate that the humanistic values, to which genuine existentialism is directed, are fully inherent in the semantic orientations of the life of the majority of students. Many of them chose the profession of a doctor, having experienced firsthand the pain for their relatives and friends who suffered during military conflicts, epidemics of diseases and did not receive timely qualified medical care. Relying on the personal experience of foreign students and creating an emotional and psychological lead in the process of interpersonal dialogue, the teacher has the opportunity to connect the meaningless theoretical scientific and subject content of training in the personal and semantic context, contributing to the formation of meaning [14], which means more effective mastering of speech activity by Russian language.

Conclusion

In our opinion, teachers of the language of the specialty should take into account the fact that the same content, including scientific, can be expressed by different texts, just as different content can have the same text form. Obviously, the semiotic approach is of paramount importance in teaching the language of science,

as it directs the teacher to systematic and scrupulous work to develop the skills of the language design of the utterance.

It is obvious that cultural studies and axiology are interconnected by their appeal to the cultural values of a person, among which education and profession occupy one of the main places in the system of personal orientations of foreign students. The teacher's task is to determine how deeply social values have entered the system of individual personal values, how important these personal values-meanings are for the student, and to what extent they can maintain a high level of motivation for learning [15].

The hermeneutic approach is of great importance in the methodological aspect of teaching speech activity on the material of the language of the specialty. Information about the student's personality, the uniqueness of his views, beliefs, attitudes, motives, values, personal life meanings in the process of learning, cognitive activity, creativity allows the teacher to actively and effectively provide pedagogical support to students, contributing to the development of their semantic sphere.

The task of the educational process is also to maintain the openness of the educational activities of students, their existential intentions, to discover the true motives and causes of certain manifestations of students, to actively influence their semantic-educational process, to transfer actual universal values to the existential, personal level of each student.

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THE DEVELOPMENT OF COMMUNICATION SKILLS IN PRESCHOOLERS IN PSYCHOLOGICAL AND PEDAGOGICAL RESEARCH

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Abstract. *The problem of communicative development in preschool age has existed and still exists today, since teaching to communicate, perceive, feel is one of the most difficult tasks. Numerous studies have shown that the experience of communicating with music, gained in preschool age, significantly determines a person's success in the field of communication throughout all subsequent stages of development. The relevance of the formation of communication skills in preschoolers is determined by the social order of society - the formation of a socially developed personality of a child. Currently, it is necessary to pay attention to the harmonious development of preschoolers, to involve and socialize their communication and contact with the outside world, as well as with peers. To teach them how to create, create in a team and be able to discuss the acquired musical knowledge and experience.*

In domestic science in the field of psychology and pedagogy of art, unique approaches to the education of communication through musical art are considered. In the studies of G.S. Tarasov, the understanding of music as a form of artistic communication is significantly clarified, which makes it possible to single out those communicative positions that a person occupies in a situation of communication with music. Thus, the author emphasizes the role of the position ("creative") as the ability to express one's thoughts and emotions [4, P.115]. Thus, developing the ability to "creatively" improvise, compose, fantasize their thoughts and emotions, preschoolers learn to freely contact with the world around them, to successfully reveal their abilities.

In this sense, T.E. Tyutyunikova's methodology can be applied in conditions of

early development, children are offered fantastic travels and fascinating research, in which the creative leader involves his pupils. The technique is used for musical and creative training of pupils in achieving the effectiveness of the results of creative activity. In the didactic sense, musical and creative activity is relevant as a method of stimulating the cognitive activity of a preschooler by means of elementary playing music. The organization of play activities contributes to the development of the emotional sphere, the acquisition of experience of communication with music, develops imagination and visual-figurative thinking, expands the range of emotional representations, love of playing music and improvisation.

T.E. Tyutyunikova's methodology for elementary music making is based on two methods. The first method is aimed at enhancing the child's creative manifestations, his ability to improvise, play music, fantasy, and compose. The problem of children's improvisation is one of the most exciting and difficult, as it requires the creation of situations for creativity and imagination.

The second method is the modeling of a musical language, in which modeling becomes a learning mechanism. In his method, the author uses a number of creative techniques and principles combined in the process of "creating" with sounding gestures, improvising movement both jointly and individually with each one. Motto: do with us, these sounds about me, the music of my body, playing with sounds, folk dance, speech playing music, sounds before symbols, graphic recording.

Given the small life and musical experience of children, the underdevelopment of their emotional-sensual and imaginative sphere, it is necessary to include in the atmosphere of a complex of game actions.

According to the position of G. S. Tarasov, such play actions include the plastic intonation of musical speech in the form of "performing" participation of the hands, body, legs, head tilts when recreating the "pulse" of a musical work, its tempo and rhythm, dynamics, direction and pitch, musical phrasing, etc. The more diverse the themes of scenarios, games, dances, the process of fantasy and improvisation is revived spontaneously and unpredictably, thereby children are involuntarily involved in the play of an imaginary "musical theater". In general, according to G.S. Tarasov, artistic play involves playing out plots, events, images embodied in music in an improvised form. Children choose their own role and find those expressive means that are necessary to express their figurative vision of the work [5, p.55-58].

For the successful implementation and development of communication skills, it is necessary to involve pupils in various musical and cognitive games, in which each preschooler will be able to realize his own potential. In the game, according to A. N. Leontiev and D. B. Elkonin, there appears the most accessible way of processing information and an interesting way of expressing emotions and im-

pressions. Volitional regulation is revealed in the development of a sense of space (mise-en-scène), movements (gesture, facial expressions, pantomime), when it is necessary to express an emotional state [7, P.27].

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According to the research psychologist I. G. Vechkanova, play as a form of organizing the activities of preschoolers allows us to study the factors that contribute to a change in the emotional regulation of the child, to identify the features and means of improving the derivatives of empathic emotions, the ability to reflect the feelings and states of others, since feelings are quickly formed in these games. sympathy for the adult, which ensures the emotional well-being of the pupil.

L.G. Kurevina and L.G. Peterson in the "Concept of education: a new look" formed a new reappraisal of values give a figurative example in this regard: if in traditional education the teacher "plays the role of a musician-performer, and children play the role of spectators, then in in the activity approach, their roles change: the children themselves become performers, and the teacher-conductor"[2].

In his fundamental research from the point of view of psychology, B.M. Teplov revealed the meaning of a full-fledged perception of music as an active process, which involves not just listening, but also "making", and, moreover, it is not a purely mental act, but includes very diverse "bodily" phenomena, primarily movement. Thus, we can conclude that BM Teplov deepens the understanding of the problem developed by E. Jacques-Dalcroze from a psychological standpoint [6].

Following Teplov, D.K. Kirnarskaya from the position of musical psychology D.K. Kirnarskaya emphasizes that in order to be able to think multichannel and musically, as well as to make adequate decisions and implement them, you must first of all listen and respond responsively. The teacher's particular attention should be paid to the clearly formulated and well-grounded position of the researcher regarding the sequence of actions [3, p. 100-103].

L.S.Vygotsky. in his work "Psychology of Art" says that aesthetic emotion (emotion caused through the perception of a work of art, including musical) does not cause immediate action, in contrast to the emotion caused by real life circumstances. [1, P.326].

Thus, it is very important in the modern world to create favorable conditions for preschool children, help them accumulate musical experience, teach them to fantasize, improvise, and achieve success in understanding music as a form of artistic communication.

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HYPOTYPOSIS AS A TYPE OF INTERTEXT

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Abstract. *The work is devoted to the actual problem of the specificity of the individual style of the famous Balkarian poet K. Sh. Kuliev both in its phenomenological understanding and in considering the processes of the formation of the figurative system of national poetry as a newly written one. The authors of the study believe that the "plasticity" of Kuliev's figurative representations, often noted by literary scholars, is in some cases the result of the poet's reflection in the space of foreign cultural visual representations. The article raises a general question about the existence of a special type of poetic reflection based on the interpretation of samples of fine art - the type of poetic reflection that existed throughout the evolution of literary literature. Comparing the images of the early work of the Balkarian poet with well-known examples of European painting, the work draws parallels between them quite reasonably and draws a conclusion about the style-determining role of hypotyposis in the poetics of Kuliev.*

Keywords: *North Caucasian literature, intertext, Balkar poetry, K. Sh. Kuliev, hypotyposis.*

Introduction

The concept of "intertextuality" is today one of the most popular in Western literary criticism. The history of the formation of the intertext as one of the components of an individual work is marked by a deep degree of study, and despite the relatively short time interval of the existence of the intertextual literary approach, the number of studies that one way or another touch on this issue is quite large. Moreover, it can be argued with good reason that almost all studies of scientists in recent decades consider the intertextual view as the main way of considering poetry and prose. An extensive set of general theoretical fundamental works by R. Barthes [2], J. Kristeva [11], G. Bloom [5], W. Eco [25], J. Derrida [7], N.

Pieguet-Gro [17]; Russian scientists M. Bakhtin [3], M. Lipovetsky [15] actually formalized the paradigm of research approaches to the phenomenon of intertext. Various particular aspects of the problem are described in detail in the works of such scientists as M. Kozhina [10], A. Suprun [18], P. Torop [20], Yu. Karaulov [9], I. Ilyin [8], V. Chernyavskaya [24], a number of others.

In the general body of works by regional scholars, one can single out those of them that came closest to considering the North Caucasian literary context from the standpoint of an intertextual approach, forming a whole area of "borderline" analysis - these are, first of all, monographs and articles by Z. Kuchukova [13], Yu Tkhangazitova [21], T. Tolgurova [6], M. Khakuasheva [23], A. Borovoy [6], K. Bauaev [4], F. Uzenova [22]. However, we repeat, it is precisely the intertextual aspect of the literary work of national authors that today remains practically undeveloped.

Objectives of the study – description of specific forms of intertext by K. Kuliev - appeals to national models of reflection and hypotyposis.

Materials – poetry of K. Sh. Kuliev, from the point of view of typology, origin, nature of functioning and the role of intertextual fragments in his works. The study of the latter is impossible without the use of special methods, which consist in the conjugation of research models of comparative analysis with historical reconstructive schemes.

Results and discussion

The kinship of the art of poetry and the art of visual criticism was noted even in the ancient era, referring to the Aristotelian concept of evolution in rhetoric. We can say that the phenomenon of hypotyposis accompanied all forms of verbal creativity throughout the history of their development, and the results of such interaction were a complex system of integrative interpenetration, including thematic reminiscences that arise in one type of art in connection with the perception and experience of a work of another type of art; interspecific interpolation of codes: borrowing or translation into the language of related arts of individual techniques, characteristics, form-building means of a certain type of art. In this case, the analysis reveals in a work of art structures that "store information" about another type of art, it is they, thanks to the implantation-interpolation of, for example, the techniques of plastic arts in literature, enrich it, shape the style.

The result of the strongest influence on Kuliev's worldview from the side of painting samples was the manifestation of a special type of figurative thinking - hypotypic. Appearing as a series of results of interactions between literature and the plastic arts, hypotyposis implies visual representation through words. It is aimed at the most complete representation of what the author has seen or what he intended to present as visible.

Can the phenomenon of hypotyposis be considered a kind of intertextuality?

In the case of the poetry of K. Sh. Kuliev - no doubt, because his appeals to a different cultural and figurative space are so obvious and vivid that they cannot be deduced from certain ideas of the Balkar people, they stand out in the general volume of the poet's texts just as clearly, as well as direct quotes:

Сады тронуло солнце,
Девушка рвёт виноград.
Виноградины сверкают от росы,
Красивая девушка рвёт виноград... [12:147]

Interlinear

– it is unlikely that we have before us the recorded sensations of a really experienced event - Kuliev was very meticulous when it came to the accuracy of facts and details, and this picture is impossible in the highlands of Balkaria. It is logical to assume that this is a verbal sketch of a visual impression, an example of hypotyposis. The images are most similar to the popular paintings of Bryullov - "Italian noon" and "A girl picking grapes in the vicinity of Naples" - and, in any case, are fairly accurate verbal canvases.

Doubts about the formation and significance of such a component as hypotyposis in the general system of Kuliev's poetic ideas are dispelled by one of the most famous poems of the poet - "A woman bathing in a river":

Женщина в реке купается,
В зелёной тени в горной реке,
Её плече, влажные от воды,
Обнимают солнечные лучи...
...Радуетя, омывая её спину,
Белых ледников сверкающая вода...
Улыбается (она) чистой (ракушечной) воде,
Белеющей невдалеке горе...
...Солнцу, касающемуся её груди,
Подобно её вошедшему в реку солнцу... [1:160]

Interlinear

– in one of the articles devoted to the translations of Kuliev into Russian, the researcher Z. Kuchukova notes that, despite the highest professional level of the translators of the Balkarian poet, in the overwhelming majority of interpretations the meaning of his works is noticeably distorted [14: 224-246]. The scientist connects this with the originality of the socio-ethical norms of the mountain community, with the specificity of the mental attitudes of the Balkar people. The poem "A woman bathes in the river" is even less fortunate - in Russian-language texts we are faced with direct distortions of meaning. However, it is they who reveal the essence of the author's system of reflection in this particular text. Literally one line of N. Grebnev's translation - "mountains stand still in the distance." In the original,

the mountain towers "not far away." Why is there such a clear contradiction to the primary meaning?

The thing is that Nuam Grebnev tried to capture and convey the ideological pathos and ontological attitude of the poet. But for Kuliev himself, no less important is the picture itself, the aesthetics of the visual impression. Eroticism, unprecedented for North Caucasian, and even Russian Soviet poetry, serves as a proof of this. Indeed, in the original, everything is focused on the transfer of the carnal, bodily beauty of the female body. Apparently, Grebnev was surprised a lot by "the shoulders, wet with water", and the "washed back", and "the breasts that the sun touches." Therefore, the translator's picture is much more ascetic, therefore, having corrected the emotive-sensual layer of the work, he realized his right to "eliminate" some other moments of the original, which he understood as a contradiction to the world of Kuliev.

Could Naum Grebnev have believed that a mountain woman can swim naked in a mountain river? Of course not. That is why the mountains stay still away from the bather. The latent feeling of the impossibility of the picture painted by Kuliev is removed by transferring the action to the plain, to the foothills. There it was likely. In the mountains, especially in the areas that were part of the sphere of the life experience of the Balkar poet, the vision of a woman bathing in a mountain river was fantastic in the full sense of the word - if only because of the objective temperature conditions of such a process.

Why does Kuliev describe a woman bathing in the mountains, and, most importantly, where does this unrestrained sensuality of visual pictures come from? Why does the worldview summary of the poem leave the impression of the general idea of the text?

Before us, as already noted, is an example of a hypotypic approach. The Balkarian poet was highly inherent in visual perception of reality - hence his predilection for detailed description of objects and landscape, which, as you know, is a means of indirectly expressing the author's worldview and attitude to the environment [16: 272]. Kuliev could not observe and did not observe the described picture, the source of his inspiration was the paintings of the old masters of painting, who had elevated the naked female body to the ideal since the Renaissance. The Renaissance idea of rehabilitation of nudity and the carnal principle was the philosophical content of the visual picture, therefore Kuliev's "the whole world remains without war - a woman bathes in the river" did not really exhaust the content of the genius work and only supplemented it, at best, as an equal semantic block.

Conclusions. A very special type of Kuliev's intertext was hypotyposis, or the presentation of visual prototypes to the reader of verbal cripples. Kuliev's verbal "picture" as a visual integrity is focused on revealing the conceptual unity of the text and a certain piece of painting. For the mountain poet, the creative process

was realized in several spheres of reflection at once, and taking into account the exceptional sensitive reliability of Kuliev's images, and his thirst for intertextual self-expression, largely due to the circumstances, one could expect that hypotypic intertext will take a significant place in the poet's texts.

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IRONY AS A LINGUISTIC AND CULTURAL PHENOMENON IN THE FICTION OF E.M. REMARQUE AND ITS RUSSIAN TRANSLATIONS

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Abstract. *The object of the article is to consider the problem of asymmetry between form and content, which entails incomplete coverage of the content plan by the expression plan, on the basis of the language of the works of the German writer E. M. Remarque and their Russian translations. The authors' goal is to reveal the mechanisms of creating irony and analyze the linguistic means of its expression in the texts under study. In this case, a comprehensive methodology is used, which provides for component, contextual and comparative types of analysis. With the help of irony as a meaningful category of a literary text, the writer manages to convey an emotional and evaluative attitude to the depicted reality. The scientific and practical significance of the work is due to the fact that both the phenomenon of irony itself and its study on the basis of the language of E. M. Remarque's fiction remain poorly studied. The authors come to the conclusion that the writer in his novels assigns the main role in creating implicit meanings to lexical and semantic means, the possibilities of which are very diverse.*

Keywords: *Irony, taxonomy, stylistic device, direct and figurative meaning, ironic meaning, ironic effect, implicit, psychological portrait.*

Introduction

The term "irony" is known to denote various kinds of phenomena, for example, a linguistic path, special situations, expressed certain philosophical ideas, etc. The very name "irony" first appears in ancient Greek literature in the comedies of Aristophanes in a negative sense and means "deception", "mockery", "cunning", etc. Aristotle was one of the first to develop the types of the funny, who expressed the opinion that irony is nobler than buffoonery; the ironic amuses himself, and the jester - the other [1].

We observe a particular intensity of taxonomies of irony at the turn of the XX and XXI centuries, although none of them lead to tangible results and the tropes still do not receive a unified classification. And the reason lies in the fact that an attempt to isolate different types of this phenomenon within the framework of a single classification leads to its next complication and fragmentation. Therefore, many researchers tend to see irony as a "semantic mishmash" capable of evoking many associations and forming various nuances of interpretation [2].

In modern dictionaries, irony, as a rule, is interpreted as "a subtle mockery" and "a stylistic device that expresses some semblance of ridicule." For example, in the "Big Explanatory Dictionary" edited by S. Kuznetsov, this category is understood as "1. Subtle, hidden mockery. 2. A stylistic turnover, a phrase or a word in which the opposite of what one thinks about a person or an object is deliberately asserted" [3: 398]. In the "V.I. Ozhegov dictionary of the Russian language" irony is interpreted as "a subtle mockery, expressed in a latent form" [4: 218]. Therefore, based on all that has been said, we can generalize that irony, acting as a kind of adornment of the language, is a rather complex and multifaceted phenomenon. This feature is indisputable, and is justified by its frequent presence in works of art. Nevertheless, its recognition in the fabric of a literary text often causes certain difficulties, which are caused by the insufficient knowledge of the language of its individual speakers, as well as the ethnocultural characteristics of those who speak this language. An even more difficult obstacle is the transformation of irony into another language. This need is due to the fact that this trope is one of the methods by which the writer seeks to transform in the reader both the personal attitude to the relevant reality and his worldview.

In the studies of I.R. Halperin's irony is understood in the form of a stylistic device, due to which the word "appears the interaction of two types of lexical meanings: subject-logical and contextual, based on the relationship of opposition / contradiction" [5: 133]. In other words, the potential of this path is by its nature quite wide and capable, without completely overlapping the subject-logical dictionary meaning, to actualize in the context the new semantic meaning of the lexeme, which in the mind of the reader is already perceived together with the ironic meaning of the context [6, 7]. From what has been said, it follows that a word can be filled with an ironic meaning, in the presence of a two-dimensional nature of its meaning.

Purpose of the study

The purpose of the study is to reveal the mechanisms of creating irony and to analyze the linguistic means of its expression in the studied texts.

Materials and methods

In the article, based on the material of fiction by the German writer E.M. Remarque and its translations into Russian, a complex methodology is used that pro-

vides for component, contextual and comparative types of analysis.

Results and discussion

The effect of irony in E.M. Remarque is based on the semantic ambiguity of the word, and the adequate perception of the ironic meaning depends on the intellectual level of the reader, his ability to perceive and evaluate the content, for example: *Willi klopft Eduard auf die Schulter: „Sie sind ein Kavalier! Andere Wirte hätten gejammert, dass wir ihnen einen Gast vertrieben hätten.“ „Ich nicht.“ Eduard lächelt. „Der Rohrstockschwinger hat hier noch nie eine anständige Zeche gemacht. Lässt sich nur einladen“* [Remarque, Der schwarze Obelisk]. – *Вилли хлопает Эдуарда по плечу – Вы настоящий рыцарь! Другие хозяева начали бы ныть, что мы выжили их клиента! – А я нет, – Эдуард улыбается. – Этот поклонник бамбуковой палки ни разу здесь прилично не кутнул. Только и ждет, чтобы его пригласили другие*[transl. V. Stanevich].

Using semantic ambiguity in tokens *ein Kavalier* / *рыцарь* and *Rohrstockschwinger* / *поклонник бамбуковой палки*, E.M. Remarque presents the reader with an image of Edward, pleasant in all respects. The image of the restaurant owner, with his views, actions and beliefs, is presented in absolutely opposite tones.

In the following example, we are once again convinced that this path is in many cases inherent in the dissonance of the subjective representation and the objective state of affairs, for example: *Kern lächelte. „Du rechnest nicht mit einem: mit der panischen Angst, die ein paar tausend Jahre Pogrome und Getto gezüchtet haben. Daran gemessen, sind die Juden sogar ein tollkühnes Völkchen. Und schließlich bin ich nur ein elender Mischling* [Remarque, Liebe Deinen Nächsten]. / *Керн улыбнулся. – Ты не принял в расчет панического страха, который взрастили тысячелетия погромов и гетто. Если принять все во внимание, то это безумно смелый народ. Ну и, в конце концов, я ведь только несчастный гибрид* [transl. I. Schreiber]. It is here that we note the dissonance between the subjective representation and the objective state of affairs *Und schließlich bin ich nur ein elender Mischling* / *Ну и, в конце концов, я ведь только несчастный гибрид*. This kind of technique for presenting an utterance allows you to give it not only a natural shade, but also to explicate an ironic and emotional shade.

The discrepancy between the external form of the word and its content, characteristic of this path, allows the author to form additional emotional-evaluative meanings, and thereby realize the ironic effect. This idea is just confirmed by A.A. Ufimtseva, noting that “a certain autonomy of the two sides of a verbal sign allows the designator to have functions other than his own, to be expressed by other means than his own form of the sign” [8:30], for example: *Dann wandte er (der Blonde – N.L.) sich an die Wachleute. „Was Sie hier sehen, ist eine Unterrichtsstunde*

in moderner Humanität. Ihr Erscheinen, die lechzende Hand am Gummiknüppel, war überflüssig, verstanden?" [Remarque, Liebe Deinen Nächsten]. / *Затем он (Blond - N.L.) повернулся к дежурным. – То, что вы сейчас видели, – это урок современной гуманности. Ваше появление, господа резиновых дубинок, здесь излишне, понятно?* [transl. I. Schreiber]. Realizing the statements of the blonde, the writer uses the semantic bi-planarity of the word and endows them with additional semantic meaning.

U. Weinreich also touches upon the issue of occasional expansion of the semantic filling of a word in his studies, noting that "within the framework of a given text, some signs are assigned meanings richer than the meanings of the same signs outside this context, or in any other way different from the last "[9: 170]. In functional and pragmatic terms, many words in context, having their own nominative meaning, begin to explicate additional occasional implicit meanings and senses, the value of which can be much higher than their direct meaning: *Eine Gruppe Polizisten lief den Korridor entlang. Sie rissen die Türen auf. Einer mit Schulterstücken kam heran. „Was habt ihr denn da?“ – „Zwei Vögel, die übers Dach verduften wollten“* [Remarque, Liebe Deinen Nächsten]. / *По коридору бежали полицейские. Они распахивали двери. Один из них, в погонах, подошел ближе. – Ну, что у вас? – Два птенчика. Собирались улететь через крышу* [transl. E. Nikaeva]. The phrase *Zwei Vögel, die übers Dach verduften wollten* / *Два птенчика. Собирались улететь через крышу* inserted into the mouth of one of the police officers indicates a negative attitude towards the actions of the police not only by the author himself, but a priori form the same in the reader.

In the texts of the novel, there are cases of the presence of irony not only in the direct speech of the heroes of the novels, but also in the thoughts of the author himself, which is not an accident, but a communicative goal: *Kern kam nachmittags in Prag an. Er ließ seinen Koffer am Bahnhof und ging sofort zur Polizei. Er wollte sich nicht melden; er wollte nur in Ruhe nachdenken, was er tun sollte. Dazu war das Polizeigebäude der beste Platz. Dort streiften keine Polizisten umher und fragten nach Papieren* [Remarque, Liebe Deinen Nächsten]. / *Керн добрался до Праги во второй половине дня. Он оставил чемодан на вокзале и сразу же отправился в полицию. Он не хотел заявлять о себе, он хотел только спокойно подумать о том, что ему делать. И здание полиции было самым подходящим местом для этого. Там не рыскали полицейские и не спрашивали документов* [transl. E. Nikaeva].

A special role in the formation of ironic constructions is played in novels by visual means, such as metaphor, comparison, personification, hyperbole, metonymy, litota, etc., the role of which is to enhance the expressiveness and colorfulness of speech: *Er (Rabe – N.L.) stand in seinem weißen Unterzeug wie ein müdes, freundliches Gespenst im halbdunklen Zimmer und sprach die Verse des Wiegen-*

liedes langsam, mit monotoner Stimme vor sich hin, die erloschenen Augen in die Nacht vor dem Fenster gerichtet [Remarque, Liebe Deinen Nächsten]. / Он (Rabe - N.L.) стоял в полутемной комнате в белом нижнем белье, словно усталый приветливый призрак, и читал стихи – медленно, монотонно, глядя погасшими глазами в ночь за окном.

Accidental attribute used by the writer as a comparison – *wie ein müdes, freundliches Gespenst* / *словно усталый приветливый призрак*, allowed to convey in the brightest colors the image of a wretched person - a prisoner who could not sleep at night, due to a mental disorder, broken down by endless night interrogations in the punishment cell.

Despite the originality of the images of heroes and antiheroes in two wars of the XX century in fiction, all progressive writers, including E.M. Remarque has a common feature - the desire to convey to the reader its true image. The contradictions arising in the description of artistic canvases of those terrible times, the writer conveys to the reader in a variety of ways, including oppositions, considering the contrasts in the relationship between heroes and events, often from the perspective of an outside observer: *Georg betrachtet die Asche der Brasil. Sie ist schneeweiß. „Der Krieg ist viereinhalb Jahre vorbei,“ doziert er. „Damals sind wir durch maßloses Unglück zu Menschen geworden. Heute hat uns die schamlose Jagd nach Besitz aufs neue zu Räubern gemacht“* [Remarque, Der schwarze Obelisk]. – *Георг смотрит на пепел сигареты. Пепел бел как снег. – После войны прошло четыре с половиной года, – наставительно отвечает он. – Тогда безмерное несчастье сделало нас людьми. А теперь бесстыдная погоня за собственностью снова превратила в разбойников* [transl. V. Stanevich]. Despite the fact that the semantic and stylistic discrepancy between the words is completely absent, the presence of a bright contrast of oppositions in the statement associates for the reader with a sense of irony.

Conclusion

Thus, our reflections lead to the idea of close coherence of irony with the expressive-figurative and emotional-evaluative use of linguistic units based on the principle of semantic duality. The ironic transformation of the semantics of a word entails a relationship of inconsistency, a contradiction between conventional and occasional meanings, which generate an implication of a certain content, which is the author's subjective assessment of objects and phenomena of reality. This is precisely the mechanism for generating irony [16].

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ETHNOCULTURAL SPECIFICS OF THE CONCEPT "CITY" IN O. PAMUK'S NOVEL "ISTANBUL. CITY OF MEMORIES"

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Abstract. *The object of study of the article is the mechanisms of formation and description of the concept "city" in the book of the Turkish writer Orhan Pamuk "Istanbul. The City of Memories". The purpose of the article is to describe the linguistic means by which the descriptive analysis of this concept is carried out. When considering texts, a complex methodology is used, including component, contextual and comparative types of analysis. It turns out that the concept of "city" is realized in the texts of the writer through certain meanings, images, patterns and assessments inherent in the national mentality and worldview, as well as Turkish cultural traditions and customs. The scientific and practical significance of the work is due to the fact that the concept of "city" remains still poorly understood. The paper concludes that the expressive means in the language are represented by units of different levels. The basis of the system of expressiveness is the lexical means that most fully express this category, while syntactic means are considered as peripheral.*

Keywords: *city, concept, national culture, national mentality, Turkish traditions and customs.*

Introduction

An individual picture of the world, reflected in a separate text or in a set of texts by one author, is a part of the general linguistic picture of the world. It is based on basic concepts, the features of which are that the realities reflected by them combine the main criteria of human life and are reflected in such macro concepts as "live", "move", "work", "have".

Acting as the main unit of cognition, the concept allows to unify and categorize both linguistically and mentally representatives of a certain ethnolinguocultural

community. Approximately in this way, one can imagine the combination and unification of spiritual and practical, aesthetic, religious and mythological ideals that serve as the basis for a certain picture of the world. Therefore, we can conclude that the concept, as a generalization of knowledge about the real world, allows both to reorganize the mental world of the subject of the conceptual system, and to build his ethno-cultural image [1]. Remarkable is the fact that writers in their works strive to present a picture of the national perception of the world, and this creates an opportunity not only to comprehend the ethnic originality of concepts, but also to establish their functional parameters within the framework of the author's picture of the world [2]. In the concept of "live", for example, the main criteria that unite it with the concept of "person" are the concepts of time and place [3], which are leading in the verbalization of the concept "city" [4], which is a complex phenomenon, interest in which is noted by many sciences, including the humanities. In philosophy and psychology, the "city" is perceived as a special environment in which the formation of a personality takes place with its inherent character traits and peculiarities of the worldview. This concept, as evidenced by our observations, in spite of its significance, is still a poorly studied concept in cultural linguistics. Nevertheless, this concept reflects a rather complex system of spiritual-moral and moral-ethical dimensions of the picture of the world.

Purpose of the study

The purpose of the study - linguistic means with which one can characterize and carry out a descriptive analysis of this concept. That is why the main emphasis in our study is made on the analysis of the specifics of the verbalization of the concept of "city" in the individual author's picture of the world of Orhan Pamuk based on the material of his book "Istanbul. City of Memories".

Materials and methods

The article, based on the Russian translation of the novel by the Turkish writer O. Pamuk, provides a linguistic analysis of the implementation of the concept of "city" through certain meanings, images, patterns and assessments inherent in the national mentality and worldview, as well as Turkish cultural traditions and customs. When examining texts, a complex technique is used, including component, contextual and comparative types of analysis.

Results and discussion

Perhaps, it is not often possible to meet a person in the world who does not know about the existence of the ancient and fabulous city of Istanbul on the shores of the famous Bosphorus Strait. The city is a kind of connecting link between two continents - Asia and Europe and is located on seven hills, each of which - is the owner of a majestic mosque and a Byzantine church.

Orkhan Pamuk, with the brush of a real artist, presents in all its glory the abundance of historical monuments, lovely streets, magnificent villas and canals,

directly and indirectly introduces the reader to famous artists and journalists, as well as to a whole galaxy of crazy historians who have displayed all the "transformations" over a century and a half this still regal city.

An unusual biography, begun as a portrait of a young artist, turns into a wonderful and fascinating image of an artist who paints a unique city.

Linguistic analysis of the language of feelings and emotions in the writer's works allows us to see the variety of means of their expression in an artistic context [5].

Orkhan Pamuk is precisely that citizen, patriot and writer who survived a difficult time for the country: *«дело в том, что за всю свою жизнь я так нигде и не переехал из своего района, со своей улицы, из своего дома. И я уверен – то, что сейчас, пятьдесят лет спустя, я по-прежнему живу в нашем старом доме... мне кажется, что и своеобразие моего рассказа о себе – и, стало быть, о Стамбуле – происходит из того, что в эпоху миграций и писателей-переселенцев я сумел прожить пятьдесят лет на одном месте, более того, в одном и том же доме...»* [Pamuk. Istanbul: City of Memories]. Even in this small "confession" we see the author's desire for an appropriate figurative design, which helps to keep in sight any changes in feelings and experiences, which serves as the basis for a subjective assessment of the dynamics of the intensity of a personal emotional state, allows us to feel the writer's immeasurable love for to your city. With special pain and sorrow, the writer shares with the reader the fabulous beauty of the city: the remains of its former inimitable greatness, unique monuments and objects of Istria.

In the 19–20s, cardinal political and economic events took place in the country. The Ottoman Empire disappears into oblivion, Istanbul ceases to be the capital (1923).

The first thing that catches the eye of visitors to the city is the indifference of its inhabitants to the ubiquitous historical dilapidated buildings and numerous ruins. This feature is not at all typical for European cities, in which historical buildings and structures that have survived to our times are considered museum values and are protected by law. Of course, modern civilization has "Turkified" Istanbul and it has already largely lost the greatness of the Ottomans, who were admired and marveled at by Théophile Gautier, European ambassadors, as well as guests and travelers of the period in the XIX century: *«Древний центр Стамбула, находящийся на полуострове, ограниченном Мраморным морем, Босфором и заливом Золотой Рог, начиная с середины XIX века стал во многом терять свой исторический облик; по мере того как империя рушилась, проигрывала одну за другой войны и разорялась, европеизирующиеся османские чиновники возводили в беднеющем и испытывающем демографический взрыв городе большие уродливые здания...»* [Pamuk. Istanbul: City of Memories]. In this case,

we have a positional, syntagmatically correlated set of metaphor and metonymy. The first of them in a functional relation has a close connection with the predicate, and the ratio of the second is more correlated with the position of the predicate and other members of the syntactic construction. For metonymy, the focus of attention is an individualizing feature that helps the recipient to quickly distinguish, and with the help of metaphor, characterize an object from a number of similar ones.

Автор подробно рассказывает о своей семье, а история этой турецкой семьи – это тоже история Стамбула: «...нужно обратиться к истории города после падения Османской империи и взглянуть на то, как последствия этого падения отразились на внешнем виде Стамбула, и на то, как они сказались на его обитателях. Печаль Стамбула – это и настроение его музыки, и главное понятие его поэзии, и определенный взгляд на жизнь, и состояние души, и некая субстанция, без которой Стамбул не был бы Стамбулом, – все сразу...» [Pamuk. Istanbul: City of Memories]. In this example, the writer uses a wide variety of language tools. By immersing the metaphor in a new phrasal environment for it, he achieves a renewal of the traditional metaphor and endows it with a new quality. Such an unusual rethinking of the trope in a new verbal environment expands the area of its lexical and stylistic use, reveals the hidden possibilities inherent in it.

The image of the pictures of the transformed and old city, running like a red thread through the entire content, evokes a deep melancholy in the writer's soul and is reflected in the pages of the novel in the form of a heap of ruins, wretched and dirty streets, old and dilapidated monuments, and of course evokes similar feelings in the reader.

Assuming such a reaction, the writer seeks to forestall it and fully achieves the intended goal. This sadness is especially close and understandable to a middle-aged Russian reader who has seen with his own eyes and deeply felt the stages of a difficult transition period: «...не забывайте, что это я, сегодняшний, пятидесятилетний писатель, пытаюсь связно и занимательно изложить поток ощущений растерянного юноши. Как бы то ни было, в шестнадцать – восемнадцать лет я испытывал отвращение не только к себе самому, но и к окружающей меня культуре, к речам официальных и неофициальных лиц, объясняющих нам, как следует понимать те или иные события, к аршинным заголовкам газет, к стремлению всего города и отдельных его жителей казаться лучше, чем они есть на самом деле, и к их упорному нежеланию понять что-либо о самих себе, к отдающимся болью в моей голове буквам вывесок и рекламных плакатов. И к себе, и к городу я относился с одинаковым презрительным пренебрежением. Дело, видимо, осложнялось еще и тем, что после пятнадцати лет я уже не мог с прежней легкостью укрываться в своем "другом мире", благодаря которому мое детство было

таким красочным и счастливым...» [Pamuk. Istanbul: City of Memories]. In this passage, the tropes present have a rather high expressive potential, which allows them, in combination with other linguistic means, to give the context a sublime style. The modal effect is formed by the presence of metaphors, metonymy, epithets and other means, the skillful use of which has a rather strong emotional impact on the reader.

Orhan Pamuk's Istanbul is the antithesis of Constantinople. The writer spares no pains, depicting the indescribable grandeur and beauty of the city during the Ottoman Empire and uses only black tones, depicting it in the period of transition to the European model and secular life: *«...говоря я и о цвете покинутых, опустевших и заброшенных ялы и невесть чем груженных дряхлых ржавых судов; о стихах, которые может понять только тот, кто прожил на этих берегах всю свою жизнь, ибо говорится в них о кораблях, плывущих по Босфору, и стоящих над его водами особняках; о том, каково жить среди развалин некогда великой и могучей цивилизации, создавшей уникальное, ни на что не похожее искусство...; Черно-белая атмосфера Стамбула... всё еще живет на улочках Тепебаши, Джихангира, Галаты, Фатиха, Зейрека, Ускюдара и некоторых босфорских деревень»* [Pamuk. Istanbul: City of Memories]. By selecting and using lexical and semantic constructions, O. Pamuk manages to implicitly represent in the texts his direct relationship to everything that happens. The close connection of a number of metaphors with other referent members of sentences allows them, together with the main function, to explicate and also aesthetic, cognitive, characterizing and text-forming.

The writer assigns a significant place in the description of the city to streets, mansions and other structures of Ottoman times, ships sailing along the Bosphorus, weaving his own thoughts into the canvas of the main narrative: *«Единственным старым особняком в нашей округе, находившимся в хорошем состоянии, было построенное в конце XIX века каменное здание, которое в свое время служило резиденцией великих визирей. Когда Османская империя рухнула, а столица была перенесена в Анкару, оно перешло в распоряжение губернаторов Стамбула...»* [Pamuk. Istanbul: City of Memories]. The description of the old mansion and the emerging feeling of stability and warmth at the sight of it brings the space of Istanbul closer and awakens in the writer's soul a feeling of something "our own", "close", "home".

When Orhan Pamuk describes Istanbul as an organized space, for example, lexemes such as *дворцы, мечети, мосты, ограды* and etc. acquire textual significance.: *«... красота мечети Сулейманийе – строгость линий, изящная организация внутреннего пространства, соразмерность пропорций белоснежных стен, поистине музыкальная гармония несущих башен и маленьких арок, замечательно выбранное расположение, благородная*

простота свинцового покрытия куполов. <...> Вид на исторический центр Стамбула производит такое сильное впечатление, поскольку грандиозные соборные мечети – Сулйманийе, Айя-София, Явуз-Султан-Селим, Бейазыт и другие – все еще сохраняют свою первозданную красоту...» [Pamuk. Istanbul: City of Memories]. The modal means present not only expand the artistic possibilities of depicting the canvases of the city, but also closely intertwine them with the social, ethical and aesthetic values of society.

Conclusion

It turns out that the concept of "city" is realized in the writer's texts by means of certain meanings, images, patterns and assessments inherent in the national mentality and perception of the world, as well as in Turkish cultural traditions and customs. It is also noteworthy that the concept of "home" in his artistic picture of the world is primarily identified with an independent closed space controlled by a person, a dwelling limited from the outside world, with a rigid taboo on openness, unlimitedness, uncertainty. At the same time, a *home* in the concept of a writer is not only a family, close people, but also a city, in this case Istanbul: «... я жил на стамбульских холмах, и мои окна неизменно выходили на Босфор, пусть даже порой обзор немного загораживали дома, купола мечетей и вершины других холмов. Возможность видеть Босфор, даже издалека, имеет для стамбульцев, очевидно, своего рода духовную значимость, поэтому окна, выходящие на него, становятся в наших квартирах чем-то вроде михраба в мечети или алтаря в церкви <...> Когда я смотрю на черно-белые фигуры людей, торопящихся домой в рано сгустившейся темноте зимнего вечера, то чувствую себя частью этого города, чувствую, что я не чужой этим людям...» [Pamuk. Istanbul: City of Memories]. The given example clearly testifies to the systemic nature of expressive means, implemented, as a rule, by a variety of language units, the initial base of which is lexical means. The role of syntactic means is much less and is considered as peripheral. The concept of "city", realized in the texts of the novel by means of various kinds of concepts, ideas, images and assessments, reveals to the reader the originality of not only the national mentality of the writer, but also the set of inherent traditions and customs underlying Turkish culture.

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PROHIBITIONS AND PRESCRIPTIONS PREVENTING A PERSON FROM HAVING A LARGE BIRTHMARK

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Abstract. *In this report, we will touch upon one of the very interesting and little-studied topics: prohibitions and prescriptions in traditional culture associated with the appearance of a large birthmark in a person. Earlier we touched upon the topic of prohibitions and prescriptions in the traditional culture of the Slavs [Zaporozhets 2011 a), 2018]. The presented report continues this topic in a narrower direction - the reasons for the appearance of a large birthmark in a person in the concept of a people. The stories were recorded in Moscow, from people who came to the capital. In total, nine records are considered about a large birthmark, about various reasons for its appearance. What unites the stories is that, in the concept of the people, the appearance of a large birthmark in a person is associated with some kind of great stress.*

Keywords: *beliefs, omens, prohibitions, big birthmark*

Stories about the appearance of a large birthmark in a person were recorded by the author in Moscow from 1995 to 2017 from guests of the capital, or people who came to Moscow for any reason and stayed in it. Previously, this topic was dealt with by the folklorist Sedakova I. A. [SA 2009]. I must say that, like many other incomprehensible phenomena, the appearance of a large birthmark in a person is regarded by the people as a punishment for some kind of sin, for violating some kind of prohibition or not observing some rule. From the stories of the informants it can be seen that a large birthmark often appears in a person as a consequence of the stress suffered by the person himself or his mother during pregnancy. Despite the negative attitude towards a person with a large birthmark (rejection in society, a limited circle of friends, etc.), as a bearer of a "symbolic" bodily injury, which, according to the people, should also have a difficult fate, in the people are firmly

convinced that with their benevolence, friendliness and other positive qualities, a person can get the opportunity not only to get rid of a big birthmark, but also to deserve a prosperous fate. So let's take a look at the stories.

1. This, you know ... was still in my youth. Guys are also guessing on Fate, not only girls (Laughs). Well, maybe not so often ..., or they simply don't admit, they are embarrassed that they seem to be engaged in a girl's occupation. It is believed that girls are more into divination, but guys are not. And also, as they say here ... They wonder - who will marry whom? Who will have what kind of wife? ... (Laughs) And we also had. The guys and I decided - about five people, to tell fortunes. On New Year's Eve. Yes. We got together, lit the candles, put the mirror ... Look in the mirror - who will appear there for you. But you need to have time for this mirror and then "hide". (How? - auth.) Put face down on the table, quickly. Otherwise, the "unclean" will hit you in the face. (Yes? - auth.) Yes. After all, this is the "unclean spirit" (which is "horned") in the form of a girl in the mirror. And he will hit and there will be a stain. (What? Tell me! - auth.). Yes, that's how it was with us! (Really? - auth.) Yes. So we sat down to fortune tell ... Well, this must be serious ... And we - like youth usually do, we brag in front of each other! We laugh! And only one: "Yes, this is nonsense! But I don't believe it! ..." And then in turn: one was sitting and sitting - he saw something, well, immediately out of fright, maybe he lowered the mirror. Another also ... And the one who laughed more, began to look, and saw something there and was confused, did not have time to close the mirror, and he slapped him in the face! (Who? - auth.) The "unclean" one from the mirror. Yes. He screamed and jumped up, ran away from the room! Well, all of us here, I must say, got scared, turned on the light, gave up fortune telling... But, most importantly, that guy had red on his cheek, like someone really hit. (Oh! - auth.) But that's not all. The next day, in the morning, he began to wash, go to work or wherever he was going, and looked - a not very large black mole in the form of a palm had formed on his cheek (i.e., in the form of a palm and five fingers - auth.). Can you imagine? (Really? - auth.) Well, we all saw it. And I saw. And what did he not do! And some ointments, and anointed with creams - it does not work! And even went to see the healer. And she said: "There was nothing to laugh." Yes. He says: "If we have already sat down to fortune tell, then we must calmly, seriously. And if you don't believe, then you shouldn't have to fortune tell." Like this. And he never removed this stain. Then I don't know how his fate developed, he left later ... By the way, by the way, all of us then who - where moved, no one stayed in the village. Like this. (Were you fortune telling? - auth.) But my turn, thank God, did not come. (Laughs). Well, fate turned out well. We live together with my wife ... (FSN).

2. (Do you know any omens about birthmarks? - auth.) Ah! This happens.

Well, maybe someone else, but we had it, my mother told me. This, like during the war, almost killed the men of the milestones, but what about the girls? Who has a fate ?! And on Christmastide, before Christmas, they decided to fortune tell. Yes. So they went to the bathhouse at twelve o'clock in the morning, put the table there, covered it with a new tablecloth (so that it would not be washed), put a mirror on the table, candles on the sides of the mirror and began to look in turn. Well, who saw or did not see what - everyone has different things ... But as soon as you see someone - quickly put the mirror on the table "face down"! Yes. And there was one girl, she was not even just a fighting girl, but some kind of daring or what? (I knew her, this aunt, later, later). She kept crawling everywhere, interfering with everyone ... And then she sat down to fortune tell, too, to look, and, apparently, did not have time to close the mirror or whatever? AND! They covered with a towel so as not to break the can. After all, a mirror, if you put it on the table abruptly, can be broken by accident. Well, I don't know for sure, but they covered it with a towel. And she, maybe, was nervous, or something, did not gently tug on this towel, and it did not cover the mirror, slipped off. And the "unclean" he hit on the cheek! (Really ?! - auth.) Yes. And then a large birthmark formed on her cheek. All over the cheek. And so it remained. Blue-black is. And in the form of a palm, just like five fingers were imprinted. (You mean it ?! - auth.) Yes. I saw it myself. They say that fortune telling is a sin. You can't. It is not for nothing that fate is hidden from people for some reason. God knows everything. And we, ordinary people, are not supposed to know everything (SAF).

3. (Earlier, on New Year's Eve, did you perform fortune telling somehow? - auth.) If fortune tell, then you need to take it seriously. Do not joke, do not laugh. Otherwise, you can get it, you know how! (And what could be? - auth.) Here we had it. We were still guys, we decided to fortune tell. Well, I wonder how and what. Gathered at one. He had a studio, a gym, and one wall was all mirrored. Here we put the chairs hardly! The lights were turned off, and the candles were put on the sides of the mirror ... maybe even where the candles were, I don't remember already ... Well, we are sitting. And one there is everything: "Yes, you are doing nonsense! Who will seem to you there ?!" And stuff like that. He's already tired of everyone. They say to him: "Well, don't fortune tell! Don't bother us! " No, he also sat down and the main thing, can you imagine, here we are sitting, looking in front of us, and he began again: "Yes, this is all nonsense!" And he speaks, but his reflection in the mirror does not move and sits and looks at him with such a bad look! And such a noise! We are scared! We jumped out of this room, the studio, we stand, we shake. Well, then we calmed down somehow, went in on the sly, turned on the light, and we had to extinguish the candles so that there was no fire. Well, they seemed to have calmed down, but that guy immediately ran home and we did not pay attention to what was holding on to the cheek. Well holding

on - well, okay. We were annoyed that the fortune-telling failed, and we were very frightened. But then it turned out that that guy had a big black-and-blue birthmark of some kind on his cheek. (In the form of a palm? - auth.) I don't know, I don't remember, it's just a blur. But then it remained, it did not disappear from him (GAS).

4. (Do you know anything about the appearance of moles, or some omens? - auth.) And this, they say, the mother was frightened of something when she was pregnant. (Yes? - auth.) Yes. A pregnant woman must be protected. Especially from fright. After all, there may be a miscarriage from fright. Here at our school one girl studied, she had a large birthmark on her cheek. Almost full cheek. It is said that when her mother was pregnant, she was afraid of a fire. Somewhere in another village there was a strong fire, the bell rang in the middle of the night - that it was necessary to be saved, and everyone jumped out of their houses and saw ... The spectacle, of course, was terrible, although in another village. There people were saved, some in what clothes, grabbed ... - jumped out, had time, and so - everything burned down. And she also jumped out, and saw and was frightened that she even screamed. Well, she's not on purpose - it just happened. And she had this little girl with a birthmark on her face. Well, of course, like children: some avoided her, some - how ... And so the girl was good, and kind, and curvy. Well, I tried to cover it with cream and powder, of course, but it doesn't matter ... And she was worried, of course. And the guys like - were also not very friendly with her. And then, I don't remember if he came from where ..., one German, a guy, fell in love with her and they got married. And then, he arranged it, she went somewhere, maybe to Germany, they did her face surgery, and that's it. The face became good. Well, you can barely see that the skin is a little more pinkish than the rest of the face, but it has become so beautiful in general. And she herself is pretty, black, thick hair, sable eyebrows, and tall, curvy - this is a real Russian, as they say, a woman. And he - well, a German and a German is, what to take from him? Thin, fair-haired, but like a person too: hard-working and kind, and it is clear that he loved her very much. And she lived with him - like a lady. Here. And they say that if there is such a big birthmark, then it is not happy. Well, of course, try to improve your life with such a face. Well, this woman and her husband are German, they were both kind, hard-working, not arrogant, and everyone treated them with kindness and they lived their lives well (NMI).

5. (... A pregnant woman should be protected... - auth.) Yes! Totally. We had one guy in the village, so he had a "fire" on his face. It's such a big birthmark. It is like crimson. On the floor of the face. This is said by his mother, when she was pregnant, she was frightened of the fire. Lightning struck the haystack, and when she saw it, she was very frightened. Here. And on his face this "fire" came out, it turned out to be a stain (GMK) [Zaporozhets 2011b].

6. (Do you know anything about the appearance of moles? - auth.) It is forbid-

den for a pregnant woman to look at the fire. Yes. So I looked when I was pregnant, and my son has a birthmark on his face. It's interesting to look at the fire, it kind of bewitches, you sit and look at a candle, for example, but you can't. It is harmful for a child. (Why? - auth.) Well, I don't know, somehow it doesn't work well (ANS).

7. You see, I have a big mole on my hand? (The girl showed a birthmark on her hand, about two centimeters in diameter), (Yes, I see. So what? - auth.) Now, this is when my mother was pregnant, when I was still in her stomach, she was frightened of something and grabbed her stomach. (And then what? - auth.) And now, if you grab your stomach when you are frightened, then in the place that falls under the arm of the mother, the child will then have a big mole. He is in the stomach, a child, and what place does he have: his back or head or hand at this time will fall under the arm of the mother, when she grabbed the stomach, when she was frightened - there will be a mole. (Yes? - auth.) Yes. That's what they say here. After all, when a person is afraid of something, then: "Ah!" - and grabs the chest or stomach, or the head! You can't grab your stomach, because there is a child, and he will feel bad (NC).

8. (*The conversation took place during a session on visceral therapy (abdominal straightening)*). Can you see a birthmark on my belly? (Yes - auth.) We say that when my mother was pregnant, she ate a cherry and wiped her hands on aprons, on herself. (Yes? - auth.) Yes. Wiped her hands on my stomach, on my apron, and therefore the child's birthmark appeared, as if a cherry had stained it. (Laughs). Yes, our cherries were not ripe at that time. That's what they say (NN).

9. Here is my patronymic "Halbaich". Everyone calls it "Khalbaich". Because my grandmother gave the name to my father "Halbai". And it is no coincidence. When he was born, he had a birthmark. Mole. And his mother, my grandmother, knew that there is such a thing - like a whole science, they predicted Fate by birthmarks: whether a person would be happy or not. And, apparently, she was somehow very worried that her son might not be happy. Moles are very ambiguous.... Well, now, she turned to a healer who knew a lot of all this. And she advised my grandmother to give my father the name "Halbai", which in Russian means "happy birthmark". Here. This is probably to neutralize some kind of negative. And my father was really very lucky. He was always lucky in everything. And I, as Halbaich, are also very lucky. I got out of such situations alive, which is incomprehensible to the mind, including returning from Afghanistan, unlike all my colleagues - the kingdom of heaven to them (K).

So, we've covered nine stories. Eight of them are about the reasons (according to the popular opinion of the people) of the appearance of a birthmark in a person. In the first story, there is clearly a prohibition on a frivolous, mocking attitude to fortune-telling, for which the guy was punished in the form of a large birthmark; in

the second story, the appearance of a large birthmark is associated with a violation of the Christian tradition - the prohibition of fortune-telling; in the third (although the narrator does not comment on what is happening), it is clear from the narrative that the guy received the punishment for ridiculing the fortune-telling process, and even during the fortune-telling itself; in the fourth story, it is said about the violation of the prohibition - to protect a pregnant woman from fear, in this case - fear in the event of a fire; in the fifth, it is said about the prescription to protect a pregnant woman from negative situations in general, and in particular from fire; in the sixth - about the prohibition of a pregnant woman to look at the fire; in the seventh - about the prohibition of a pregnant woman to grab her belly during fright; in the eighth case, the prohibition of a pregnant woman to touch her belly with her hands (wipe her hands on her belly) is indirectly described. The ninth story tells about the neutralization of the negative omen associated with a mole.

1. From all of the above, we see that three stories (№ 1 - 3) relate to the theme of the prohibition associated with fortune-telling: two with the prohibition to behave frivolously during fortune-telling, express disbelief, laugh at the process itself, etc., and one prohibition - associated with the Christian faith. In the popular environment, the concepts of "curiosity" and "curiosity" are clearly distinguished. It is usually explained this way: curiosity is a sin. "It's not in vain that they say: "They ripped off the nose of a curious Barbara in the market! " Because curiosity is a sin, it's not in your own business, as they say, to poke your nose! When a person wants to know something good, he has an interest in learning, for example (curiosity - auth.) - this is completely different. These are the children who study at school - they have an interest in learning (curiosity - auth.). It is something that a person is interested in: how flowers bloom, how the sun rises ... This child wants to know - how nature exists. It's good. But: how did the neighbor's husband get drunk? Or does the daughter-in-law know how to cook food - this is mainly gossip, to poke her nose into someone else's family. Yes, even to discuss. What do you care - how what family lives? This is a sin. And knowing the future is also a sin. God can change bad for good if you believe and pray. Here we must not believe fortune-tellers, but God, then everything will be fine in life". (SAF).

2. Four stories (№ 4 - 8) relate to the description of the carrier of the large birthmark indirectly, through his mother, who underwent stress during pregnancy.

a) Cases of contemplation of fire (fear of fire or simple contemplation of it). Probably, here a negative factor is the observation of the oxidation process of a burning object and its transition to an inanimate state [Zaporozhets 2020]. A child, even while in the womb, who has come to this world to live, receives information about death (the process of burning). And, of course, this negatively affects his psychological and physiological state, and in the future - on his health and fate. Therefore, in folk culture, there are various prohibitions associated with fire. (Per-

haps, in this case, the genetic memory is also included, storing information about global catastrophes that occurred on Earth, accompanied by fires covering vast territories, when all living things died around).

b) Also, not the last place is taken by the prohibition on touching a pregnant woman to her belly during fright or any other stress, since at this moment the woman is in a state of great agitation ("she even screamed"). Touching the stomach at this moment is regarded as an energy blow that falls on the child involuntarily, not only through the visual factor, through the mother, but also physically through the hands of the mother.

c) Another important point (№ 8) is the smoothing out of the involuntary damage caused to the child by the mother. The author believes that this kind of protection is also very important, since it prevents the likelihood of aggression from the child to the mother in the form of resentment. That is why it is said that "my mother ate a cherry and wiped her hands on aprons". That is, the blame is as if transferred to the berry - cherry. Thus, both the child receives an answer to the question that has arisen, and the mother is protected from guilt before him.

3. The final story (№ 9) tells us about the measures taken to protect against a possibly negative omen associated with a small mole. In the folk environment, there are many beliefs associated with moles. For example, it was believed that a black mole is not a happy sign, but a red one is, on the contrary, happy. Moles on the right side of a man meant a good fate for a person, and on the left - not a good one. In women, the opposite is true: moles on the left side of the body were considered a good sign, and on the right - a bad sign. Etc. ... By birthmarks, healers determined the fate of a person: how he would live, to which clan (by profession) he would belong, etc. ... In the XVIII century, it was very fashionable for women of the noble class to attach artificial "flies" to their faces, as a sign of a special affection for a woman by the goddess of love and beauty - Venus. There is an assumption that tattoo designs appeared precisely because of the application of "artificial moles" to the body, as a sign of belonging to a clan, when a person was initiated into a particular clan (warriors, priests, etc. ...). In song folklore, you can find the symbol of a mole as a sign of a positive quality. For example, in the Russian folk song "As for the river, but for Daria", it is described how a mother, taken away by the Tatars in captivity, in the mistress, by her birthmark, recognized her daughter, stolen many years ago.

Another thing - a large birthmark. It was definitely considered a bad omen. Moreover, it was believed that a person with such a spot is marked by the devil. In the 15th century in Europe, a woman with such a "mark" could even be led to the fire. Probably, a woman with a large birthmark was considered a witch because its appearance was associated with fortune-telling and other "witchcraft" manipulations, which women resorted to through a vessel (enchantment) with water (since

the peasants did not have mirrors). Hence came: "to spell", "to enchant", "enchantress", "sorceress" ... People with large birthmarks were called "Tagged Tank" or "Tagged Sasha". There is also a saying "God marks a rogue (or a witch)". But these "metas" often included six-fingered children, and humpbacked, etc. ...

Systematizing the expedition material, and becoming interested in the topic, the author came up with the question of the appearance of a large birthmark in a person, as a consequence of any stress. The stories constantly mention that the mother of a person during pregnancy or the person himself, before a large birthmark appeared, experienced some kind of stressful situation bordering on death. That is, the person has a fear of losing life (in utero or not). After all, any fear does not arise by accident. And just as fortune-telling can cause mystical horror, so a fire indicates a danger threatening life (no wonder one of the names of the big birthmark is "flame", "fire"). What can we read about a mole in the Soviet Encyclopedic Dictionary?

a) Birthmark, a defect in the development of the skin, excessive proliferation of certain cells. Distinguish between vascular (*angioma*), pigmented, warty birthmarks;

b) Angioma (from *angio* ongyo ... and *oma*), a benign tumor from blood (hem-angioma) or lymphatic (lymphangioma) vessels;

c) Angio ... (from the Greek. angeion - vessel), part of complex words, meaning: related to vessels, vascular system (humans, animals, plants), for example, angiospasm. (SED 1989).

That is, it can be assumed that any mortal danger caused by a fire or any other crisis situation can cause vasospasm, rupture with subsequent proliferation, and, as a result, provoke their pathology. After all, why did the peak of stress feel physically like a "blow to the cheek"? And why did the "blows on the cheek" during the fortune-telling were given to the most restless participants? Because behind the deliberate mockery, there was a huge *fear* of the upcoming action, in which a person was ashamed to admit to his comrades, and went according to the principle: "If I think that this does not exist, then this really does not exist." Normal psychological defense. I must say that a person's subconscious, passing into an altered state in the process of contemplating a mirror surface, can give out various images, and not very harmonious ones, and not every person can withstand this. Perhaps at such a moment, a person has a sharp rush of blood to the head, and the vessels burst (both inside the head, which can cause a stroke, and outside). In any case, the question of the appearance of a large birthmark remains open.

I would like to note that traditional medicine possessed many areas of assistance. These are bone-setting, which passed into classical medicine as "manual therapy", and abdominal correction, which became "visceral therapy", and herbalism - "phytotherapy", and apitherapy, and hirudotherapy There were many

methods of providing psychological assistance and preventive measures. These measures for the prevention of skin disease include prohibitions and prescriptions, which we briefly discussed in our report. Why, in one case, there is a rupture of blood vessels inside the head, and in the other - outside? Are people with a large birthmark different in frequency of strokes from ordinary people? Etc.... Questions in this area are most likely still awaiting their disclosure. Studying the problems of vasospasm is a purely medical topic. In our report, we outlined only the psychological basis of the problem, information about which will be preserved in traditional folk culture, emphasized the importance of observing prohibitions and prescriptions as a protective form of behavior from possible negativity.

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2. GAS – Grachev Alexander Sergeevich, born in 1947. Originally from the Smolensk Oblast. In Moscow since 1970. Working. Recorded by V.V. Zaporozhets in Moscow in 1995.
3. GMK – Gaiduk Maria Kirillovna, born in 1978, originally from the Lviv Oblast, Skolsky district, the village of Zadelskoye. Recorded by V.V. Zaporozhets in Moscow in 2010.
4. NC – Neeme Christina, born in 1992, Syrian by birth, was born in Moscow. Recorded by V.V. Zaporozhets in Moscow in 1999.
5. NMI – Nikiforova Maria Ivanovna, born in 1949. originally from the Kursk Oblast. Visiting Moscow. Working. Recorded by V.V. Zaporozhets in Moscow, in 2009.
6. NN – Nikolay Nesterenko, born in 1965, originally from Ukraine. Recorded by V.V. Zaporozhets in Moscow in 2008.
7. SAF – Sazonova Antonina Fedorovna, born in 1935. Originally from the Stavropol Krai. In Moscow on work matters. Recorded by V.V. Zaporozhets in Moscow in 2013.
8. FSN – Fedorov Sergey Nikolaevich, born in 1947. Originally from the Saratov Oblast. In Moscow since the 1960s. Working. Recorded by V. V. Zaporozhets in Moscow in 2017.
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MUSIC AS THE SUBJECT OF PHILOSOPHICAL ANALYSIS

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Abstract. *The article deals with the problem of musical art from the point of view of phenomenology and dialectics. To express the individual shades of consciousness and thinking, an art form is required that would correspond to the maximum extent to the very nature of human subjectivity. This kind of art, for which the temporal dimension is organic, emphasizing the dynamic nature of the phenomena and processes occurring both in nature and in the human psyche itself, is music. Music dialectically combines two most important components, namely, the intellectual character of musical constructions and an unrestrained spontaneously poetic expression of musical content. The paper considers the problem of the genesis of musical art, which helps to understand the basis, the essence of the phenomenon of music, manifested in the structure of the musical text, in the features of perception and experience of the musical message. The study proves that the phenomenology of a musical object, disclosed in the work of A.F. Losev's "Music as a subject of logic" can be clarified not only with the help of speculative philosophical constructions, but also with the help of specific musical examples illustrating the peculiarities of perception and understanding of musical text.*

Keywords: *music, eidos, meaning, essence, expression*

Introduction

Musical art at all times has been shrouded in an aura of mystery, enigma, the fundamental impossibility of verbalizing musical meaning in verbal linguistic structures. Nevertheless, even before the formation of the scientific picture of the world, scientific discourse, there was a persistent tendency to penetrate the secrets of musical content, to interpret the musical meaning. The main role in this process has always belonged to philosophy. Philosophy revealed the hidden, undetected aspects and mechanisms of musical expression, trying to penetrate the essence of the musical content. Since the era of antiquity, the development of musical art is necessarily accompanied by philosophical reflection, philosophical provisions are included both in musical constructs and have an independent form in the form of

treatises, as a result of which the problem of sound thinking is the subject of philosophical analysis, starting from the very first forms of philosophical knowledge.

Purpose of the study. The purpose of the study is to prove the relevance of the philosophical consideration of music, which not only generalizes the present state of musical art, but reveals the deep, unrevealed features of music as an art form, opening new horizons and boundaries for its development. If in modern musicology the questions of the genesis of various musical forms, styles, genres, directions, as well as their further evolution, formation in a specific historical, cultural, social environment are widely studied, much less often the subject of research is the question of music as a phenomenon, the nature of musical art. This is precisely a philosophical, not a musicological approach to music. There have long been two points of view on the nature of music:

1) rationalistic: musical art is a strictly verified system formed as a result of acoustic and mathematical calculations, which is only further evaluated from the point of view of aesthetic merits;

2) spontaneous: music is a spontaneously poetic expression of thoughts and feelings, ecstasy, which cannot be explained by rationalistic methods and techniques.

Of course, modern researchers of the philosophy of creativity, as well as the creators themselves, artists, poets, writers understand that the creative process is a unity of both rational and irrational moments. However, what is primary? By answering this question, we will find the key to understanding the emergence of music as a phenomenon.

Materials and methods

As a visual material, let us turn to the consideration of the origins of the birth of musical art as the earliest stage in the development of the art of sounds. The first cry, the cry of a baby, is actually the first "musical" experience of the newborn. Still not knowing how to speak, the child, with the help of intonation (the connection of two or more sounds), tries to convey his attitude to the world around him. Modern scientists have convincingly proved that during the period of uterine development, a person goes through, as it were, all stages, the evolution of mankind in miniature. Therefore, music can be viewed as an earlier layer in the human psyche than the formation of conscious, meaningful speech. Modern ethnographic and paleographic studies also prove that the basis of music is pre-logical, pre-rational. Thus, the primary thing is the spontaneous emergence of the "art of sounds". And only then does the creation of the proper musical harmonies, modes begin, then the rationalistic nature of musical constructions manifested itself in all its brilliance. Folk music, as a result of a long evolution, in its origins also does not do without a rationalistic moment. From here we come to the following conclusions:

1. A person creates a certain musical system (modal - in Ancient Greece, Shruti

- in Ancient India, pentatonic - in China, etc.).

2. In the future, this system affects the formation of a person in such a way that he begins to perceive it as something unchanging, constant, within the framework of which he creates.

3. Man tries to free himself from the old canons, but, destroying them, he creates his own, new ones, which subsequent generations perceive as "archaic" and try to overcome it.

As a result, we see a kind of dialectical development in which each new step does not at all imply a complete negation of previous achievements, but is a natural development of everything old, which in one way or another enters into the structure of the new (see the "entry" of polyphony into homophonic-harmonic music). Examples are numerous here. To a certain extent, they are reflected in the musicological literature. The theoretical basis of the research is the dialectical-materialist methodology, the laws of dialectics and the main provisions of the theory of knowledge.

Results and discussion

Thus, we reveal the first layer, namely the origin and development of musical art in human society. But you need to understand what is music in itself? Is it an artificial product of human consciousness or is it some kind of harmonious principle of the universe, intuitively grasped and developed by us as a means of expressing our purely human content? If we take the first statement as a basis, then we have to admit that there really are no musical phenomena in nature. At first glance, this is indeed the case. All musical forms - symphonies, concerts, sonatas, etc. were created by man. But if we are talking about consciousness, it means that the creation of music is a mental process. Again, no one argues with this. The act of thought (and not only the act of thinking) is the result of the activity of our psyche. Any human activity (all the more intellectual) requires an object that is different from the subject itself (in order to think, an object of thought is needed). If music, moreover, it is human, is a product, a result of the activity of our consciousness, then by the same token it is necessary to recognize the presence of an external prototype. Through conscious and unconscious mental activity, we transform it, resulting in what in the ordinary sense are used to call music.

Musicology is engaged in research, analysis of specific masterpieces of musical art, the origins and prerequisites of their emergence, as well as issues of its further development in a specific historical and cultural setting. We are talking about the archetype, the root cause of musical art. This is what Pythagoras had in mind when he said that "the movement of heavenly bodies is the harmony of the singing cosmic spheres inaudible by us" [3]. With a more detailed understanding of our first position, we inevitably come to the following: the nature of music is an independent sphere, different from the human being. It can be called "not made

by hands." A.F. Losev emphasizes precisely the irrational nature of the musical element, which, however, is essentially divine. A person uses this element of music for his own purposes, to express his thoughts, feelings, experiences. First of all, of course, one should hear this "sounding universe" in the twinkling of stars, the movement of planets and our luminary, in the rustle of grass, singing of birds ... Seen, conscious, felt external musical element is reflected in the inner world of man. The soul itself sings, cries, enters into resonance with the universe, requires ways and means to express, throw out everything that has been deposited in the soul. Any expression outside requires that which I want to express, and that with which I will express. There is always some meaning in what I want to express; what I want to express is language in the broadest sense of the word. So, any language, including art, is the very sphere of the embodiment of meaning. The language differs in that it gives an adequate idea of the subject. Through the language of sounds, a person expresses his own purely human meaning. We are trying to understand the essence of music, that is, the meaning of the musical phenomenon itself, regardless of what a person wants to express through this musical element. So, a natural scientist studies the physical and chemical properties of substances, for example, clay itself, regardless of what ceramic products and what shapes and volumes can be made from them.

In this sense, the works of the remarkable Russian philosopher A.F. Losev [1]. According to Losev, every phenomenon, including the "element of music", has at its core: 1) a certain essence. The essence of an object is its 2) meaning, that is, what a given object is, for what and in the name of what it is. The cleverly objectionable, figuratively sculpted meaning is 3) *eidos*, that is, the given, the representation of meaning outside: through *eidos*, we can judge the meaning. 4) Musical *eidos*, according to A.F. Losev, there is dispersion, dissolution of *eidos*, a constant continuous increase in infinitely small changes. In the terminology of A.F. Losev is the gilet-meonal element of *eidos*: a) *eidos* for its definition requires distinction from another; b) the other (*meon*) not only surrounds any category, but also fills it; c) the irrational, alogical "filling" of *eidos* - its giletic element; d) fixation of logical constructive-rational, i.e. numerical moments of *eidos* are given by mathematics. Fixation of illogical, irrational, i.e. temporary, continuous-flowing music gives. Mathematics is the logical construction of the *eidos* itself by means of numerical ratios. And the irrational otherness of number is nothing more than time. It is at this point that the identity and difference between music and mathematics is observed. The concrete embodiment of a number in a material-physical substance is a rhythm. Rhythm is not a temporal category, because it can be given in a different movement (that is, tempo). Rhythm is more abstract than real physical time. The main thing in rhythm is the relationship of time units to each other.

Let us prove empirically the validity of the philosopher's theoretical calcula-

tions. Take the category of rhythm, for example. The famous musician, pianist Hans von Bülow, said "In the beginning was the rhythm." Rhythm is the most objectively tangible basis of music. In ancient Greek music, rhythm was predominant (as in African culture until now). The rhythm can be whimsical (as in Asian music), it can also be "variable", free in the sense of tempo. This refers to medieval music devoid of stanza (psalmody, sequence, trope), where the infinity of the development of musical thought was supposed to personify the infinity of the human path in striving for the Divine. So the rhythm is everywhere. Moreover, it is independent of whether we consciously perceive it or not. This means whether the performer knows what the size, meter of this piece is, whether he learned it from the notes or perceived it by ear - the rhythm remains unchanged. Distortion of rhythm is a lack of hearing, as well as psychomotor, muscular mechanisms, that is, physiology, and physiology is associated with thinking. Adequate transmission of rhythm occurs regardless of how this rhythm was perceived. Hence the conclusion: the rhythm can be comprehended both intuitively and consciously, which, in turn, speaks of its objective nature, independent of the human psyche, since any distortion, variation of objects in consciousness is possible only when the object itself is objective, that is, it is independent of the subject.

Another example: how is the collection of folklore samples carried out? A professional musician travels to cities and villages and records tunes (now with the help of a recorder), but then, as in the old days, in a music book. It is known that M.A. Balakirev, collected folk songs and then published a collection, the melodies from which were used in the future by outstanding composers, including N.A. Rimsky-Korsakov. Notation requires a certain fixation, absolute height. If the folklorist has perfect pitch, no problem. If he writes in a different key, the trouble is not great. And now let's ask ourselves a question: does the performer of a folk song know in what key she sings? In major or minor? The old woman will shrug her shoulders in bewilderment to these questions. Does it follow from this that there is no tonality? It is clear that this cannot be true.

A musician with perfect pitch will always say in what key the work is performed, if, of course, the performer has a pure intonation, a good sense of harmony, but for this very feeling it is not at all necessary to know that we, for example, are in B flat major. Another question: every piece of music, including a folk song, has a certain size, which the collector carefully exposes. Does the performer know about this? If he has no musical education, of course not, but this does not in the least prevent him from singing, playing in a certain time (two-beat, three-beat, complex, simple). What is rhythm? The numerical ratio of certain units of time. Consequently, the number is immanently inherent in music, and it does not matter at all whether the performer is aware of it or not, comprehends it rationally or sensually.

Conclusion

1. The philosophy of music, explaining and interpreting (the hermeneutic aspect) the essence of mental and intellectual processes occurring in specific genres and types of musical creativity, organized and initiated the peculiarities of the perception of musical compositions, thereby giving them a social character, preventing individual options for reading the literary text. Such processes, in particular, are characteristic of the Baroque era, when there was a close connection between the sacred content of spiritual texts and the expression of this content in the so-called "musical rhetorical formulas" understandable to all parishioners [2, p. 7-11].

2. There are two main trends in the philosophy of music that reveal the nature of music as a phenomenon. The first tendency is associated with the ontologization of the musical element, the source of which is the musical prototype, which acts as a creative principle both in relation to a person as a whole and in relation to his sound self-expression and sensory perception in sounds. The second tendency is built on the assertion of an autonomous subjective-human basis of sound self-expression and sound perception of the world, the source of which is the person himself in his biological and social nature.

3. In the works of the Russian philosopher A.F. Losev, a dialectical understanding of auditory thinking is developed, where its objective and subjective nature is considered in dialectical unity and opposition.

So:

- the art of music is objective, regardless of the level of knowledge of the subject.
- number is really immanent in music, whether we realize it or not.
- without sensual comprehension of music, rationality is just an empty heap of meaningless forms.

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CONTERPRODUCTIVE WORK BEHAVIOR MOTIVATION, DEMOTIVATING FACTORS AND STAFF BURNOUT SYNDROME

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Abstract. *The article is devoted to a theoretical analysis of the following psychological phenomena - motivation of counterproductive behavior, demotivating factors, and professional burnout syndrome. Particular attention is paid to the interaction and influence of these factors on the psyche of a working person. In particular, some aspects of the psychological health of personnel are considered. The study of these phenomena and relationships is a new step for psychological science, in particular, we are talking about the study of the motivation of counterproductive behavior. An approach is relevant from the point of view of preventing the increase in the impact of demotivating factors, the development of the syndrome of professional burnout among employees and preventing the development of counterproductive behavior in them.*

Keywords: *motivation of counterproductive behavior, demotivating factors, burnout syndrome, mental health, activity.*

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Introduction

In modern realities, labor activity is associated with influences that are different in nature and strength. These include stress, which causes the appearance of various syndromes in workers, for example, professional burnout syndrome [5]. Such situations are always accompanied by psychoemotional stress, which causes

various reactions in the human body and psyche, makes him vulnerable or unable to cope with the situation [25]. The work process often actualizes a large number of employee resources, requires a high concentration and motivation from him to implement the assigned tasks. However, unfortunately, employees are not always motivated to work for the good of their organization, which can lead to the development of so-called counterproductive motivation. In the worst case, workers are affected by various demotivating factors, which can also lead to a wide variety of negative consequences.

The problem of professional burnout and some aspects of the psychological health of personnel. The problem of studying professional burnout as a psychological phenomenon was posed at the turn of the 60s of the XX century in America. However, it is still relevant today, especially in the context of the COVID-19 pandemic. Specialists in the helping profession, such as nurses, eventually lose empathy and emotional support for their patients. They try to distance themselves from their clients and even tend to avoid them. Educators and managers are also experiencing difficulties in the context of the COVID-19 pandemic. Various representatives of socioeconomic professions from different countries noted an increase in the level of fatigue due to the introduction of remote forms of work [6; 17; 28; 29]. Currently, professional burnout is usually viewed from the position of the situational context of work. Experts point out that professional burnout syndrome develops in situations of chronic stress at work, as an accumulation of its effects. Therefore, the syndrome of professional burnout is studied from the point of view of its three components: emotional exhaustion, depersonalization and reduction of professional achievements [11; 15; 26].

The following components of the development of the professional burnout syndrome were identified:

1. Symptoms that may precede burnout
2. No feeling of fatigue
3. Increased activity. Burnout manifests itself most clearly, when there is some kind of contradiction or opposition.
4. Decreased activity
5. Change in the emotional state for the worse. There is a search for the culprit, depression or aggression may develop
6. Recession. Depression of activity begins, any errors in activity may appear, and activity may also stop monotonous, stereotyped
7. Deviation. A person can freeze, slow down in all spheres of life. Life can seem lonely and meaningless, then psychosomatic reactions follow, which in particular manifest themselves as psychosomatic diseases
8. Despair. When a person already feels so helpless that he begins to think about committing suicide and can carry out this intention [11].

The study of the burnout syndrome has led to the need to analyze and highlight the personal and organizational factors that could affect the development of this syndrome. The first characteristic highlighted is the system of remuneration and incentives for personnel. If employees find the remuneration unsatisfactory or unfair, the situation becomes stressful and contributes to the development of burnout in their professional activities. It should be noted that incentives on the part of the company, on the part of the immediate manager, which does not coincide with the motives of professional activity, the expectations of employees, also provokes the development of the syndrome of professional burnout. The next factor is management style and leadership. If a manager or leader behaves democratically, then employees feel more satisfied, and also do not experience the consequences of negative syndromes, in particular, the syndrome of professional burnout. The next factor is the socio-psychological climate in the organization. This characteristic is due to the fact that among the employees in the team there may be any tension, excitement, misunderstanding. This is extremely negative for the collective organization of labor and can lead to oppression of the employee [27; 30].

Burnout is a condition that occurs in response to prolonged exposure to chronic stress. No matter how similar the causes and symptoms of burnout are in different people, they all have individuality in their expression. Therefore, in addition to organizational factors, personal characteristics are of great importance for the development of burnout. It was found that such characteristics are empathy and communication skills. Well-developed empathy prevents an employee from developing professional burnout syndrome. Employees with communicative competence have been shown to cope better with situations of stress and burnout. They seek and successfully find support among their environment: in the family or at work, in a team of like-minded people [1; 2; 22].

Counterproductive work behavior motivation and demotivating factors.

The phenomenon of motivation is the main concept in the study of the incentive and driving forces of the human personality, including in professional activity. Motivation determines the characteristics of the course of human activity and explains the actions he performs. Today there are many theoretical systems that try to reveal this phenomenon from various angles, for example, modern domestic theories T.O. Gordeeva, Yu.V. Dubovik, S.V. Kotov; foreign theories G. Lazaroi, A. Elliot, M. Church [7; 9; 10; 16; 18].

Motivation is a special state focused on resolving a person's needs, as well as the conscious creation of a specific state of motivation for activity in other people. The essence of the concept of motivation is revealed in a systematic explanation of a simple scheme: there are certain incentives and indefinite incentives that arise from any need. This need entails an indefinite number of different motives, which together give the concept of motivation [10; 12].

To understand the characteristics of the behavior of a working person, the functions of motives and components of motivation are of great importance. The following functions of motives were identified:

- Guiding function, implies the direction of behavior in a situation of choosing options for behavior in specific situations.
- Sense-forming function, implies the definition of the subjective significance of behavior for the employee, and also identifies the personal meaning of behavior for this employee.
- Mediating function, reflects the collision of motive at the junction of internal and external incentive forces that can influence behavior.
- Mobilizing function, implies the concentration and strengthening of various forces of the employee for the implementation of significant goals and activities.
- The justifying function is that the employee is able to justify his behavior by various motives [20].

The following components of motivation are also described:

- 1) Emotional component, implying the experience of emotions associated with the presence of an urgent need
- 2) The intellectual component associated with the cognitive functions of motivation
- 3) Conceptual component related to understanding the situation
- 4) Verbal component
- 5) Behavioral component

“A comprehensive theory of motivation at work must encompass at least three important sets of variables that make up the work situation, ie. personality characteristics, job characteristics and characteristics of the working environment ” [24, p. 247]. At this point, we come to another important problem in the study of motivation: often experts set their goal to influence only one of the variables listed above [18]. Unfortunately, such approaches do not give the desired results, since we may overlook the importance of the remaining variables when trying to motivate employees. For example, motivation measures may affect the employee's working situation, but this will absolutely not relate to his personal qualities, or even contradict them [3; 4; 8; 21].

Thus, the question of studying the motivation of counterproductive behavior and demotivating factors arises. Traditionally, the following factors are considered as consequences of burnout, which can acquire a negative connotation: performance efficiency, satisfaction, identification with the organization, attitude to work, the desire to leave the position and state of health. We will turn to the factors of demotivation, which may in some way be associated with the presence of professional burnout syndrome in employees. The following demotivating factors were identified: violations of the tacit contract, non-use of any significant skills of

employees, ignorance of initiative, lack of a sense of belonging among company employees, lack of assessment of achievements and a sense of results from management and / or colleagues, that is, lack of feedback, lack of change in the status of an employee [7]. It should be noted that, in our opinion, the presence of demotivating factors in employees within a specific organization directly correlates with the presence of professional burnout syndrome in these employees. We believe that a condition that is a consequence of the presence of a professional burnout syndrome in an individual violates the motivation system [13].

Consider some aspects of counterproductive behavior that negatively impacts employee productivity in an organization. The criteria for such behavior can be:

- object of action,
- the nature of the act,
- the severity of the damage caused

The following types of counterproductive behavior were identified: 1) Damage to the organization's property, which implies damage to the labor apparatus. It is worth dwelling here on the fact that we are considering precisely the intentional infliction of such damage. 2) Disrespect for other employees, as well as for the leader. It is understood that the employee is showing negative emotions or aggression towards his own colleagues and his leader. 3) Personal aggression. This type of counter-productiveness implies the spread of aggression to a specific person, as well as to oneself.

Counterproductive behavior depends partly on the specifics of the activity and, in addition, depends on the norms and values that are prevalent in the given organization. Various forms of counterproductive activity reduce labor productivity. Thus, counterproductive behavior has a negative impact on the financial and psychological well-being of the organization and employees. It can be assumed that, on the one hand, counterproductive behavior is generated by the presence of burnout among employees. However, on the other hand, counterproductive behavior contributes to the development of burnout syndrome among employees of the organization.

The main factors that contribute to the motivation of counterproductive behavior include:

1. Individual characteristics of employees: personality traits, values and ways of behavior,
2. Interpersonal relations: interaction with colleagues, regulatory control, fairness, coordination of actions of the leader, workload and organization of work, implying the presence of obstacles.

Counterproductive behavior is any deliberate activity by employees that is detrimental to the legitimate interests of the organization. In addition, this is any deliberate actions of employees that violate common norms and values in the or-

ganization, harm the organization as a whole and individual employees of the organization [19].

Today, there are two main types of motivation for counterproductive behavior:

1. Instrumental motivation assumes that employees harm the organization in order to achieve their own goals. They eliminate any injustice that is significant to them and improve their own situation.

2. Expressive motivation assumes that counterproductive behavior is an expression of negative emotions, primarily anger, which arises in relation to the organization and its employees.

It can also be noted that counterproductive behavior is more often detected in employees who experience negative emotions, and also do not receive positive emotions in the process of their work. It is easy to draw parallels here with emotional exhaustion as part of burnout syndrome.

Conclusion

The presence of demotivating factors in employees within the organization is presumably correlated with the presence of professional burnout syndrome in these employees. The state that occurs in an individual as a result of the professional burnout syndrome violates the motivation system, as a set of the most significant motives for the employee. The most significant values are subject to distortion. In order to preserve the mental, emotional and physical resources of the individual, the previously selected higher values are replaced with more primitive ones. Such a state of an individual can contribute to the development of counterproductive behavior in him.

It is important to note that for organizational psychology the issue of the effectiveness of the organization, the leveling of demotivating factors, the prevention of the development of various syndromes, including the professional burnout syndrome, is by far the most important and relevant.

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CRITICAL EVENTS IN THE WORK OF REMOTE TEAMS

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Annotation. The article discusses the features of the work of remote teams. The influence of the pandemic situation on the organization of various forms of work is analyzed. The results of a pilot study of the influence of critical situations on the proactivity of members of remote teams are presented. It is shown that a critical event in work activity has a serious impact on the efficiency of the team, causes disruptions in the motivation of participants and negatively affects their ability to constructively solve professional problems.

Keywords: critical events, remote teams, proactivity, group dynamics, agile teams.

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Introduction

The last two years have been marked by dramatic changes in the life of the whole world. The coronavirus pandemic is forcing all organizations to rethink and adapt. The impact on the functioning of society and the perception of life has been enormous. Long-term uncertainty, the need to avoid crowds, border closures and self-isolation have raised new questions about how an organization should function to survive this period.

In Russia, organizations have also restructured their work in accordance with the new safety requirements. Most office workers still work from home. The experience of self-isolation forces us to re-examine the previously accepted concepts

of the work process. The question is raised about the expediency of finding all employees directly in the office. Managers think about how to continue to work effectively in the face of uncertainty.

Previously, the study of critical events was actively studied within the framework of clinical psychology. Critical events mean life events that arise in connection with a change in the social situation and require a person to adapt accordingly. Since these events represent the destruction of habitual ways of action and require a change or abolition of existing patterns of behavior, in principle they can be considered as "stress-generating" [3]. Studies show that critical events in professional activity seem to have a greater impact on mental well-being than family [4].

Critical events affect people's ability to process information, remain calm, and efficiently solve problems. The state of employees is also affected by the transparency of the decisions made. Thoughtful, frequent communication between leaders and their team members demonstrates how much they monitor the situation and adjust their actions as new information becomes available. The problems, questions and interests of each group must be taken into account to relieve stress from workers [1].

The coronavirus epidemic in a short time has led to changes in the existing models of company management. It has accelerated the global job transformation process. Within just a few weeks, 88% of workers around the world had switched to telecommuting from home. In this regard, J. Meister views the coronavirus as a catalyst for revising views on the development of the labor market - on the role of a corporation, remote work, retraining, hiring principles and corporate training [6].

The coronavirus is forcing employees and managers of all companies to work remotely for as long as possible. Face-to-face meetings have been completely replaced by Zoom conferences. Time spent in the office, personal meetings and negotiations are no longer a test of productivity [6]. These changes make the topic of organizing teleworking one of the most relevant.

The need to quickly adapt to changes in the external environment has led to changes in the structure and processes of the organization. Now they have to quickly innovate, update production, match the technologies of a changing market. Organizations that have a high level of collective self-efficacy become successful. This led to the emergence of flexible organizations. They are characterized not only by the desire to use modern technology, but also by revising the design of the work.

Classic organizations were built on a rigid vertical of power - bosses give orders and orders, subordinates carry them out. At the same time, the latter practically do not participate in decision-making. This approach does not give ordinary employees the opportunity to express themselves, apply talents and feel like part

of a team with a common goal, and not just a cog in a huge machine. Agile offers a new approach, the absence of a vertical of power: a minimum of bosses and a maximum of freedom. The Agile Manifesto was published in 2001.

- People and interactions are more important than processes and tools.
- A working product is more important than comprehensive documentation.
- Cooperation with the customer is more important than negotiating the terms of the contract.

- Being ready for change is more important than following the original plan.

The manifesto declares values resulting from the key role of the human factor - efficiency and cooperation. [5]

In agile organizations, there are no job descriptions, each employee chooses a role that matches his skills and desires, he makes appropriate promises, and always receives feedback from the team in each of the areas. In the process, he can refuse some roles and choose new ones, for example, join any project within the company. The team is also responsible for each hired employee.

The process of team formation, as well as the factors influencing it, have long been the sphere of scientific interests of psychologists. We proceeded from the model of levels of command dynamics by S. Kozlevski. Within which, he identifies four stages of team development:

The first is team building. At this stage, initial acquaintance takes place. The leader plays the role of a role model and sets the rules of behavior.

The second is assembling a team around a task. At this stage, team members associate themselves with the tasks that he solves. The leader acts as an instructor. Its main task is to raise the level of knowledge of the team members to effectively complete the task

The third is gathering around. This level is characterized by the formation of dyads between team members. The team has already mastered the tasks and methods of solving them, the leader plays the role of a coach.

The fourth is the formation of a command network. At this stage, the team can solve problems independently. The leader plays the role of a facilitator, joining only when needed to address critical situations.

To identify the level at which the team is, S. Kozlevski suggests considering such questions: where, who and how.

The question "where?" Refers to the strategy and goals of the team. Considered: product architecture, the process of discussing tasks, identifying priorities. These processes can be observed during the sprint planning phase.

The question "who?" Refers to such characteristics as: leadership, roles of team members and team norms and rules. The specifics of team management, working roles, the formation and change of team norms are considered. All this can be observed during the daily meetings.

The question “how?” Refers to the entire process of direct execution. It includes the following factors: interdependence, efficiency, work perception, overcoming difficulties, feedback. [8]

The personal characteristics of the participants also affect the effectiveness of the team. The importance of such competence as proactive behavior for business organizations is growing faster than ever. In conditions of high dynamics of changes, uncertainty and complexity of the organizational environment, the ability to anticipate ways to resolve problems and various options for personal and organizational development is one of the most demanded qualities of employees.

In response to the needs of organizations, research was carried out on the personality traits of an employee, which could be predictors of a certain type of behavior aimed at achieving business goals. Scientists agree that employees with a high level of proactivity are able to initiate positive changes in their own professional development, and the development of the organization as a whole, they more often take responsibility for the results [2].

An employee exhibiting this behavior has the following characteristics:

- strives to keep situational factors under control and proactively change the parameters of his organizational environment, as he is able to foresee future changes;
- sets subjectively significant goals in the field of professional development and professional development, as well as actively (actively) strives to achieve them;
- independently organizes its educational, cognitive and practical activities related to the professional sphere;
- independently takes the initiative to transform and change his work role, ways of performing work tasks in order to increase his professional efficiency [7].

The characteristics described are indicators of proactive behavior.

Organization and research methods.

At present, special attention is paid to the study of the factors of proactive participation of employees in the remote work format, and the influence of critical situations on the manifestation of this behavior.

To answer these questions, we conducted a study of the impact of critical situations on the proactivity of members of remote teams.

The study involved 2 development teams, 6 people per team. According to S. Kozlevski's model, at the time of the study, they were between the second and third levels of team formation, showing a high result in terms of the following factors: distribution of roles, interdependence and overcoming difficulties (corresponding to the 3rd level of team development according to S. Kozlevski)

The specificity of teams can be called: first, work on the agile methodology; secondly, their multifunctionality, this means that the level of knowledge of the

participants in different areas is not equal, from this it turns out that individual team members know more in their area than the team lead.

The following stages of the study were carried out: testing the characteristics of the team at the beginning and end of the study, fixing team events, discussing them during a retrospective, group coaching. As part of group coaching, attempts were made to help the team develop their own ways of solving problems.

Research results and discussion

Team members assessed critical events (important work situations for which there is no ready-made action plan). On a scale of 0-3:

0 - no event

1 - routine events

2 - important events

3 - very important events

The questionnaire of current proactivity was used, which reveals three factors: first, proactivity as an attitude towards a task, that is, confidence in decisions and a positive attitude; second, proactivity as a mood - the ability to concentrate, energy; third, proactivity as self-motivation - the ability to motivate oneself or force oneself to work.

As a result of the study, the following results were obtained:

- When the event is perceived as very important (3) on the first day, the team members' mood decreases (factor 2) $p < 0.05$

- When the event is perceived as very important (3) on the first day, the team members' self-motivation decreases (factor 3)

- The day after the critical event, mood and self-motivation increase, but the willingness to solve the problem decreases (factor 1) $p < 0.002$.

As a result, a critical event reduces the team's performance by two days. Further, the influence of the event decreases. Since there is a decrease in mood on the first day, it may be a good recovery tactic to seek support from other team members. The second day, characterized by a decrease in the readiness to solve a problem, will be more effective to start with solving simple problems. This will allow the team member to overcome negative attitudes towards work, avoid procrastination, and begin to work effectively.

Conclusions and conclusion.

It was found that a critical event in work activity has a serious impact on the effectiveness of the team, causes disruptions in the motivation of participants and negatively affects their ability to constructively solve professional problems.

It is planned to conduct training on assertive behavior and the management cycle: setting a task, working during a task (making a joint decision, forming an intention to complete a task, support in critical situations) and feedback. In the form of exercises with further video analysis.

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DECOMPENSATION OF NON-PSYCHOTIC MENTAL DISORDERS AFTER SUFFERING COVID-19

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Abstract. *On the example of the contingent of children and adolescents who applied for outpatient psychiatric care, the prevalence, diversity, nosological representation of mental disorders associated with the COVID-19 pandemic were studied.*

Keywords: *COVID-19, mental disorders, children, adolescents.*

Introduction

The request for research on the problem of the association of the COVID-19 pandemic with mental disorders arose with the onset of the epidemic caused by the coronavirus SARS-CoV-2, since it was very quickly noted by experts that in the context of the COVID-19 outbreak, the introduction of social restrictive measures and the occurrence of unfavorable economic consequences of the incident, the frequency of mental disorders in adults [1-4] and children [5,6] increased. The epidemiology of COVID-associated mental disorders, their diversity and nosological representation, continue to be the subject of active discussion in the scientific community. At the same time, the impact on the mental health of children and adolescents of a complex of factors directly associated with the impact of the coronavirus itself is analyzed to a lesser extent in the literature, which makes such studies especially relevant.

Purpose of the study – to establish epidemiological indicators of the prevalence among children and adolescents of mental disorders associated with the outbreak of COVID-19, to obtain data on the nosological diversity of such mental disorders.

Material and methods

The data obtained were the result of a study, the material of which consisted

of 35 patients 10-17 years old (22 boys - 62.8%, 13 girls - 37.2%), who received outpatient medical advice from district child and adolescent psychiatrists of one of the PND Moscow in links with non-psychotic mental disorders. All of them consulted a local psychiatrist for worsening mental disorders associated with COVID-19 infection.

The study did not include patients with psychotic variants, as well as a grossly progressive course of the endogenous process, a pronounced defect of an organic nature, moderate and severe forms of mental retardation, current severe somato-neurological pathology not associated with COVID-19.

We analyzed the cases of such patients referring to the aggravation of mental disorders associated with the COVID-19 pandemic for the one-year period from March 1, 2020 to March 1, 2021.

Research methods: clinical-psychopathological, statistical.

Results and discussion

Initially present in the patients under discussion, psychopathological disorders were nosologically polymorphic, as well as clinically diverse - affective disorders, anxiety, obsessive phenomena, asthenic, psychopathic, including behavioral disorders, including mononeuroses characteristic of childhood.

The overwhelming majority of patients (28 - 80%) had a mild coronavirus infection, in the rest (7 - 20%) it was diagnosed as moderate, none of them had a severe degree of this infectious disease. At the time of the peak of the infection, accompanied by even a low subfebrile condition, mild manifestations of intoxication, the complaints of patients and their parents were concentrated mainly on their somatic state, while the existing mental disorders fade into the background. In the acute period of coronavirus disease, 14 patients with severe hyperthermia were routinely canceled the previously prescribed psychotropic therapy, another 21 doses of these drugs were halved, which did not entail significant deterioration of previously identified psychopathological disorders. In the postcoid period, the observed patients persisted for a long time (from 4 weeks to 4.5 months) asthenic disorders. For all patients, asthenia was a common psychopathological phenomenon, regardless of the clinical features of previously observed psychopathological disorders. Being a universal somatogenic reaction, asthenic syndrome in patients who have undergone coronavirus infection was present as an obligate syndrome accompanying an infectious disease, starting from its initial stages. Often it turned out to be noticeably heavier than the level of intoxication, discordant with thermometric indicators and other data on somatic status. At the initial stages of the disease, physical asthenia prevailed with complaints of severe weakness, malaise, decreased activity, fatigue at minimal exertion, loss of appetite, increased need for rest and sleep, various unpleasant bodily sensations (more often - dizziness, pain and heaviness in the limbs, cephalgia stress), as well as hyperesthetic phenomena.

As patients recovered from COVID-19, normalized objective indicators of their somatic status, complete reduction of asthenia did not occur. After the advanced stage of an infectious disease passed, in contrast to the classical course of organic asthenia, long-term preservation of the components that make up the asthenic symptom complex was diagnosed - a very slow reverse development of manifestations of physical asthenia with prolonged preservation of lethargy, increased exhaustion, impaired motor activity, distortion of the sleep/wake cycle in combination with the stability of the symptoms of mental asthenia (absent-mindedness, difficulty concentrating voluntary attention, a decrease in the quality of mnemonic functions, fatigue after minimal intellectual exertion, the phenomenon of irritable weakness, deviation of speech activity - its decrease, sometimes replaced by verbosity, some impoverishment of previous interests).

It is difficult to make a final judgment on how complete the resolution of asthenic disorders will be and on the duration of its existence. The fact is that the neurotropic potential of SARS-CoV-2 has not yet been sufficiently studied [7], its neurotoxic effect in some cases is beyond doubt, it is possible that it will often be about residual organic brain disorders due to infectious vascular encephalopathy, which makes the problem under discussion even more urgent.

In addition to the asthenic symptom complex, the examined patients showed deterioration / appearance of other psychopathological syndromes.

In 9 people (25.7%), an aggravation of obsessive disorders with an increase and complication of previously short-term and uncomplicated rituals that were not related to the plot of the pandemic was revealed. Eight patients (22.8%) developed hypochondriacal disorders with a desire for self-grasping, limiting activity, creating for themselves a special therapeutic and protective regime aimed at "the highest quality recovery" after a serious illness with a tendency to seek information about rehabilitation programs, a mood for then, to listen to your own somatic feelings. At the same time, the patients rejected the generally accepted and proven effective health-improving methods, insisting on limiting their own physical activity due to the "non-standard" of their own body, references to weakness and inability to cope with stress. In 5 patients (14.3%), detailed phobic phenomena were recorded associated with fears of re-contracting COVID-19, becoming a carrier of coronavirus and infecting others, fear of forgetting protective equipment (mask and gloves) when leaving the house, it is not enough to carry out the treatment correctly hands and clothes. In 3 of them, it was about modified and expanded manifestations of pre-existing obsessive-phobic disorders with obsessive thoughts about possible infection with the SARS-CoV-2 virus, accompanied by complex phenomena such as rituals of washing and cleansing with numerous rechecks of the cleanliness of hands, face, spraying them and clothing with antiseptic agents, regular change of personal protective equipment and monitoring of compliance

with all possible precautions and standards.

In 7 cases (20%), pronounced affective disorders were noted with a predominance of apato-adyamic symptoms, decreased mood, daily fluctuations, anhedonia, loss of previous interests (in communication, albeit virtual, posting selfies on the Internet, listening to music, watching video clips, computer games). In somewhat milder cases, depressive disorders were masked by psychopathic outbursts, tearfulness, irascibility, increased resentment, frequent "whims" with a quick change in the plot of discontent.

Conclusions

It was revealed that the decompensation of the state of children and adolescents with mental disorders during the COVID-19 pandemic was significantly affected by the infectious neurotoxic factor exerted by the SARS-CoV-2 virus. At the same time, it remains unidentified to the end whether we are talking about the actual toxic effect on the central nervous system of the waste products of the virus/its decay, multiple hematomas formed in the brain during the course of the disease, the effect of hypoxia, a complex of all these factors at the same time, some still remaining unknown impacts. Discussion of various aspects of COVID-associated disorders can help optimize care for these patients, create algorithms for its improvement.

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THE EFFECTIVENESS OF THE USE OF SYNBIOTIC IN THE COMPLEX TREATMENT OF ORAL DYSBIOSIS

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Abstract. *Researching the scientific literature on the subject of «symbiotic therapy» in dentistry, we analyzed and patented methods for the treatment of inflammatory diseases of periodontal tissues with the use of synbiotic agents with a confirmed positive effect and a reduction in the number of repeated relapses. Also, the works of a number of scientists, whose general goal was to study the peculiarities of the use of synbiotic cultures in periodontal diseases, shared the opinion about the effectiveness and prevalence of exogenous and endogenous use of bacterial preparations in dry or liquid forms. The prospect of developing the above topic of this scientific work is to study the choice of forms, methods, possibilities and effectiveness of therapeutic and preventive measures for oral dysbiosis in patients using various orthopedic structures with the use of synbiotics to improve the quality of prosthetics and dental health. .*

Keywords: *orthopedic dentistry, removable dentures, oral dysbiosis, symbiotic.*

Introduction

Despite the achievements of medical science and practice, inflammation of periodontal tissues is very common not only in middle-aged and elderly population groups, but also at a young age [3]. Irregular prophylaxis and occasional visits to a periodontist for the treatment of gum diseases complicate the course of the pathological and of a dysbiotic condition. In this regard, a patient is required to undergo repeated courses of treatment administered by a periodontist and to

perform preventive measures at home as recommended by the dentist [2, 5]. The development of periodontitis is the result of an imbalance between the microflora of the oral cavity and the body's immune defenses. In order to eliminate inflammation, various immunocorrectors and antibacterial agents (antiseptics, antibiotics, herbal remedies) are applied [4]. However, in recent years there have appeared forms of periodontitis caused by atypical infectious agents (viruses, fungi), or resistant to antibiotic therapy. Irrational use of antimicrobial drugs that negatively affect the representatives of the obligate microflora of the oral cavity results in further reduction of the local factors of antibacterial protection [6]. Various treatment options having biotherapeutic effect, involving the local and systemic use of synbiotics, phage preparations and other agents are reported to be an alternative to antibiotic therapy for periodontal diseases and dysbiosis of the oral cavity [1].

Purpose of the stud- to establish the effectiveness of the use of synbiotics in the complex of therapeutic and preventive measures of oral dysbiosis

Materials and methods. The study included 30 patients aged 40-50 who suffered from chronic generalized catarrhal gingivitis of mild and moderate severity. The patients were found to have poor oral hygiene, stress, and the digestive system disorders. All patients previously underwent conventional treatment for chronic generalized catarrhal gingivitis. They were divided into 3 groups:

- group 1 included 10 patients who were administered application of «Metrogil-Denta» once a day, the course of treatment was 10 days;
- group 2 included 10 patients who were administered application of «Asepta» gel with propolis daily, the course of treatment was 10 days;
- group 3 included 10 patients who were prescribed applications of «Asepta» gel with propolis modified by «Bifistim» synbiotic daily in a silicone mouthguard for 30 minutes; «Bifistim» lozenges once a day; « Dentaseptin Ag+» mouthrinse which was used to clean the teeth surfaces and massage the gums with an irrigator twice a day; the course of treatment was 10 days.

The performance of high-quality professional oral hygiene and individual hygiene was assessed using Fedorov-Volodkina hygienic index. Papillary-marginal-alveolar (PMA) and Muhleman indices were used to assess the clinical gingival health.

Results and discussion

Before the conventional treatment, PMA index was 31.4 ± 2.7 in patients of group 1 with chronic generalized catarrhal gingivitis; after therapy this parameter constituted 7.6 ± 1.4 ($p < 0.001$), the fact indicating the decrease of inflammation of the gingival mucous membrane by the end of treatment. However, there was no complete elimination of inflammation. Before treatment the sulcus bleeding index (Muhleman index) was 2.5 ± 0.8 in patients of group 1, after conventional treatment - 0.90 ± 0.3 . The sulcus bleeding index decreased by 64%, but in most

studied patients the sulcus bleeding was still manifested upon probing. Fedorov-Volodkina hygienic index, which evidences the performance of high-quality professional oral hygiene and individual hygiene, constituted 2.5 ± 0.28 before treatment; after treatment this parameter decreased and was 1.13 ± 0.14 .

Thus, the gingival oral health was reported to improve, but a sufficient decrease in the inflammatory and dysbiotic process did not occur, and sulcus bleeding was observed under probing in most patients of the studied group.

Before treatment PMA index in patients of group 2 was 30.1 ± 1.7 , after treatment this parameter constituted 5.8 ± 1.9 ($p < 0.001$), which evidenced that by the end of treatment there was a decrease in inflammation of the gingival mucosa; however, inflammation was not completely eliminated. Before treatment the sulcus bleeding index in patients of group 2 was 2.6 ± 0.19 ; after treatment it constituted 0.85 ± 0.13 . It should be noted that there was a decrease in the sulcus bleeding index by 65%, but in a significant number of the studied patients of this group the gingival tissue bled upon probing. Before treatment Fedorov-Volodkina hygienic index was 2.6 ± 0.16 , after treatment this parameter decreased to 1.08 ± 0.19 .

Thus, the gingival oral health was reported to improve, but a sufficient decrease in the inflammatory and dysbiotic process did not occur, and sulcus bleeding was observed under probing in most patients of group 2.

Before treatment PMA index in patients of group 3 was 28.8 ± 1.4 ; after treatment, this parameter constituted 2.7 ± 1.5 ($p < 0.001$), the fact evidencing a more pronounced anti-inflammatory effect than in patients of groups 1 and 2. Before treatment the sulcus bleeding index in patients of group 3 was 2.3 ± 0.19 , after treatment this parameter achieved 0.23 ± 0.08 . A significant decrease of the sulcus bleeding index was also reported. Before treatment Fedorov-Volodkina hygienic index was 2.55 ± 0.12 , after treatment it decreased to 1.1 ± 0.13 .

Conclusion

Therefore, the findings obtained in patients of group 3 evidenced an improved oral hygiene. There were no significant differences in Fedorov-Volodkina hygienic index between the groups. However, PMA and Muhleman indices demonstrated that the complex treatment option developed by the authors for patients with dysbiosis of the oral cavity, chronic generalized catarrhal gingivitis and including applications of «Asepta» gel with propolis modified by «Bifistim» symbiotic daily in a silicone mouthguard for 30 minutes for 10 days, «Bifistim» lozenges once a day for 14 days, «Dentaseptin Ag+» mouthrinse for cleaning the teeth surfaces and massaging the gums with an irrigator twice a day undoubtedly resulted in a pronounced anti-inflammatory effect.

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ORGANIZATIONAL PROBLEMS IN PROVIDING MEDICAL CARE TO CHILDREN AND ADOLESCENTS WITH ACNE (REVIEW)

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Annotation. *The review describes the prevalence of acne in children and adolescents, the current care and formation of the disease, as well as the prevention and quality control measures that need to be developed. Studying the materials and data of official statistics, literary sources, the authors find problems in the availability of medical care for children and adolescents suffering from acne in modern Russia. The aim of the work was to develop measures for quality control and prevention of this pathology. Within the framework of the author's research, new aspects are proposed for the effective and safe solution of the problems of optimizing the quality of medical care for this group of patients. The incomplete approach to the availability and quality of medical care for children and adolescents suffering from acne, the ambiguous implementation of the obligations of state guarantees for children and adolescents, all this indicates organizational problems in the Russian healthcare system.*

Keywords: *public health, public health, acne, children and adolescents, recommendations.*

Introduction

The Global Strategy for Child and Adolescent Health 2016-2030 [1] shows us the need to divide health care into age groups and focuses on the adolescent

population. She puts the prevention of diseases in the first place, in which she sees success in promoting the health of children and adolescents.

According to the World Health Organization (WHO), children and adolescents are a valuable asset of the state. The report "Health for Adolescents around the World", included in the WHO Global Strategy, stated that "investment can come to naught if there is no prevention of diseases in them." The main goal of each state should be the prevention of diseases in adolescence. [1].

The same report highlighted that 3,000 adolescents die from preventable causes and most diseases that are acquired during childhood and adolescence. Attention was also drawn to issues related to the psychological health and well-being of children. WHO noted that during the period of humanitarian crises and instability in which we now live in 2020-2021, the need for health protection is particularly strong.

The aim of the work was to develop measures for quality control and prevention of acne in children and adolescents.

Materials and methods

The authors analyzed 50 scientific articles, legal sources, dissertations on the prevention of acne in children and adolescents. The problems of personnel deficit for improving preventive work with this contingent of patients are shown.

Results and discussion

The development of medical science and the improvement of the health care system are taking rapid steps. The organizers of health care believe that the quality of medical care depends on the human potential of employees, including dermatovenerologists, and not only on funds and material resources, and on their effective use. [2, 3, 4]. Studying the quality of medical care, it is clearly seen that scientists of the world differently assess the quality of medical care for different categories of citizens [5, 6, 7, 8, 9, 10], there is a personnel shortage, which is highlighted in numerous publications [11, 12, 13, 14].

Every person who is faced with health issues wants to receive high-quality medical care, in a comfortable home environment and have a long-term result. [15, 16, 17]. At the moment, the process of reforming the Russian healthcare system is going on dynamically, the main task of which is to study and solve the problems of accessibility, safety and quality of medical care.

Acne is a polymorphic multifactorial dermatological disease of the sebaceous glands. It is recognized as a chronic dermatosis, which can affect the psychological state and social aspects of patients' lives. The activity of the disease occurs during puberty and is accompanied by a long chronic sluggish course with periods of exacerbation of the disease. This disease requires a long course of treatment and maintenance therapy, which indicates the need for its early detection [18].

The rapid development of medicine, the dynamics of the primary morbidity of

children with diseases of the skin and subcutaneous tissue from 0 to 14 years since 1990 has increased by 44%, and children from 15 to 17 years-by 2.3 times [19].

Appearance is of great importance for teenagers, especially for children from orphanages. Taking into account the social changes that may occur in the lives of children, it is necessary to carry out the prevention of acne - this will have a positive impact on the arrangement of personal life and adaptation of the individual in society [20].

It is especially important to note that the formation of physical health, mental and creative capacity is mainly due to the age of children [21].

A significant interest of the majority of scientists is caused by the poor health of children [22,23,24,25,26]. In the course of the research work, it was found that acne is widespread in the world. This disease is diagnosed by doctors of different specialties in most cases at the age of 12-13 in 69.9 % of girls, and in 73.6 % of young people associated with the late onset of puberty - at 14-15 years [27].

Acne can occur in mild to moderate severity, for the treatment of such forms of severity, it may take 3-4 years of treatment. In the case of treatment of severe acne, it may take significantly longer: from 8 to 12 years [28].

Due to the fact that this disease tends to manifest in visible areas of the body, increasingly experts note a decrease in the quality of life of patients due to the appearance of social phobia, anxiety and depression in acne patients. It is especially important to note the fact of non-acceptance of their appearance in patients suffering from acne, which has a high percentage of negative consequences accompanied by suicidal outcomes [29, 30].

Acne should be considered a disease that has a negative impact on the psychological and emotional state of patients' health; in this regard, a standard psychiatric examination and psychological support should necessarily be included in the acne treatment plan [28].

According to Federal Law No. 323-FZ of 21.11.2011 "On the basics of protecting the health of citizens in the Russian Federation", articles 7 and 30 emphasize the priority of protecting the health of children and the preventive direction in the formation of a healthy lifestyle [29]. Thus, the state emphasizes the need to protect the health of children, through the development and implementation of programs aimed at the prevention and early detection of diseases to create the necessary conditions for the normal physical and mental development of children.

In turn, according to the Order of the Ministry of Health of the Russian Federation No. 924n of November 15, 2012 "On approval of the Procedure for providing medical care to the population in the profile "dermatovenerology "[30] in the clinical recommendations for the treatment of acne, there are no preventive measures, as well as methods of rehabilitation of acne, which are an important aspect for preserving the life and health of children and adolescents.

To date, the prevention of acne has not been developed, which indicates the relevance of our study. In addition, it is worth paying attention to the new ICD 11 revision that has appeared on the Internet, which has not yet been approved, but has seriously changed regarding diagnoses concerning acne. The addition of new diagnoses such as: ED80 Acne and related disorders, ED80. 4 Acne Scars, 6B25 Body-related behavioral disorders, MB26. 090 Somatic delusion directed at the skin, 6B21 Body Dysmorphic disorder, proves once again the relevance of the chosen topic and focuses on new topical problems that arise in patients with acne, leading to a decrease in the quality of life and negatively affecting the psychological status of the patient[31].

According to the WHO, every sixth person in the world is in the age group of 10-19 years. She also emphasizes that at this age, 16% of violations are related to diseases related to mental illness, and half of such diseases occur before the age of 14 and remain untreated, leading to negative consequences for the individual. [32].

At the same time, I would like to note that the order of the Ministry of Health of the Russian Federation "On approval of the standard of medical care for patients with Acne" dated December 11, 2007 No. 750 does not provide for the study of the psychoemotional status [33].

And suicides are the third most important in the age group of 15-19 years. Denial of mental health disorders in adolescence, failure to provide assistance and early diagnosis of diseases in children, will entail consequences that will reduce the quality of full-fledged life activity of an individual in adulthood, and will have a negative impact on both physical and mental health.

According to WHO data on the DALY indicator, the main causes of lost years of life among adolescents in 2015 included anxiety, depressive disorders, anxiety disorders, intentional harm to their health, behavioral disorders of childhood, interpersonal violence [1].

Studying scientific studies related to the disease of acne, it was found that 19.2% of adolescents suffered in their personal and public life. Social phobia was diagnosed in 45% of patients with acne compared to 18% in the control group. Race and gender did not play a role in self-awareness and social perception of the disease [34]. In children with acne, the presence of psycho-vegetative disorders is noted [12]. This disease contributes to the appearance of a psycho-traumatic situation and concentration on the disease, which significantly reduces the effectiveness of conventional therapy [35].

Due to the fact that the disease affects open areas of the body, especially the face, and forms long-lasting skin defects, and sometimes leaves lifelong traces of negative skin changes on the face, after the disease. In 10% -40% of patients, there are significant negative changes in social and psychological activity, which

contribute to a significant decrease in self-esteem and quality of life in general, thereby exacerbating the so difficult daily life of a teenager. As well as to the development of anxiety-depressive disorders with a subsequent probability of suicide [36, 37].

According to E. E. Zhiltsova et al. [38], acne patients have a violation of the psycho-emotional background and a reduced quality of life, are diagnosed with states of anxiety (85.2%), self-doubt (77.8%), increased irritability (33.3%), isolation (42.6%), signs of depression, sleep disorders (5.6%). The relationship between the severity of the disease is directly proportional to the change in the quality of life [39].

Studies conducted by O. I. Zadnipryana et al. [40], with the participation of 101 patients with acne and post-acne, showed that in 66.2% of acne sufferers, previous psycho-traumatic situations (intra-family and interpersonal conflicts, death or long-term chronic illness of relatives, failures in the professional sphere) acted as a provoking factor for manifestation and disease.

Often there is the formation of a post-acne symptom complex in acne patients, due to self-damage to the skin, diagnosed as expropriated acne.

Acne is an indicator of an unfavorable socio-economic situation, which, in turn, generates socio-economic problems. Adolescence is a period of formation of protective behavior, the body of children, especially children from social risk groups, is more vulnerable and sensitive to changes in environmental factors, so it is necessary to identify and analyze the influence of social and hygienic factors affecting the risk category of children and adolescents is relevant [41].

In recent years, the level of general and primary morbidity of children of puberty is increasing: more than 50% of adolescents are diagnosed with chronic diseases. I would especially like to highlight children from the social risk group, who in the near future will replenish the social, economic, military, scientific and cultural reserve of society. The health of generations can be protected by strengthening the health in the adolescent period by strengthening the psycho-emotional background of the child [28].

Prevention of adolescent acne will reduce current and future health care costs and qualitatively increase social capital. Human health determines the quality of life and the implementation of the planned life plans, the creation of a family, the desire for professional training, social development, the development that determines the development of the country will depend on it [42].

The child and youth mortality rates are of particular concern. Analyzing adolescent mortality, it was found that 75% of deaths can be prevented, as they are caused by accidents (34%) and suicides (30%), substance poisoning (6%), alcohol intoxication (5%) [43]. Among these deaths, there may have been patients with acne, but no one takes into account such statistics.

An important place in society is occupied by the appearance of a person. In adolescence, there is a desire to improve their appearance, for a better sense of attractiveness, which will contribute to self-confidence, efficiency and, of course, will make them more in demand in society, in those professions in which a person's appearance is of great importance [44].

Global data emphasize that acne is one of the top three skin diseases in the global population, affecting about 85% of adolescents[23, 45].

Numerous scientific data indicate that up to 80% of people in the age range from 12 years old, regardless of gender, race, or ethnic group, suffer from acne [46, 47]. According to WHO, more than 3,000 adolescents die every day, or 1.2 million a year. One of the primary reasons is suicide against the background of dissatisfaction with their appearance [48].

According to the observation of many scientists, patients with acne feel a decrease in adaptation in society, among such people there are many lonely and unemployed citizens. Patients in the provision of medical and social care, patients often do not receive support from the state due to biased criteria. The issues of medical and social expertise of patients with diseases of the skin and subcutaneous tissue are still practically not studied and methodologically not worked out [46, 49].

The needs of adolescents in health services are increasing, it is necessary to optimize the activities of the system of medical and preventive care for adolescents, especially a systematic approach is needed, focused on the interests of children, including changing priorities in the work of the health sector, as well as the formation of responsibility for their own health. Strengthen the capacity of health workers by improving the system of rationing and remuneration. Take measures to provide assistance to children focused on the interests and needs of adolescents, while respecting the principles of confidentiality, security, protection and respect. Provide the opportunity to receive assistance in a favorable environment and ensure psychosocial well-being. Optimization of the system with the revival of the practice of distributing young specialists (even with secondary special education), taking into account the needs of medical organizations [48].

With regard to the outpatient stage of treatment of patients suffering from severe skin diseases, it is necessary to take into account that to this day there is no single mechanism for their preferential drug provision within the framework of co-financing [50].

Conclusion

The analysis of publications related to the problem of organizing medical care for children and adolescents with acne shows the relevance of the study in this aspect. Health problems associated with acne may seem new, not fully understood, without solving the problem of access to medical care for this category of children

and adolescents, especially from socially restricted groups, it is possible to predict a decrease in the quality of medical care, which will inevitably lead to an increase in morbidity, premature mortality and disability of the population.

No conflict of interest is declared.

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COMBINED NEUROPROTECTION IN RECOVERY COGNITIVE FUNCTIONS

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Abstract. *This paper examines the main features of combined neuroprotection in restorative treatment after ischemic stroke. In general, representing a pathogenetically sound direction at all stages of restorative treatment after cerebral circulation disorder. "Citicoline" is one of the most studied original domestic cytoprotectors, affecting the main pathophysiological processes of the ischemic cascade. The results of numerous clinical trials demonstrated the effectiveness, safety, wide range of pharmacological effects and good tolerability of "Citicoline" we conduct a combination combination with "Cortexin" in our study.*

Keywords: *neuroprotection, combined neuroprotection, multidisciplinary approach, ischemic stroke.*

Introduction

To date, the rather wide prevalence of ischemic stroke, the high percentage of disability and mortality of patients after cerebral circulation disorders lead to a high medical and social significance of the problem and the need to further study the pathogenetic mechanisms and find new approaches to the diagnosis and treatment of this disease.

In general, in our opinion, the effectiveness of restorative treatment of patients after ischemic stroke depends on the correct organization of the therapeutic process, the main principles of which are the fastest start of therapy aimed at restoring blood flow in the affected area of the brain and protecting it from hypoxia and ischemia. The patient should be hospitalized in a specialized hospital with the ability to provide resuscitation care and adequate treatment using a multidisciplinary approach, as well as providing a systematic consistent and continuous restorative

process of cognitive functions.

Purpose of the study

To determine the effectiveness of combined neuroprotection of "Citicoline" and "Cortexin" in the restoration of cognitive functions in patients who have undergone ischemic stroke in the recovery period.

Materials and methods

Clinical comparative analysis was carried out in the groups of patients receiving Citicolin and Cortexin drugs in the rehabilitation period after ischemic stroke, which were comparable in terms of disease duration, age and sex. The clinical trial was conducted with the permission of the ethics committee. All patients gave voluntary informed consent for inclusion in the study. The study included patients with mild to moderate neurocognitive deficits who suffered ischemic stroke for more than 1 year. The average age ranged from 55 to 75 years (the average age was 64.5 years). The exception to the group was patients who had gross cognitive, motor impairment (hemiplegia) and speech impairment due to the consequences of brain infarction. To study the combined effect of the drugs (Citicolin and Cortexin), patients were selected who underwent a diagnostic study from a medical psychologist, neurologist. All patients were informed in detail about the safety of the clinical trial. In accordance with all criteria, 112 patients admitted to the Bochanskaya RB OGBUZ in the period 2019-2020 were treated and examined. All patients were divided into 3 groups. Group 1 - 38 patients treated with Cortexin 20 mg w/m in combination with baseline therapy. The 2nd group was 37 patients treated with Citicolin 2000 mg in combination with basic therapy. The 3rd group was 37 patients who underwent combined neuroprotection with Citicoline drugs at a dose of 2000 mg per cap per day and Cortexin 20 mg per meter [1].

Results and discussion

In the analysis of the results of our clinical study of combined neuroprotection with the drugs "Cortexin" 20 mg in/m and "Citicoline" at a dose of 2000 mg in/ per cap per day, we determined that after 10 days of restorative treatment, there is a positive dynamics of short-term memory, long-term memory, auditory memory, more efficiently perform logical-mathematical and arithmetic tasks, at the end of the course of restorative treatment of patients. Our control study of already discharged patients who underwent restorative treatment in our department after 30 and 50 days also confirmed the positive dynamics of cognitive recovery, as well as socio-adaptive mechanisms [2, 3].

Thus, the results of the combined use of complex neuroprotection "Citicolin" and "Cortexin" significantly increase the effectiveness of restorative treatment and the positive dynamics of cognitive recovery, which is explained in principle by complementary mechanisms in the energy cell regulation of brain neurons. Also, taking into account the diverse polypeptide and amino acid composition of the

Cortexin drug, the metabolotropic effect on the central nervous system was primarily noted: increased glucose transport to brain cells, activation and relaxation of glycolysis, "inclusion" in the cycles of amino acids: proline, leucine. The content of inhibitory amino acids (glycine, taurine, GABA, serine) in the preparation counteracts mediator imbalance, which supports trophotropic neurotransmission. Previously, neurotrophic treatment of polypeptides in combination with the neuromediator substance cyticoline contributes to the improvement of cognitive functions.

Citicoline is a direct stimulator of the cholinergic system; plays the role of neuropoietin for central neurons, also has metabolotropic effects on the Corey cycle and the Kennedy shunt. In conditions of reperfusion attacks on brain cells, cyticoline protects against excessive catecholamine effects [4, 5].

Conclusion

Thus, the study is relevant and proves the effectiveness of combined neuroprotection by Cyticolin and Cortexin in comparison with Cortexin and Cyticolin monotherapy in restorative treatment, as well as post-stroke cognitive disorders. This combination positively affects mental performance, patients more quickly performed logic-arithmetic tasks, which generally positively affects neurological status, without causing any side effects.

Thus, the results obtained by us in the course of clinical research can be recommended for the restorative treatment of patients who have undergone ischemic stroke, and also this combination of drugs can be recommended for use in all forms of ischemic cerebrovascular diseases.

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METHOD OF DELIVERY AS A PERINATAL FACTOR IN THE FORMATION OF GENERAL SPEECH UNDERDEVELOPMENT

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Abstract. *In the world, the number of children suffering from speech disorders is increasing, and therefore, the search for factors of their development is of great importance. A study conducted among children 5-6 years of age revealed a link between the method of delivery and the subsequent occurrence of speech dysfunction. The results of the study make it possible to suggest biomedical and psychosocial mechanisms explaining the influence of such a perinatal factor as caesarean section on the formation of the speech system.*

Keywords: *speech disorders, delivery method, cesarean section, hypoxia, psychosocial factors.*

Introduction

Every year in the world there are more and more children suffering from speech disorders [5, p. five]. Through the efforts of many talented researchers and teachers, various methods of correcting such violations have been created. However, no matter how effective these methods are, they do not in any way affect the cause of speech development disorders. Therefore, it is of great importance to search for factors that in one way or another affect the occurrence of speech disorders in children.

Since this problem is interdisciplinary, not only teachers and psychologists take part in this search [2, p. 33], but also medical specialists. One of the important medical aspects analyzed in the light of this problem is the assessment of the influence of perinatal factors that can disrupt the formation of speech function in a child or create conditions for its violation [6, p. 63].

Purpose of the study is to establish the role of the delivery method - vaginal delivery or cesarean section - in the occurrence of general speech underdevelop-

ment.

Materials and methods

The study was carried out on the basis of the Kindergarten No. 26 of a combined type and the Kindergarten No. 92 "Rainbow" of a general developmental type in the city of Veliky Novgorod using individual child development cards. Parents have given their consent to data processing. At the time of the study, all children were somatically healthy. A total of 71 children aged 5-6 years were examined. Of these, 48 children are diagnosed with general speech underdevelopment. 23 children without speech disorders made up the control group. The study used data from the life history and speech therapy diagnosis of each child who participated in the study. Statistical data processing was carried out using Fisher's test.

Results and discussion

As a result of the study, it turned out that 25 out of 48 children suffering from general speech underdevelopment were born as a result of a cesarean section. This is significantly more ($p < 0.01$) than in the control group. Of the 23 children in the control group, only 2 of the children were delivered by caesarean section.

The statistically significant data obtained in this way make it possible to hypothesize about the influence of cesarean section in the child's life history on the development of his speech function. Since the problem of speech impairment in children is an interdisciplinary one, different approaches should be used to explain this result – medical and psychosocial.

From a medical point of view, the relationship between cesarean section as a method of delivery in the history of the child's life and the occurrence of general speech underdevelopment in him in future is rather complicated. The complexity is due to the fact that speech, as a phylogenetically newer function, is formed rather late. One of the main, in a sense, a critical period for its formation is the age of about one year, when the following events occur:

- 1) the formation of ontogenetic speech memory begins;
- 2) the nature of contraction of the articulatory and vocal muscles changes [3, p. 814];
- 3) the rhythm of speech activity develops from syllabic and verbal to syntagmatic [2, p. 32].

All these changes occur with the direct participation of the central nervous system and, in particular, the centers of speech, which are part of the most phylogenetically young structures of the brain. It is known that the phylogenetically younger the structure of the brain is, the more vulnerable it is to adverse effects. Hypoxia is one of the destructive factors for the neurons of the brain.

Caesarean section as a factor of perinatal risk contributes to the occurrence of fetal hypoxia [1, p. 120], albeit short-lived. This may mean that in some neurons of the brain, changes may occur that will not be noticeable until their significant

functional activity is required, exceeding a certain threshold established by these structural changes [7, p. 96].

Consequently, transient hypoxia associated with operative delivery may be the key link determining the relationship between caesarean section and the subsequent occurrence of speech disorders in children.

On the other hand, the complexity of the processes necessary for the formation of speech function indicates the importance of communication between the child and the parents during the formation of the functional speech system. This is the key to the psychosocial aspect of the problem. It is communication with a close adult that provides the simultaneous impact of various types of stimuli, including emotional ones, which ensures the coordinated, harmonious formation of the components of the functional speech system. In addition, constant communication with the same owner of the formed speech system increases the likelihood of adequate formation of the rhythm of speech activity [4, p. 115]. This is the role of communication with a close adult in the normal, physiological development of speech in a child.

In a situation where the perinatal effect of hypoxia is very likely, including during cesarean section, the role of communication with parents and especially with the mother increases even more, since it is this that can give an additional stimulus, activate functional reserves and thereby compensate for possible impairment in the formation of speech functions.

However, it should not be overlooked that the birth of a child by caesarean section may affect the nature of communication between the mother and the child. It is logical to assume that the factors that led to the choice of caesarean section as a method of delivery – both medical indications and psychological aspects – can change the subsequent attitude of a woman towards a child. This may be manifested in the fact that with regard to such a child, the mother makes more compromises; more concessions are observed against the backdrop of perceived heightened control. This can serve as an additional factor in the violation of the development of speech function.

Conclusion

Thus, in the group of children with general speech underdevelopment, there are significantly more children born by caesarean section than in the control group. Consequently, the method of delivery is important as a perinatal factor in the occurrence of general speech underdevelopment as a complex disorder with impaired formation of all components of the speech system. The influence of this factor may be associated with transient hypoxia, the long-term effect of which on the cerebral cortex may be a violation of speech development. In addition to biomedical aspects, an important role can be played by the change in the attitude of the mother to the child, probably caused not by the very fact of operative delivery, but by the

reasons for its choice. Such a change can be manifested by a large number of concessions, which reduces the influence of afferentations necessary for the formation of speech function, and contributes to the occurrence of speech disorders.

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ANALYSIS OF MICRO- AND MACROCAVITIES IN NON-DEFORMABLE ANISOTROPIC SOLID MEDIA BY NON-DESTRUCTIVE TESTING

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Abstract. *The most problematic issue in various industries is the determination, depth and classification of micro- and macrocavities in non-deformable anisotropic solid media.*

Keywords: *anisotropy of solids, heat flux, thermal non-destructive testing.*

The dependence of the equilibrium physical properties of a solid on the direction is determined by the anisotropy of the solid.

The quantities describing the macroscopic properties of matter are divided into scalars, pseudoscalars, vectors, and tensors of various ranks. A scalar characteristic (for example, the average density of a substance, temperature, heat capacity, entropy) is given by one numerical value, which is not associated with the concept of direction in space and does not change during rotation. Such a characteristic of a homogeneous body in a state of equilibrium cannot have anisotropy. Pseudoscalar characteristics, for example, the specific rotation of the plane of polarization, are also isotropic, since their numerical value is retained when the body or coordinate system is rotated (but they change sign when reflected). To specify a vector quantity (for example, the average magnetization of a crystal), it is required to indicate 3 components of the vector in a certain coordinate system. These components are the projections of the vector on the coordinate axes, they change when the coordinate system is rotated.

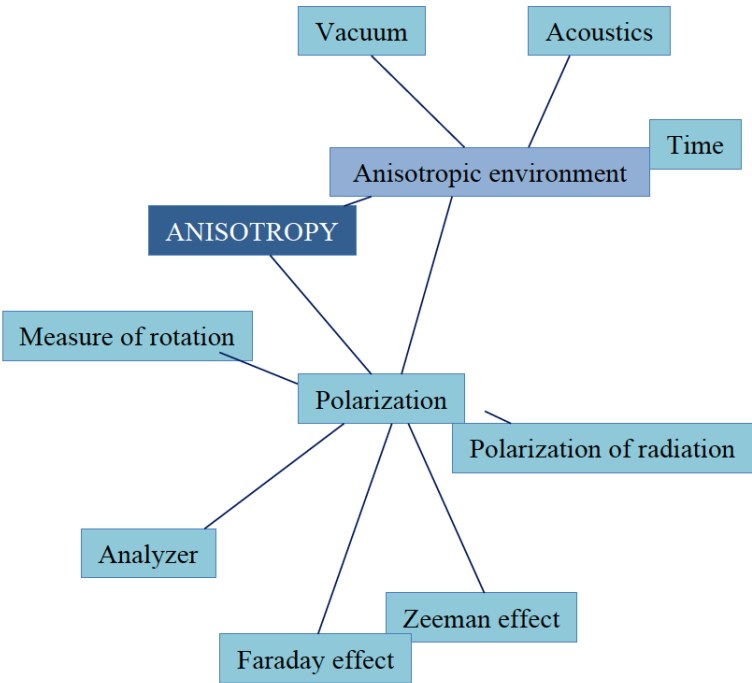


Figure 1 - Anisotropy

The law of thermal conductivity for anisotropic bodies takes into account the tensor nature of heat transfer, it can be represented as:

$$q_{M,t} = -\Lambda \text{grad } u - \tau_p \frac{\delta q_{M,t}}{\delta t} \tag{1}$$

From the representation of the heat flux in form 1 for anisotropic bodies, we can conclude that the terms depending on the heat flux are the first two terms of the expansion of the function $q_{M,t} - \tau_p$ in powers of the relaxation time τ_p , i.e. the heat flux depends not only on the rate $\tau_p \delta q_{M,t} / \delta t$ of its change, but also on the acceleration $\tau_p^2 \delta^2 q_{M,t} / \delta t^2 / 2$, on the third derivative, etc. Thus, now the heat flux can be represented in the form of the classical Fourier law, with a lagging argument in time equal to the relaxation time [1]:

$$q_{M,t + \tau_p} = -\Lambda \text{grad } u \tag{2}$$

Non-destructive testing methods, such as X-ray, thermal, ultrasonic, allow to identify the structure of micro- and macrocavities in objects of study at a great depth of occurrence without damage. X-ray and ultrasonic methods of non-destructive testing have a number of research limitations in terms of the depth of occurrence and the shape of the resulting discontinuities. The thermal method of non-destructive testing makes it possible to obtain a thermal spot identical to the shape of the investigated discontinuities.

Thermal control (TC) is a type of non-destructive testing based on fixing and converting infrared radiation into the visible spectrum. The thermal method is used in all branches of industry, where the technical condition of the controlled objects can be judged by the inhomogeneity of the thermal field.

At present, the method of thermal non-destructive testing (TNC) has become one of the most popular in heat power engineering and industrial production. In Russia, an increase in interest in thermal control is largely due to the adoption of Federal Law № 261 – FZ "On Energy Saving", which regulates energy audits of facilities in order to save resources. According to the definitions given in the law, the thermal method is the basic method for monitoring the current state of industrial facilities.

The main advantages of thermal control are: versatility, accuracy, efficiency, high productivity and the ability to carry out control remotely. According to one of the classifications, the following types of thermal control can be distinguished:

- Thermal imaging control
- Control of thermal conductivity
- Temperature control
- Control of heat flux density

Passive and active thermal control are conventionally distinguished. The passive TNC does not need an external heat source. On the contrary, active TNC assumes heating of the object by external sources.

The passive method of thermal control implies that the occurrence of a thermal field in the control object occurs during its operation or manufacture. Thermal control using the passive method is the most common TC method and is widely used in almost all branches of modern industry. The main advantage of the method is the control of objects without decommissioning and the absence of the need for additional manipulations associated with heating the object. Thermal non-destructive testing devices most often used in the passive method are thermal imagers, pyrometers, infrared thermometers, heat flow meters and data loggers.

The active method of thermal control is used when, during operation, the object does not independently emit sufficient thermal radiation for conducting TC. With the active method of thermal control, the object is heated by various external sources. Typical objects inspected by this method are multilayer composites and

other objects that require an external thermal load.

Depending on the method of temperature measurement, thermal control devices are divided into contact and non-contact.

Currently, the most common devices for contact temperature measurement are: thermocouples, metal and semiconductor resistances, thermal indicators, thermal pencils, manometric and liquid thermometers. Non-contact thermal control devices include thermal imagers, thermographs, quantum counters, radiation pyrometers, etc.

Among thermal control devices, thermal imagers are currently the most in demand. The share of thermal control tasks solved with thermal imagers is so large that the term thermal imaging control is often used.

Thermal imager - a device for monitoring the temperature distribution of the investigated surface. The temperature distribution is shown on the display as a color field, where a certain temperature corresponds to a certain color. In most models of thermal imagers, information is recorded in the device memory and can be processed on a PC using special software.

Observation and measuring thermal imagers are distinguished. Observing devices simply produce an infrared image of the observed object, and measuring devices can assign the corresponding temperature to the digital signal of each pixel, as a result of which a heat map of the controlled surface is obtained.

Today thermal imagers are the optimal tool used in all cases where the technical condition of the controlled objects can be judged by the inhomogeneity of the thermal field. Thermal imagers allow you to quickly and reliably identify hot spots and potential problem areas during maintenance in construction, energy, manufacturing and other industries. The thermal imager is included in the list of equipment required for certification of the NDT laboratory using the thermal method.

Pyrometers (infrared thermometers) are devices for non-contact temperature measurement of bodies. The principle of operation of the device is based on measuring the power of thermal radiation in the infrared and visible range of light. Pyrometers are used to solve problems where, for various reasons, it is not possible to use contact thermometers. Pyrometers are often used for remote thermal monitoring of incandescent objects and in other cases when physical contact with the controlled object is impossible due to its inaccessibility or too high a temperature.

Data loggers are typically used to measure temperature and humidity. The data loggers are suitable for long-term measurement and are compact devices with display, memory card, waterproof housing and programmable operating times. Some modern models have the ability to simultaneously connect several probes, allowing measurements to be taken in several rooms at once. Logger data is analyzed using special software and can be used to generate reports in graphical and tabular forms.

In addition to the listed electronic devices, various mechanical means of thermal control are widely used, such as self-adhesive labels, thermal pencils, temperature indicators, high-temperature paint, heat-dissipating paste, and others.

The use of the thermal method also allows its combined use with other methods of non-destructive testing. Supplementing thermal control with other NDT methods, as a rule, makes sense when TC is a method preceding the use of more effective NDT tools or when synthesis by various control methods gives more accurate results.

A combination of the first type is possible, for example, when detecting water in aircraft honeycomb panels, as well as impact damage and delamination in composite materials. In these cases, with the help of thermal inspection, potentially defective areas are localized, after which a more thorough inspection can be performed using ultrasonic testing. Riveted joints of aircraft panels can be inspected in a similar way, where the main inspection is usually carried out by eddy current method.

Combination of the second type is usually used to control complex objects, when the result of data synthesis is not a simple summation of individual results, but creates their new quality, the so-called synergy effect. In this case, the simultaneous combination of thermal control with other NDT methods makes it possible to obtain the resulting image, which will be processed and analyzed only once. In addition to more accurate results, such a combination can significantly reduce time and financial costs compared to the sequential application of several methods. Currently, the concept of data fusion using various sensors is actively developing and has already found its application in the military and aerospace industries.

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INDUSTRIALLY APPLIED METHODS FOR THE PRODUCTION OF POMEGRANATE POLYPHENOLS

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Abstract. *Utilization of by-products of the production of pomegranate juice is an urgent task. However, there are no ready-made solutions for complex disposal of solid parts of the grenade in the markets of technological equipment. The time has come to analyze the accumulated experience of some companies that are closer to the production of dietary supplements in the processing of small batches of this raw material and to highlight from it the main thing that can be guided by the organization of a larger-scale processing of peels and seeds, which are formed in juice shops whole mountains and they are simply taken to the landfill. This review so far concerns only their experience, given that the analysis of all innovative ideas would take up a lot of space and would not fit into the framework of a single scientific article.*

Keywords: *Pomegranate peel, processing, industrially applied technologies.*

1. Introduction

The pomegranate (*Punica granatum* L.) belongs to the family Punicaceae and has been grown since ancient times to produce delicious fruits and as an ornamental garden plant. The global acreage allocated for this plant is about 300 thousand hectares. The world production of pomegranate fruits reached 3.0 million tons per year.

Pomegranate is a typical succulent plant.

The skin (a.k.a. rind, husk, or pericarp) of the pomegranate fruit is tough and leathery. Membranous walls, known as carpels, compartmentalize the interior of the fruit, along with white spongy pith. The resulting compartments (a.k.a. locules)

contain 600–800 sacs called arils. One seed and juicy pulp is contained in each aril. In total, the arils consist of approximately 80% juice pulp and 20% seeds [1].

The ratio between the individual parts of the pomegranate fruit may vary depending on the variety of pomegranate, as well as the place and year of its cultivation, but in general they can be attributed to fruits with a relatively low juice content of 50 % or less.

Large piles of peels and seeds on the territory of large canning shops during the pomegranate processing season suggest that you will again have to take them to the landfill with additional labor and equipment, whereas processing them directly on the spot would help improve economic performance and production cleanliness.

These by-products of the production of pomegranate juice are perishable products, which in their raw form consist of 70 % (peel) and 55 % (pressed seeds) of water. The peel at a temperature of 0° C can maintain its quality for 21 days, at 2° C-up to 18 days, at 5° C-up to 14 days [2]. Drying allows you to convert the peel and seeds into a concentrated secondary raw material that is stored for a long time and is a more convenient object for further transportation and processing in any place and at any appropriate time.

While the peel is an extremely rich source of polyphenols, monosaccharides, organic acids, and minerals, the seeds are exceptionally rich in protein, starch, and storage lipids.

Comprehensive utilization of by-products of pomegranate juice can generate the development of this well-established production through diversification, which involves the production of products with added value, the cost of which does not include the cost of raw materials and development of new sales markets.

It remains only to choose a technology suitable for processing solid residues, which is not as easy as it may seem at first glance.

And the point here is not in the absence of bright ideas, but, strange as it may seem, in their abundance and diversity [3-5].

True, these ideas can be grouped based on their technological component and the functionality of the future technology, but even so, the number of such groups will be large and will not be limited to two or three groups.

Some of them are based on a simple grinding and drying of pomegranates with or without their peel in two stages (first-to a residual humidity of 30-35 % at a temperature of up to 90° C; then - to a residual humidity of 6-8 % at a temperature not exceeding 40° C), with simultaneous disintegration of the processed materials [6-7]. The developers of most other ideas consider such a simplified approach impractical, given the diverse nature of the biological action of the components of the pomegranate fruit. They follow an approach based on the separation of the raw material into separate parts and the selective extraction of related components of the raw material. At the same time, each researcher sees the extraction process

itself and the further processing of the separated extracts in his own way [8-11].

Some companies that are closer to the production of dietary supplements, cosmetic and pharmacological ingredients have already mastered and continue to master modern extraction technologies of two types, some of which are designed to grind the solid parts remaining after the juice is obtained, and others provide for the extraction of fruits directly without first dividing them into separate parts.

The time has come to analyze the accumulated experience of these firms in the processing of small batches of this raw material and to highlight from it the main thing that can guide the organization of a larger-scale processing of peels and seeds, which are formed in the juice shops of the whole mountains and they are simply taken to the landfill.

This review concerns only scientific and practical experience in the field of extraction of polyphenols of individual pomegranate peel. It does not address such issues as the extraction of oil from individual pomegranate seeds, the extraction of a mixture of peel and seeds (pulp), since the information in these areas is very extensive and requires separate analysis and discussion.

2. Industrially applied patents and solutions

Recently, pomegranate polyphenols have been widely recognized by scientists, companies, and public figures because of their unique pharmaceutical and conservative properties in the physiological system. In this regard, the number of studies concerning the health benefits of pomegranate polyphenols is also growing, and most of them are conducted on products of POM Wonderful (USA), which enter the market with ingredients with 100% pomegranate juice concentrate and a polyphenol extract with the brand name POMx.

POM x extract is produced according to a patented technology [12], which includes:

- creating a mixture containing the solid parts of the pomegranate (this is the pericarp, internal partitions and seeds, which are obtained and collected after the primary juice is removed from the pomegranate fruit by pressing, grinding or other methods used to extract the pomegranate juice) in an aqueous solution, with water accounting for 20-50 or 80 % of the total mass of the solid parts of the pomegranate;

- adding to the mixture a decomposing agent designed to help the phytochemicals to be released from the tissues and / or cells of the solid parts of the mixture, and this decomposing agent is one or more enzymes from the list consisting of cellulase, hemicellulase and pectinase;

- heating the mixture to temperatures of 60, 85, 120, 160, 185 or 210° F (preferably to 110 - 160° F), at which the released phytochemicals begin to enter into chemical reactions and / or polymerization reactions and, thereby, new phytochemical compounds or reaction products are converted, and holding at the

specified temperature for 195-45 minutes;

- removal of insoluble solid residues from the mixture to obtain a clarified liquid part of the mixture, which contains much higher molecular weight polyphenols, including punicalagins, than in pomegranate juice.

The last stage can be carried out with the use of a clarifying agent such as bentonite, or it is performed by microfiltration with a cut - off by molecular weight of 1000-5500 Da.

Further processing of the clarified extract is also possible: passing it through an adsorption resin that can bind to at least one polyphenol; using a solvent to elute the specified polyphenol from this resin; partial evaporation of the used solvent and concentration of the mixture to 50-90 °Brix.

One of the options for implementing this method is as follows.

The solid parts of the garnet are transferred to the Reitz mills with sieves in inches. The material is ground to a fine puree, 50% pure water is added to it and heated to approximately 125 ° F [$(125^{\circ} \text{F} - 32) \times 5/9 = 51.67^{\circ} \text{C}$] with the addition of the enzymes pectinase (Rohapect ® DA6L), cellulase / pectinase (Rohapect ® CL) and hemicellulase / pectinase (Rohapect ® BIL), which contribute to the destruction of the colloidal structure of the tissue and, as a result, the release and transition to the resulting extract of sugars, minerals, anthocyanins and other polyphenols, and is kept for 2 hours at this temperature. The mixture is then pumped from the extraction plant to the primary processing plant, where it is kept in tanks for 1 hour, after which 50-100 pounds of bentonite is added to it as part of its 125-gallon water suspension (about 0.47 m³) per 8000 gallons of the mixture (about 30.28 m³). The treated mixture is then passed through a Westphalia 755 decanter to remove the resulting sediment, and the remaining liquid portion is treated in a Schmidt evaporator, rectified and pasteurized at 205° F for 45 seconds, after which it is discharged from the evaporator and filtered through Koch Micro-Filtration membranes at a threshold molecular weight of soluble solids of the liquid extract of 4500 Da. The filtered liquid extract is fed back to the evaporator for final concentration (starting its treatment from a temperature of approximately 185-195° F) to a soluble dry matter content of 70 °Brix. The resulting concentrate is cooled to a temperature below 45° F and pumped into a dosing chamber, where it is mixed with other batches of the extract and standardized.

Comparison of this extract with natural pomegranate juice showed that the concentration of punicalagin α and β isomers in the extract of solid parts of pomegranate is 26 times higher (21.80 and 4.79 mg / ml) than in pomegranate juice (0.15 and 0.02 mg/ml). This also applies to ellagic acid glycosides (19.65 mg/ml in the extract versus 0.33 mg/ml in the juice), punicalin (with an extract content of 3.62 mg/ml), and total polyphenols.

POM Wonderful's POMx Polyphenol Extract is available in capsules: 1 capsule

(1000 mg) contains 753 mg of polyphenols.

This company also offers various compositions containing POM x extract, which can be health food products, beverages, medicinal products, dietary supplements, vitamin supplements, botanical extracts.

In its ads, the company claims that its products have "great health-enhancing abilities" provide "heart-healthy benefits, "and are"40 percent more effective than Viagra" in this regard. The company believes that pomegranate polyphenols are intended to support prostate health and reduce the risk of cardiovascular disease, and to fight prostate cancer and erectile dysfunction.

The US Federal Trade Commission (FTC) does not agree with such "bold statements" of this company [The source online, 1].

However, the company believes that these claims are supported by medical research, for which the aforementioned company has allocated 25 million \$ US.

These claims are also supported by independent sources.

When testing the effect of POM x extract on serum and atherogenicity coefficient in patients with hypocholesterolemia, in whose life there were factors that increase the risk of developing cardiovascular diseases and who received the hypolipidemic drug simvastatin for this reason, it was found that this extract causes anti - atherogenic effects that can reduce the risk of developing atherosclerosis. The addition of POM x in simvastatin therapy improved oxidative stress in patients with hypercholesterolemia and promoted the transition of serum lipids to a state more consistent with their original natural status [13].

Critics of this technology rightly believe that its main drawback is several thermal treatments, which can result in the degradation of some punicalagins, reducing the health benefits of pomegranate extract.

The method is also attributed to such a disadvantage as obtaining a target product that does not contain some phytochemicals (smaller ellagitannins, anthocyanins, etc.), characteristic only of the juice fraction, and generates not only polyphenols, but also several other substances, in particular sugars, organic acids, the presence of which during treatment with this extract can cause side effects, and, therefore, is undesirable.

It is claimed that the first in vivo study on the benefits of pomegranate for heart health was conducted in 2013 by the Catalan Institute of Cardiovascular Sciences (ICCC) using an extract with the brand name Pomanox. This study showed that diets enriched with pomegranate polyphenols can prevent or slow down endothelial dysfunction – the first signs of atherosclerosis and cardiovascular disease. The significant health benefits of this extract are also indicated by recent studies up to 2018 [Source online, 2].

Pomanox polyphenols are obtained using a technology patented by the Spanish company Probeltebio [14], which differs from its analogues mainly in that it is

designed to process not the peel, but the whole fruit of the pomegranate.

The advantages of this technology can be attributed to the fact that it is based on a pure water process and the target product here is not a mixture of polyphenols, but punicalagins - the key antioxidant compounds of pomegranate.

The preferred version of this invention provides for heat treatment of the primary extract (before or after clarification, but in any case-before passing it through the resin columns) for 5-30 seconds at a temperature of 80-90° C. In this case, the pH of the extract, which is subjected to heat treatment, can vary in the range from 1.0 to 5.0 (its optimal value is 3.5 ...5.0).

The prepared extract is passed through columns with a sorbent designed to delay polyphenols. Next, the polyphenols are extracted from the sorbent, for which a weak solution of alkali is passed through the sorbent. The resulting eluate is concentrated by nanofiltration and / or reverse osmosis to remove water, salts, and other impurities as completely as possible, and is converted to a solid form by freeze-drying, rotary vacuum evaporation, or spray drying with or without carriers such as maltodextrins or soluble fibers.

The extract is prepared at room temperature in order to make it difficult to transfer products such as free ellagic acid into it, and to obtain a completely water-soluble pomegranate extract. At the very beginning of the process, the enzyme tannase is inactivated, which means that the hydrolysis of ellagitannins to ellagic acid is prevented due to the fact that acid is added to the water used as a solvent, bringing the pH of the solvent used to 0.5 -1.5. Tannase is produced by filamentous fungi that can infect pomegranate fruits during the growing season, during harvest, during processing, storage, transportation, and marketing.

In addition, after separation, the extract is subjected to heat treatment, which also contributes to the inactivation of enzymes and / or their spores that can form and secrete tannase and other undesirable substances. The final pomegranate extract is completely devoid of tannase-forming microorganisms and / or an enzyme that can hydrolyze punicalagins at the time when the extract is introduced into a food or drink.

To extract the polyphenols adsorbed on the resin, a slightly alkaline aqueous solution containing no organic solvents and demineralized water is used. This means that no organic solvents come into contact with the aqueous extract, which contributes to the production of the target product, which is particularly suitable for use in the food, cosmetics and pharmaceutical industries.

The stages of obtaining the adsorption and elution of polyphenols from the sorbent, as well as the subsequent stage of concentrating the eluate by membrane methods, allow separating the sugar fraction from the fraction of ellagitannins and polyphenols and obtaining a solid final product without mixing the concentrate with maltodextrins and other additives.

The method is carried out as follows.

The raw material is washed and fed into a blender-mixer, in which the pomegranate fruits are crushed and mixed with demineralized acidified water and enzymes for 15-150 minutes in the temperature range from 4 to 30° C (pH from 3.5 to 5.0). After this, the resulting extract is separated, cleaned from large suspensions using a centrifuge and heated for 5-30 seconds at a temperature of 80-90° C.

In this invention, polymer resins made of styrene and divinylbenzene are used as adsorbing resins, such as Amberlite series resins, for example, Amberlite XAD-16 (manufactured by Rohm&Haas, USA). Other suitable resins are commercially available from The Dow Chemical Company (USA) XFS-4257, XFS-4022, XUS-40323 and XUS-40322 series resins.

Styrene-divinylbenzene (SDVB) resin Amberlite XAD-16 consists of particles ranging in size from 100 to 200 microns and has a macroreticular structure.

The prepared extract is injected into a TFE vacuum aspiration column, where it passes through the resin. The purpose of loading the extract into the column is to quantitatively retain the polyphenols in the TFE cartridge while the matrix impurities are removed.

After the target substance is retained by the sorbent (as judged by the color of the extract: at first it is dark brown, after the retention of polyphenols by the resin becomes pale yellow), the sorbent is washed from foreign impurities. For this purpose, distilled water is passed through it until the sweet pale yellow eluate becomes transparent. The remaining water is removed from the resin by vacuum aspiration.

At the final stage, a quantitative elution of the target component occurs, and the choice of one or another adsorption resin for this purpose may be associated with the difference in the size of certain groups of polyphenols.

In this method, Amberlite XAD-16 is used as a polyphenol sorbent with the following sorption characteristics: $\sim 800 \text{ m}^2/\text{g}$; average pore diameter $\sim 150 \text{ \AA}$ ($\sim 15 \text{ nm}$; $\sim 0.015 \text{ microns}$). To extract the polyphenols bound to the resin, 50 M of sodium bicarbonate at room temperature is used.

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The resulting eluate has a purity of 55-70 % in punicalagins. The degree of reduction of punicalagins from resin is 85-90 %.

The eluate is concentrated by evaporation or ultrafiltration in a tangential flow (TFF), but preferably by nanofiltration or reverse osmosis, until the content of punicalagins in it reaches 10 %, after which it is dried in a lyophilic drying unit, a

vacuum rotary evaporator or a spray dryer (which is preferable) to obtain a solid final product.

Let's look at this in a concrete example.

1000 g of pomegranate fruit is ground into a puree and mixed with 1000 ml of acidified demineralized water. They are kept for several minutes with the agitator turned on, after which the water phase is separated from the solid residue on the filter. The solid residue is washed with 100 ml of demineralized water, and water, washing water is added to the previously isolated water phase. The water phase with a volume of approximately 1700 ml is then purified in a centrifuge to remove the solid particles that have passed through the filter. After removing the solid, 1495 ml of the crude water extract remains.

A sample of crude aqueous extract (1495 ml) containing 9.62 g of punicalagin α and β is loaded into a column containing XAD 1180 series adsorption resin. The liquid phase extracted at the end of the column no longer contains punicalagins.

The resin is washed with the same volume of demineralized water to remove the remaining ballast substances on its surface.

After that, the punicalagins are eluted from the resin using a constant pH shift strategy, which is facilitated by the passage of 50 M of sodium bicarbonate through the resin in an amount that is 2 times the amount of resin. Then the elution is completed by passing demineralized water through the resin until at least 90% of the punicalagins from the amount originally bound to the resin are extracted. The eluate comes out with a content of approximately 9.42 g of punicalagins with a purity of approximately 73.4 %.

In accordance with this invention, extracts are obtained in solid form with a content of less than 5 wt. % ellagic acid and not less than 30 wt. % punicalagins, 0.1 wt. % of anthocyanins (delphinidin 3,5-diglucoside, cyanidin 3,5-diglucoside, delphinidin 3-glucoside, cyanidin 3-glucoside, and pelargonidin 3-glucoside).

Pomanox is placed in capsules covered with an intestinal-soluble soft shell; one capsule of Pomanox (200 mg) contains 64-100 mg of polyphenols.

Table. Pharmaceutical form and composition of Pomanox powder pomegranate extract. (Source online, 3).

Components	Pomanox formulation		
	P15	P20	P30
Punicalagins	> 15 %	> 20 %	> 30 %
The amount of polyphenols	> 32 %	> 37 %	> 50 %
Ellagic acid	< 8 %	< 8 %	< 8 %

The solubility of Pomanox in water is up to 100 g/l, which makes it ideal for use in a mixture with beverages, at the same time it has heat resistance and a neutral astringent taste, which can also be attributed to its advantages; antioxidant

activity on the ORAC scale -5.700 micromol eq. Trolox/g or more; the optimal dose is from 265 to 750 mg / day, depending on the application.

As part of its ongoing commitment to offering the best pomegranate juices and ingredients, Stiebs (Madera, California), an American firm founded by George Stieb in 1963 as Stiebs Pomegranate Products, operates. These are pomegranate juice, juice concentrates, extracts, pomegranate seeds(arils), powders, mixtures, and formulations certified by the US Department of Agriculture as organic products. Pomegranate oil is produced here by drying the seeds and cold pressing them. It is recommended to use it in the preparation of certain products, such as chewing gums, cosmetic moisturizers and products to increase the elasticity of the skin of the face. It is particularly important as an ingredient for promoting the health of women in the pre-and post-menopausal periods. Punica granatum L. Peel Extract This company is a water-soluble antioxidant powder for use as an additive in cosmetic products, beverages, and other food products. The product has a beneficial effect on the heart, is standardized for 50 % content of total polyphenols, 5 % - punicalagins and 2 % - ellagic acid. The recommended oral dosage is 1000 mg per day [Source online, 4].

Conclusion

As can be seen, the technologies considered have significant differences depending on whether they are aimed at producing liquid concentrates containing not only polyphenols, but also other hydrophilic substances, or seek to isolate the polyphenols from the rest of the extract.

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LEFT VENTRICULAR ASSIST DEVICES IN THE MANAGEMENT OF END-STAGE HEART FAILURE

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Abstract. *Heart failure (HF) is a disease from which 12% of patients with NYHA FC III-IV die every year in the world. In Russia, this figure is about 612 thousand patients. This article discusses effective technologies for the treatment of patients with end-stage heart failure: orthotopic heart transplantation and a mechanical VAD device that partially or completely replaces heart function. Opportunities and prospects for improving the use of VAD are estimated.*

Keywords: *VAD, left ventricular assist device, LVAD, mechanical circulatory support, heart failure, heart transplantation.*

Heart failure is a major worldwide health problem. Annual mortality from chronic heart failure (CHF), even under treatment in a specialized hospital, reaches 12% among patients with NYHA FC III-IV [1]. In Russia, up to 612 thousand patients die from CHF every year. Despite the significant achievements of modern pharmacology, in a number of cases, it is impossible to avoid the decompensation of heart failure and the development of its terminal stage. Such situations require an increase in the doses of taken drugs, but even with their help at this stage of the disease, it is not possible to achieve compensation for blood circulation. For such cases, new treatment technologies have been developed: orthotopic heart transplantation (OHT) or mechanical circulatory support using a left ventricular assist device (VAD). Both methods are better for the prognosis and quality of patient's life [2,3,4].

Orthotopic heart transplantation is a transplantation, in which the native heart is removed and replaced by the donor organ in the same anatomic position as the original heart. About 4000 heart transplantations are performed annually in the

world [5] (the overwhelming majority of interventions take place in Europe and North America [6]). In Russia, over the past years, there has been a significant increase in the number of heart and other organs transplants. However, there are still many unresolved ethical and legislative problems, as well as the complexity of the optimal transplant selection, its engraftment/rejection, etc.

In patients who are not suitable for transplantation or who do not have an available organ donation, the method of mechanical circulatory support using a left ventricular assist device (VAD) can be successfully applied. For the first time in 1966, American cardiac surgeon Michael Ellis DeBakey successfully used a ventricular assist device for post-cardiotomy heart function support [7, 8]. Since then, there has been a continuous process of miniaturization of implantable heart support devices. And the first implantable VAD device – HeartMate II – was placed in 1991 [9]. Its internal parts were developed based on the experience of existing components of the Hemopump – an implantable axial pump with a catheter, which was first used in clinical practice in 1988 [10]. The input and output bearing units are made of silicon carbide, which has high hardness and thermal conductivity, in the form of a ball pair. The design this bearing unit allows it to work on dry friction, i.e. blood does not enter the ball pair [11]. Further in 2001, the FDA approved the first implantable VAD using as a bridge to transplantation (bridge therapy), referred to as HeartMate XVE [12].

The outcomes turned out to be promising, therefore, the question arose about the applicability of the method in patients who are not suitable for surgical interventions. This hypothesis was tested in the prospective multicenter REMATCH study. It compared the results of HeartMate XVE implantation with the results of optimal drug treatment in patients who were not considered candidates for heart transplantation [13]. In patients on VAD, the survival rate after 1 year increased by 50%. Due to such effective indicators, VAD was approved as a form of definitive treatment in 2003. [14]. Current indications for left ventricular support device (LVAD) implantation as a definitive treatment include patients (1) with NYHA Class 4 heart failure, (2) with optimal drug therapy within 6 of the last 9 months, (3) with life expectancy exceeding 2 years, (4) who are not candidates for a heart transplant.

The left ventricular assist device (LVAD) therapy was revolutionary, but restricted by device failure at 18 months. This was due to the limited functioning life of the bearings, as well as the intake and exhaust valves [15]. In this regard, significant changes were required in the design of the device. The first human implant of VAD MicroMed DeBakey Noon with continuous blood flow in a man was performed in Germany in 1998. [16]. There have been two types of works (first in vitro and then in vivo) that demonstrated the preservation of cerebral, renal and visceral perfusion during VAD implantation with continuous flow [17, 18].

These test results made it possible to discard previously existing concerns about the incompatibility of human physiology with the absence of pulsation.

Advantages of modern VAD include (1) a short period of hospital stay (1-3 days), (2) lack of preventive prescription of antibacterial drugs, (3) a low level of pain intensity in the postoperative period, (4) short period of rehabilitation, (5) no need for bandaging and special therapy after surgery since there are no postoperative sutures.

Despite a fairly large list of advantages, improvements to the existing VAD models are already planned. Further reduction of the pump size (creation of more miniature models), improvement of hemocompatibility and transdermal nutrition seems promising for improving the outcomes of surgery and survival after VAD implantation.

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